



FUNDRAISER INTRO + SIMPLE HOW TO



Facebook recently introduced a new feature that lets you easily launch a fundraising campaign to raise money and awareness for the causes you care most about. As excited as we are? Great, here's how you can get started:

1. Click **+ Create Fundraiser** in the left menu of your News Feed
2. Search for a nonprofit, then choose a cover photo and fill in the fundraiser details
3. Click **Create**
4. You can also create a fundraiser from a participating nonprofit's Facebook Page.
5. Note: All fundraisers are public, so anyone on or off of Facebook can see them.



We know asking for money can feel daunting, but being an evangelist for a cause is more than fundraising. It's a way to stand up for a cause and ask people to join the movement. Here are few tips to that will help guide your successful fundraiser launch:



1. **Be you** - The story is the heart of a fundraiser. People connect to people, so don't be afraid to share your compassion for a cause. Authenticity is key.
2. **Be specific** - What is this cause? Who is the organization? Why should people care? What is the money going towards?
3. **Be transparent** - Communicate with updates on the progress, money raised, and any incoming information from the nonprofit.
4. **Be proactive**- Don't just launch and leave it. Be sure to stay on top of it.
5. **Be creative** - Feel inspired to post videos, share infographics, photos, countdowns, interviews, your ideas are endless!

