HOW TO CREATE A FACEBOOK FUNDRAISER

Creating a Facebook Fundraiser is an easy way to tap into the power of your network in the fight against colorectal cancer. Follow our step-by-step guide to create yours!

**Step 1**
Log in to your Facebook Account. On the home screen, select “Fundraisers” from the left side navigation pane.

**Step 2**
On the Fundraisers page, select the option to “Raise money for a nonprofit” and click “Select nonprofit”.

calliance.org
Step 3
Search the window for “Colorectal Cancer Alliance.” Once you see the Alliance’s name appear in the list, click on it!

Step 4
Begin filling in the basic information about your fundraiser. Once you have all your information submitted, click “Next.” You can always edit your information later if needed.

Now Decide:

• How much should your goal be?
  You can make your goal as large or as small as you wish. Consider a personal number that can be explained (e.g. $2,600 to honor your diagnosis at age 26). We’re here to help! Contact Lizzie Glaser at lglaser@ccalliance.org if you need assistance in selecting a goal.

• How long should your fundraiser last?
  Fundraisers can last as long as you want! If you’re fundraising for an upcoming event, we’d suggest keeping your fundraiser live until a few weeks after the event is over to collect any outstanding donations. If your fundraiser isn’t tied to a date, consider keeping it open for two weeks to a month to give friends and family enough time to see it in their feed.
Step 5
Tell Your Story! Update the name of your fundraiser and share your personal story of why you decided to fundraise to support the Alliance. Once you are satisfied with your story, click “Next.”

Step 6
Pick a cover photo or video. You’ll have a selection of photos from the Alliance Facebook page. Choose the one that best represents why you’re fundraising for the Colorectal Cancer Alliance. Once you create your fundraiser, you’ll be able to upload more photos!

Step 7
You’re almost done! Click “Create” to create your fundraiser for the Colorectal Cancer Alliance.
**Step 8**

**Make a Donation to Your Fundraiser**

- If you haven’t already, make a personal gift to your own fundraiser! Making the first gift will show your network how committed you are to the cause.
- To donate, click “Donate” on the navigation bar under your fundraiser title.
- From there, follow the prompts to complete your donation. You’ll receive an emailed donation receipt from Facebook to the email associated with your Facebook account.

**Step 9**

**Customize your Story and Photo**

- Below your fundraiser title, find the option for “More” and click. Select “Edit Fundraiser” from the dropdown arrow.
- From there, you can customize your fundraiser goal, story, and end date! You can even upload a custom photo!
- Don’t forget to “Save” when you’re finished.
Step 10
Share by inviting your friends!

- Once you enter all your custom information, invite your Facebook friends to join your fundraiser and make a donation! Share your fundraiser for extra exposure.

- **TIP:** Did you know the average person needs to see something SEVEN times before taking action? Share your fundraiser regularly to increase the amount of people who see it on their feed. Ask your friends and family to share as well to reaches their networks!

Step 11
Post updates regularly!

Keep your supporters involved in your efforts by sharing regular updates on your fundraiser page. Remind them of deadlines, host contests for those who donate (e.g. offer to bake a dessert for the top donor), choose to personally match gifts made up to a certain amount, share photos, and even start live videos to make your supporters truly feel like a part of the process. The more involved they feel, the greater your impact!