HOW TO HOST A FACEBOOK FUNDRAISER

Facebook fundraisers are very popular, and most people seem to find them a convenient way to donate. They can be created in just a couple of minutes. Sharing your personal NALCN and UNC80 story and picture help your family and friends understand why a donation would mean so much to you.

Create a Facebook fundraiser to raise money for FUNDACION LIBELLAS. Share your fundraiser with friends, get donations and reach your goal.

Overview

So you have decided to host a Facebook fundraiser? That's amazing! We are delighted that you have chosen to change the world for children with NALCN and UNC80 syndromes by supporting FUNDACION LIBELLAS.
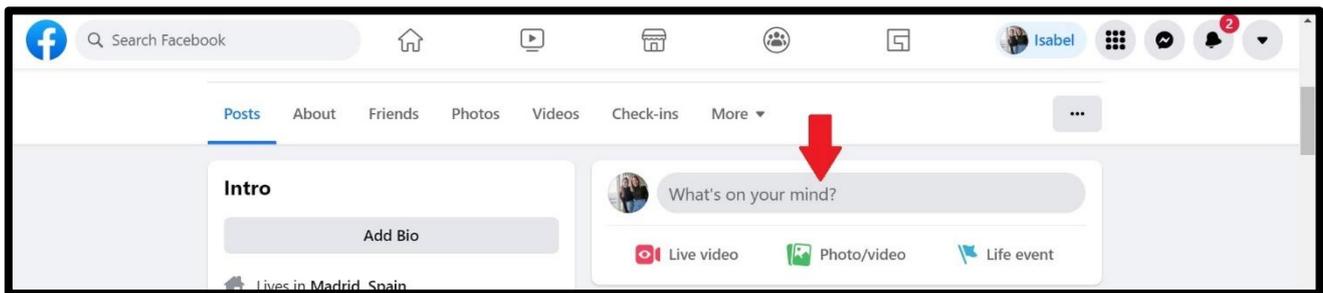
Getting started

