Facebook Fundraising Toolkit

Five steps to creating your fundraiser in support of CASA-NYC on the Facebook app
Step 1:

• Open the Facebook app on your mobile device and log into your account.
• In the search bar type “CASA-NYC” and click on our organization. Our handle is CASA-NYC.
Step 2:

• On CASA-NYC’s page, click on the “Fundraisers” tab.
Step 3:

• You will be redirected to Facebook’s donation page.
• Click “Raise Money” to begin editing your fundraiser.
Step 4:

• Click “Edit” to pick a cover photo for your fundraiser.

• A bar will pop up at the bottom of your screen.
  • If you’d like to choose a photo from your camera roll, choose “Upload Photo”.
  • If you’d like to use a photo from CASA-NYC’s albums, choose “Select Photo”.


Step 5:

• Choose a title for your fundraiser.
• Let your friends know the reason for your fundraiser by clicking on the description and typing in your edits.
• Choose the amount you would like to raise by clicking on “Goal Amount.”
• Choose your “Currency”.
• Hit ”Create” on the top right.

Your fundraiser is now live!