

# Facebook Fundraiser Toolkit



# Table of Contents

**1. Introduction (pgs. 3-5)**

**2. Getting Started (pgs. 6-8)**

**3. Tips (pgs. 9-12)**

**4. Sample Posts (pgs. 13-15)**

**5. Sample Photos (pgs. 16 - 17)**



# Introduction



***Thank you*** for setting up a birthday fundraiser for Calvary Women's Services! The following toolkit is meant to serve as a guide to setting up your fundraising page on Facebook.

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



# Advantages of Facebook Fundraisers

- ***Make an impact*** - By fundraising for Calvary on Facebook, you are supporting our programs and empowering women to overcome their homelessness for good.
- ***They are free*** - There is no cost to you or to Calvary when setting up a fundraiser through a Meta social media platform.
- ***Easy to set up*** - Getting your fundraiser up and running is an easy process.
- ***All funds raised go directly to 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. That means hundreds to thousands of people learn about our work!
- ***User Friendly*** - Your friends can donate directly on Facebook.

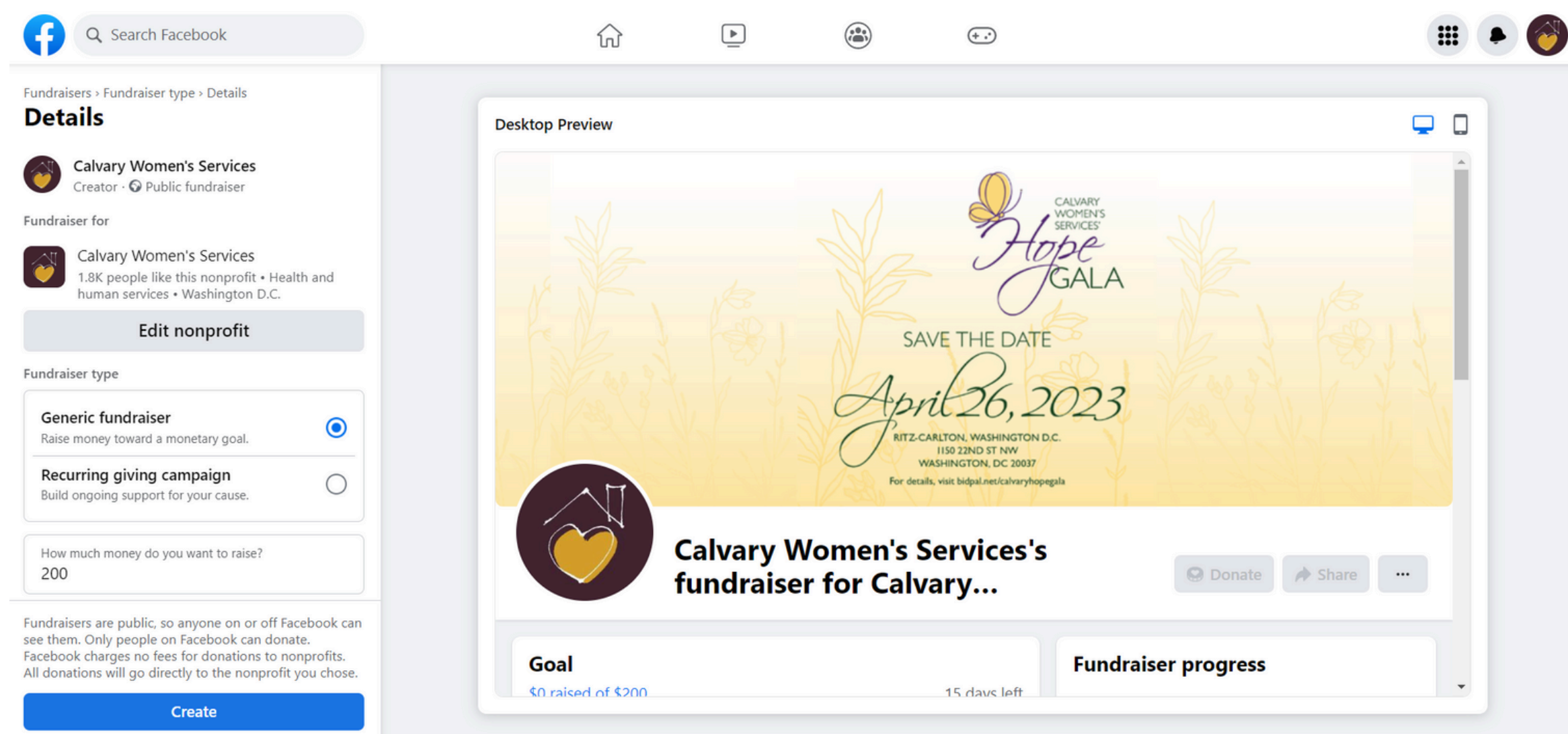


# Getting Started



# How to setup your fundraiser (1/2)

- **Go to:** <https://www.facebook.com/calvaryservices>
- **You should see a box that looks like this:**