Whether you are pledging your birthday or doing a challenge event, setting up a Facebook Fundraiser couldn't be easier.
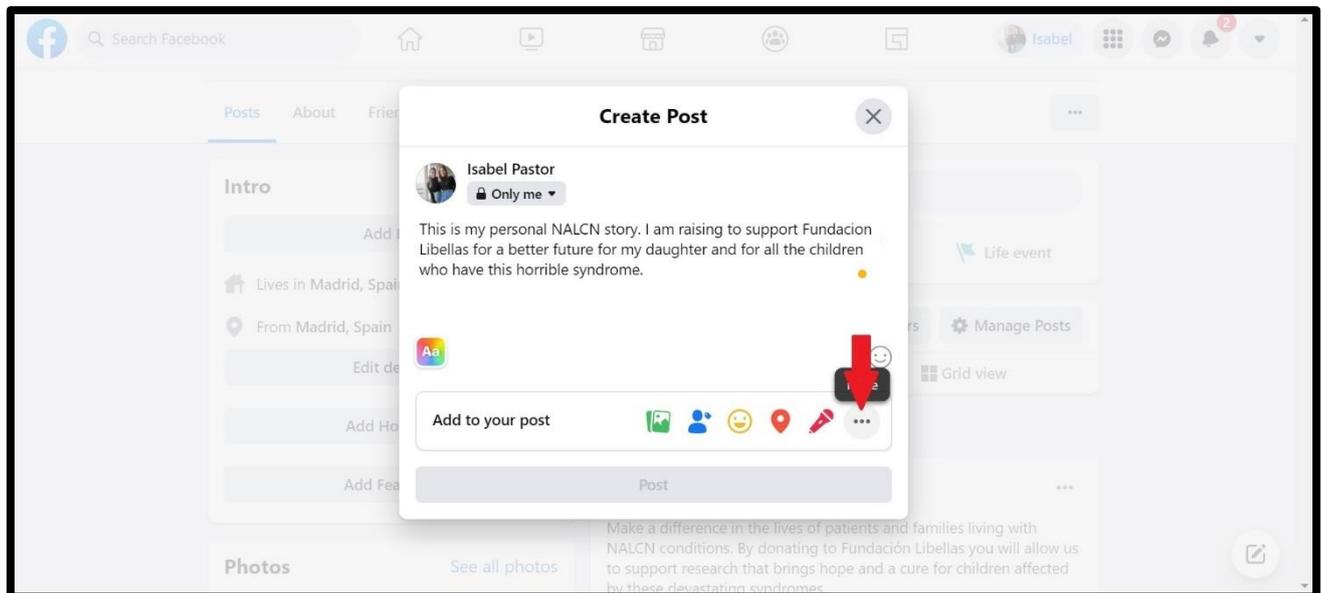
Every single donation goes towards changing the world for a child with NALCN or UNC80 syndrome.
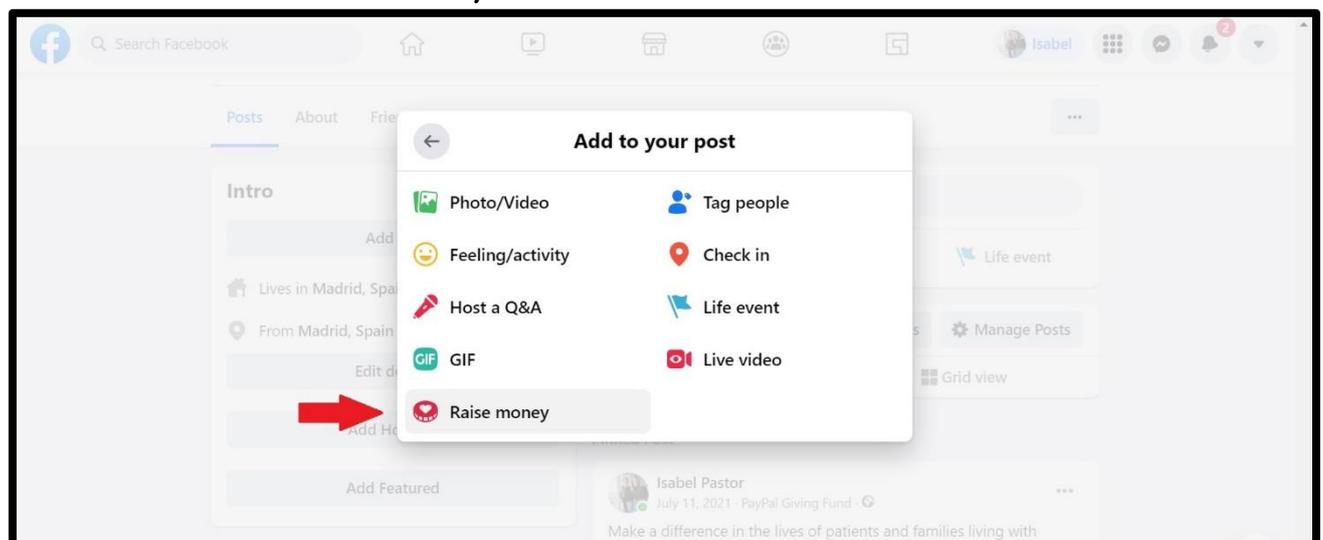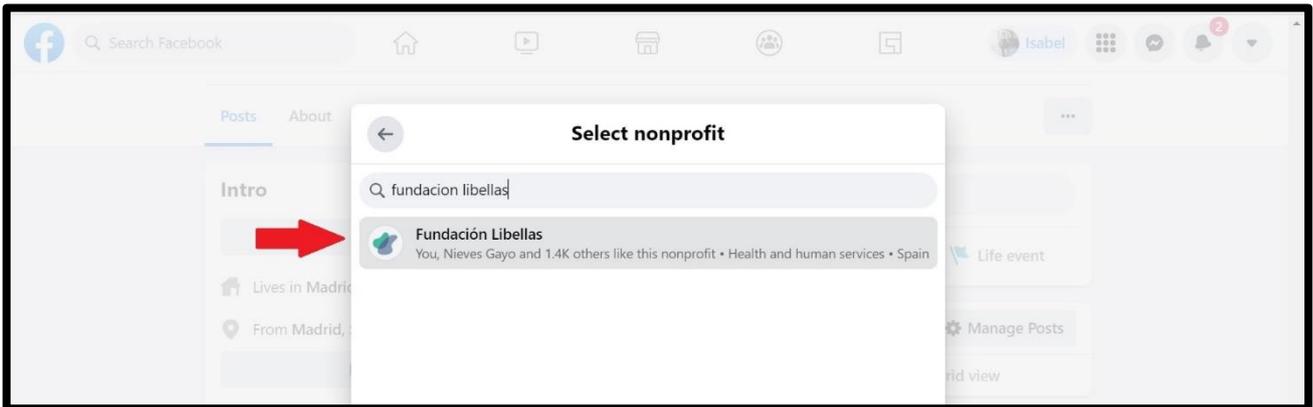
Isn't that awesome!

