

HOW TO CREATE A FACEBOOK FUNDRAISER



@farmerfoodshare

1

Log into Facebook and click the “fundraisers” button on the left hand side under “explore”

Explore



COVID-19 Informat..



Fundraisers



Pages



Groups



See More...

2

Select the green “raise money” button



Fundraisers

About

Explore

Manage

See more

+ Raise Money

3

Select “nonprofit,” then search for Farmer Foodshare in the pop-up search field

Select Nonprofit

Farmer Foodshare



Farmer Foodshare

You and 14 friends have donated • Health and Human Services
North Carolina

4

Customize your fundraiser

Let's start with the basics

Who is organizing the fundraiser?



Katie-Rose Crater

Who are you raising money for?



Farmer Foodshare

TIPS FOR SUCCESS

Donate to yourself! This increases your fundraising success – people like to see that you have “skin in the game,” too.

If you reach your initial goal, increase it! People are more likely to donate to your fundraiser if they feel they are helping you reach an unmet goal.

Share your “why!” Your friends and family want to know why THIS particular mission is so important to you. It shows you truly care about the cause. It’s also a great opportunity to **educate your network** on major issues related to the food system in North Carolina.

Share status updates. Post messages on your fundraiser to keep your friends and family engaged. Ask us for statistics to share!

THANK DONORS! You can post on their wall, tag them in a post, or thank them on the fundraiser page.

Looking for your fundraiser later? You can always find it on the left hand side of your Facebook homepage under the “explore” tab.