



BIRTHDAY / FRIEND FUNDRAISER FACEBOOK STEP-BY-STEP GUIDE

THANK YOU

Thank you so much for considering creating a birthday and (or) a friend fundraiser. Facebook provides a great and simply way for people to engage their social media friends on the behalf of organizations they support. Below is a quick guide to assist you in this campaign.

STEP-BY-STEP

- 1) Go to your Facebook account (or create one)
- 2) Go to your 'home' page, and look on the left side column. You should see the 'fundraiser' option under "Create" at the bottom. Click on "fundraiser" and Facebook will walk you through.
- 3) Pick your charity (Hope Vibes Inc)
- 4) Set your fundraising goal and time-frame. We've seen many successful fundraisers at \$200 or even \$500 or more! Set something that you feel good about and see where it goes! You can always raise the amount if you particularly like to challenge your friends.
- 5) Invite people on your friends' list and engage with them! This is key. Invite, invite, invite! Share often on your timeline: remember that not everyone will see something when you post just once. While some people may be hesitant to invite people on their friends list, remember you're giving them an opportunity to participate in something large and global. No problem if they are unable or unwilling to participate at this time - you've at least extended an invitation.
- 6) Thank people as they donate and watch numbers go up! Seriously, these people are donating to Hope Vibes because of YOU - because they love you, they appreciate you, they think you're the bee's knees (and we do, too!). And then, have fun!!



#HOPEVIBES