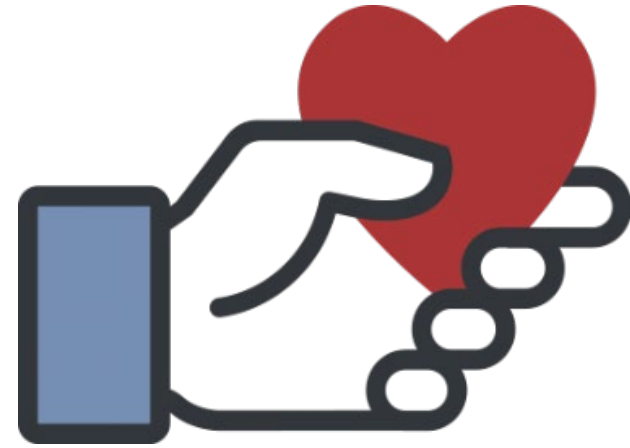


facebook



# Toolkit for Birthday Fundraisers



Calvary  
Women's Services

*Ending homelessness. Inspiring hope.  
Transforming lives.*

# Table of Contents

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2. Getting Started
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# Introduction



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***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.

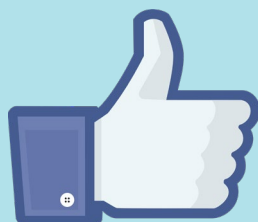




# About Facebook Fundraisers



- **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.



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# 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



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# Getting Started

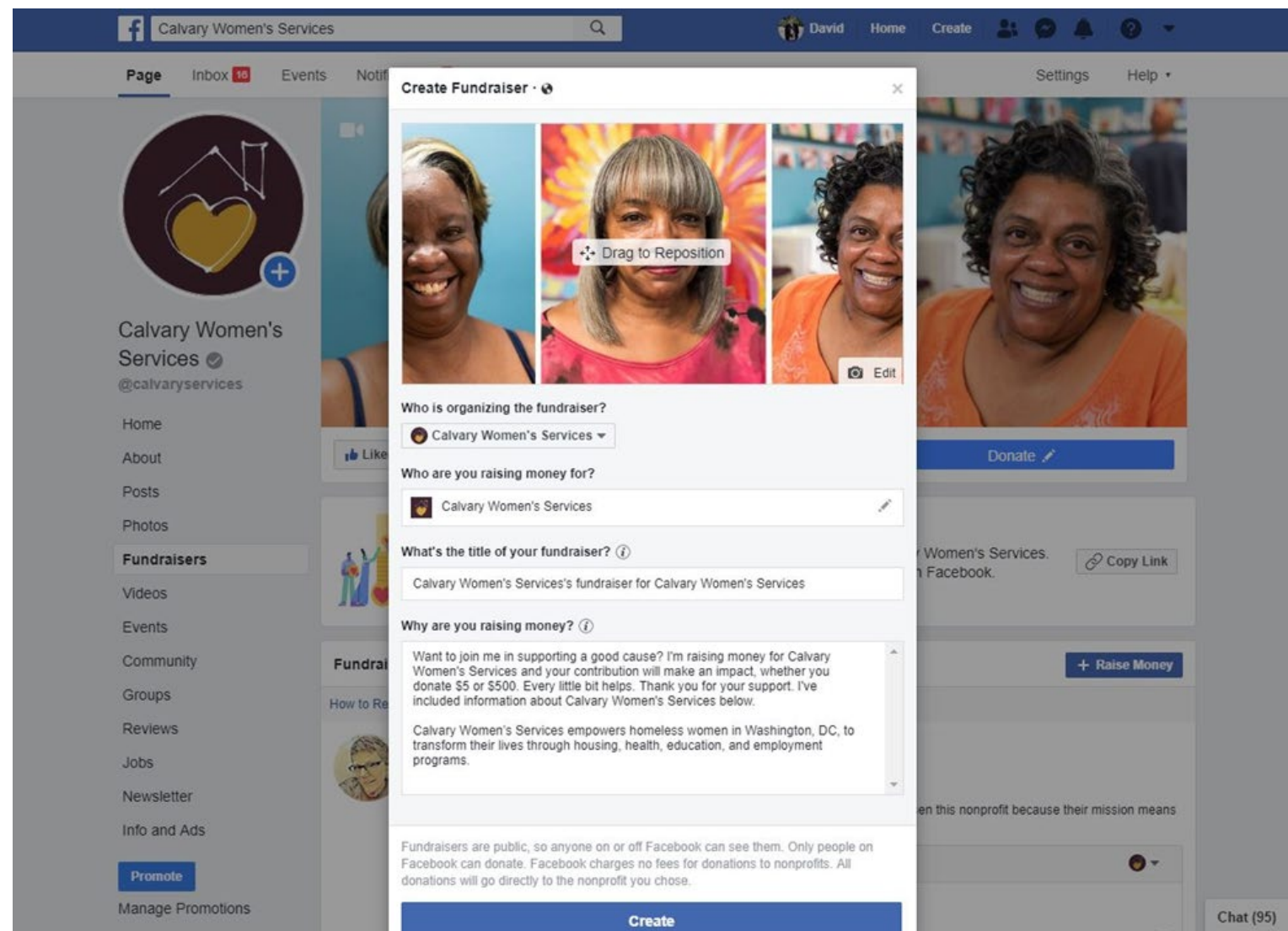


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# How to setup your fundraiser (1/2)

- **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.



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# Tips



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# Best Practices



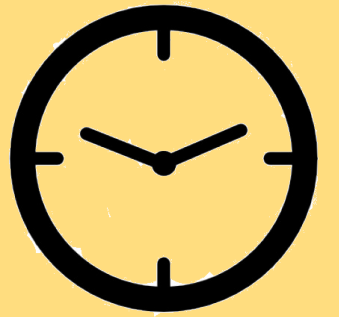
- **Get Personal** - let people know why you're passionate about Calvary's mission & programs.
- **Your goal** should depend on the number of people you envision making a donation. If you're having a hard time making an estimate, \$250 is a good number to start with.
- **Encourage friends to share**, 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



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# Recommended Timeline



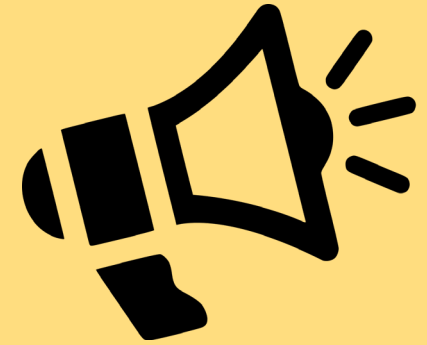
- **2 weeks in advance**, Facebook will prompt you to create a fundraiser for your birthday.
- **Share the fundraiser** once it has been created and launched.
- **Post progress reports.** Is your fundraiser off to a great start? Have you already raised half of your goal?
- **Share on your birthday!**
- **Thank everyone who donated.** Post on your wall and send individual messages to donors throughout the campaign.



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# 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.



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# Sample Posts



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# 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!*



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# 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]*



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