## HOW TO CREATE A FACEBOOK FUNDRAISER



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

Explore

© COVID-19 Informat...

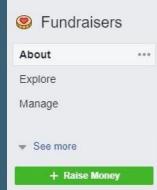
© Fundraisers

Pages

Groups

See More...

2 Select the green "raise money" button



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



Customize your fundraiser



## **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.