The screenshot shows the Facebook fundraiser setup interface. On the left is a sidebar with the following details:

- Fundraisers > Fundraiser type > Details**
- Details**
- Calvary Women's Services (Creator · Public fundraiser)
- Fundraiser for: Calvary Women's Services (1.8K people like this nonprofit · Health and human services · Washington D.C.)
- Buttons: Edit nonprofit
- Fundraiser type:
  - Generic fundraiser (selected): Raise money toward a monetary goal.
  - Recurring giving campaign: Build ongoing support for your cause.
- How much money do you want to raise? 200
- Footnote: Fundraisers are public, so anyone on or off Facebook can see them. Only people on Facebook can donate. Facebook charges no fees for donations to nonprofits. All donations will go directly to the nonprofit you chose.
- Button: Create

The main content area shows a desktop preview of the fundraiser page:

- Desktop Preview**
- Header: CALVARY WOMEN'S SERVICES Hope GALA
- Text: SAVE THE DATE April 26, 2023
- Address: RITZ-CARLTON, WASHINGTON D.C. 1150 22ND ST NW WASHINGTON, DC 20037
- Link: For details, visit [bidpal.net/calvaryhopegala](https://bidpal.net/calvaryhopegala)
- Image: A heart icon with a house and a dollar sign.
- Title: Calvary Women's Services's fundraiser for Calvary...
- Buttons: Donate, Share, ...
- Goal: \$0 raised of \$200
- Countdown: 15 days left
- Fundraiser progress section



# How to setup your fundraiser (2/2)

- ***Add an image*** - Facebook will automatically add the cover photo from Calvary's page. Additional photo options can be found in this toolkit.
- ***"Why are you raising money?"*** - We recommend personalizing the text in this field to share why you are passionate about Calvary.
- ***Click create*** - Congratulations! You've successfully set up your Calvary fundraiser.
- ***Invite friends*** - You'll be presented with a list of Facebook friends. Click "Invite" next to the friends you would like to notify about your Calvary fundraiser. They will receive a notification from Facebook.
- ***Sit back and watch your impact grow!***





# Tips

# Best Practices (1/2)

- ***Get Personal*** and tell your friends and loved ones why you're passionate about Calvary's mission & programs.
- ***Your goal*** should depend on the number of people you envision donating. If you're having a hard time making an estimate, \$250 is a great number to start with!
- ***Encourage friends to share your post***, especially if they have donated to your fundraiser!



# Best Practices (1/2)

***Create additional visibility*** for you and your fundraiser with any of the following:

- Change your ***Profile Picture***
  - Change your photo to the Calvary logo or another photo option from this toolkit to make your profile picture visibly stand out
- Change your ***Cover Photo***
  - Change your photo to the Calvary logo or another photo option from this toolkit to make your cover picture visibly stand out
- ***Update info*** on your Profile
- ***Be active*** – like and comment on other posts
- Change the Cover Photo on your ***Fundraiser Page***



# Reccomended Timeline

- ***2 weeks in advance***, Facebook will prompt you to create a fundraiser for your birthday.
- ***Share the fundraiser*** as a post 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? These are great updates to share with your friends.
- ***Re-share on your birthday!*** This will remind friends who post on your page that you are hosting a fundraiser.
- ***Thank everyone who donated***. Post on your wall and send individual messages to your donors throughout the campaign.



# How to Discuss Calvary's Impact



# How to Discuss Calvary's Impact

Here are a few ideas of how you can discuss Calvary's Impact on social media and with loved ones during your fundraiser:

- Calvary Women's Services ***offers holistic care to empower women*** experiencing homelessness in DC to transform their lives through housing, health, education, and employment services.
- In 2022, Calvary provided over ***68,000 nights of safe housing*** to women experiencing homelessness in the D.C. area.
- Calvary ***serves up to 250 women annually*** in their housing programs.
- Calvary has ***six housing sites*** which meet the unique needs of women who are experiencing homelessness. These sites ***allow the organization to house 94 women each night, including 41 women living in their own apartments.***



# How to Discuss Calvary's Impact (Continued)

- Help me celebrate my birthday this year by supporting @calvaryservices, a nonprofit that empowers women experiencing homelessness in Washington, D.C. to transform their lives through housing, health, education, and employment programs.
- Thank you to 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. Last year, Calvary provided over 68,000 nights of safe housing to women experiencing homelessness in DC. Let's continue to make that possible!



# Sample Photos



# Sample Photos



**Thank you.**

