Toolkit for Birthday Fundraisers
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Introduction
Thank you for donating your birthday to Calvary Women’s Services. The following toolkit is meant to serve as a guide to setting up a fundraiser on Facebook.

We have also included some tips and advice for getting the most out of your fundraiser.
About Facebook Fundraisers

• **With 2.3 billion active monthly users**, Facebook is still the most popular social media platform available.

• Facebook began introducing fundraising tools for nonprofits back in 2015.

• Since then, individuals and organizations have raised **over 1 billion dollars** through Facebook.
Advantages of Facebook Fundraisers

- **Make a difference** - by fundraising for Calvary on Facebook, you are supporting our programs and empowering women to overcome their homelessness.

- **They are free** - there is no cost to you or to Calvary when setting up a fundraiser.

- **Easy to set up** - Getting your fundraiser up and running is an easy process.

- **All funds raised will support Calvary’s programs** - Facebook does not take a percentage of the proceeds.

- **High Visibility** - On your birthday, Facebook will notify your friends that you have a fundraiser. They will also prioritize this content in the newsfeed.

- **User Friendly** - your friends can donate directly on Facebook
Getting Started
How to setup your fundraiser (1/2)

- **Follow this link** - https://www.facebook.com/fund/calvaryservices/
- **You should see a box that looks like this:**
How to setup your fundraiser

(2/2)

- **Add an image** - Facebook will automatically add the cover photo from Calvary’s page. We have additional options available with the toolkit files.

- "**Why are you raising money?**" - feel free to personalize the text in this field. Why are you passionate about Calvary? What is it about Calvary’s mission that speaks to you?

- **Click Create**

- **Invite friends** - You’ll be presented with a list of your Facebook friends. Click “Invite” next to the friends that you would like to notify about the Fundraiser. They will receive a notification from Facebook

- **All funds raised will support Calvary’s programs** - Facebook does not take a percentage of the proceeds.
Best Practices

- **Get Personal** - let people know why you’re passionate about Calvary’s mission & programs.

- **Your goal** should depend on the number of people you envision making a donation. If you’re having a hard time making an estimate, $250 is a good number to start with.

- **Encourage friends to share**, especially if they have donated!

- **Create additional visibility** for you and your fundraiser with any of the following:
  - Change your Profile Picture
  - Change your Cover Photo
  - Update info on your Profile
  - Be active – like and comment on other posts
  - Change the Cover Photo on your fundraiser page
Recommended Timeline

- **2 weeks in advance,** Facebook will prompt you to create a fundraiser for your birthday.

- **Share the fundraiser** once it has been created and launched.

- **Post progress reports.** Is your fundraiser off to a great start? Have you already raised half of your goal?

- **Share on your birthday!**

- **Thank everyone who donated.** Post on your wall and send individual messages to donors throughout the campaign.
Talking Points for Calvary’s Impact

- Last year Calvary served more than **150 women**.
- **Over 70%** of women who complete Calvary’s programs move into their own.
- **4 out of 5 women** who attend Calvary’s addiction recovery meetings maintain their sobriety.
- In 2018, Calvary provided women with over **500 sessions of therapy**.
- Last year Calvary offered **over 700 hours** of education programs including health & wellness, financial literacy, and arts classes.
Sample Posts
Sample Facebook Posts

- Help me celebrate my birthday this year by supporting @calvaryservices, a nonprofit that empowers homeless women in Washington, DC, to transform their lives through housing, health, education, and employment programs.

- Thanks everyone for the birthday wishes, and thank you to those who have donated to my fundraiser! There are a few days left, it’s not too late to empower women at @calvaryservices to make lasting changes in their lives and end their homelessness for good.

- I’m using my birthday to support @calvaryservices because I’m passionate about their mission to empower women to end their homelessness. 90% of women who secure a job with Calvary’s support move into their own homes. Let’s continue to make that possible!
Sample Twitter Posts

- *Help me celebrate my birthday this year by supporting @calvarywomendc, a nonprofit that empowers homeless women in Washington, DC, to transform their lives through housing, health, education, and employment programs.* [insert link to FB fundraiser]

- *Thanks everyone who has already donated to my birthday fundraiser for @calvarywomendc. Last year over 70% of women who completed Calvary’s programs moved into their own homes! You can help make an #impact at* [insert link to FB fundraiser]