1. Start a Status Update

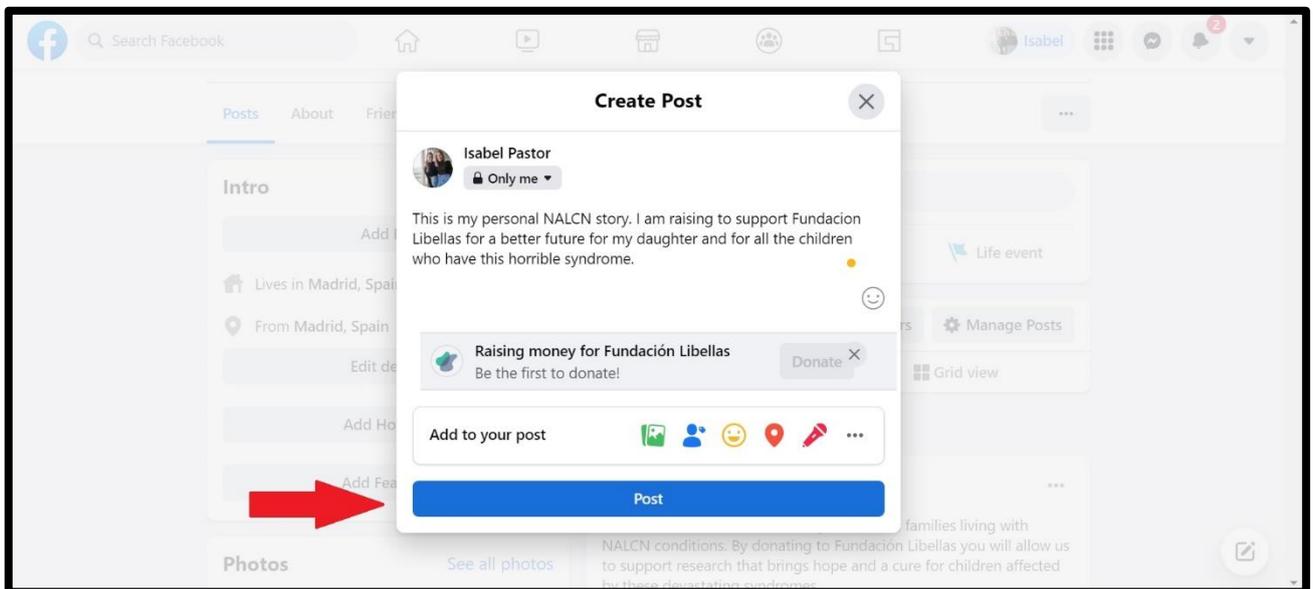## 2. Tell why you are raising money and click on "more options"

3. Select "raise money"

4. Search and select "Fundación Libellas"

5. Post it!

ALTERNATIVE INSTRUCTIONS

Fundraiser for CHARITABLE ORGANIZATIONS

To create a fundraiser for a charitable organization click
https://www.facebook.com/fundraisers/

or follow these steps:

*This image will be in your own language

1. CLICK fundraisers in the left menu of your News feed. You may need to click See more

2. CLICK+Raise Money

3. Select Nonprofit or Charity.

4. Select a charitable organization FUNDACION LIBELLAS, fill in the fundraiser details and choose a cover photo (you will find a bar on the left to select the currency, how much money you want to raise; Select currency, photos, etc).

5. CLICK Create

More information

How do I create a fundraiser for a nonprofit organization on Facebook? Facebook will guide you through the setup and in just a few clicks you will be ready to start sharing your fundraiser.

https://www.facebook.com/fundraisers/

https://www.facebook.com/help/990087377765844

Successful Fundraising Top Tips

Time It

If possible schedule your fundraiser so that it has a good lead up time and ends about 4 days after your actual birthday or event.

Using our tips you should expect to see a breakdown similar to the following:

· Pre-Birthday/Event: 64%

· Day of Birthday/Event: 27%

· Post-Birthday/Event: 9%

Set a Lower Goal

Set a lower goal

Don't prepare for disappointment early! Set a lower target like €150 or €200. This provides several psychological benefits. Donating €10 to a fundraiser that reaches its €100 goal feels great!

Have a "Free" Option

Not everyone will be able to donate, wants to donate, or trusts online donations (although we can assure you that Facebook donations are very safe and free). If you set up your fundraiser by asking people to donate or share the event if they don't want to donate, your fundraiser will get more attention.

"It's my birthday and I challenge you to help me change the world for children like my son........ By doing one or both of these things: 1) Donate something AND/OR 2) Share this!"

Invite Your Friends

Invite all your friends one by one to the fundraiser. Do you have 5,000 friends? Yes, you still have to invite them all! This sounds like a daunting task, but it's easier than you think!

Speed up invitations by using a desktop browser to navigate to the fundraising page. Open the invite dialog and you should see a list of all your friends with an "Invite" button next to each one. Facebook limits invites to Pages and Groups, but it doesn't appear to limit the number of invites to a fundraiser.

Points of Contact

You are going to need to contact people several times during the course of your fundraiser. Treat it like a campaign. You are running for the office of reaching your goal and you have to rely on your friends to get you there! Most of your donations will be from you personally interacting with people rather than people organically discovering your fundraiser on their timeline or through their notifications.

Venture Out

Facebook is not the only place you should go. Copy the link to your Fundraiser and text/whatsapp it to people, tweet it, share it on your snapchat story!

It's THE Day

Leading up to your birthday/event you should have received a good deal of donations from your friends. Or at least signs of support, best wishes, Likes, Shares etc.

But now it is the big day, and you are going to get lots of messages on your timeline from people wishing you 'Good Luck' or 'Happy Birthday' (Depending on why you set up your fundraiser).

One of the cool things Facebook does for the good of mankind is it automatically groups all these timeline posts together, so it doesn't fill anyone's news feed. Since all the posts aren't seen, you can respond to them all with a generic message and link to the fundraiser without it filling everyone's timeline with you commenting on everything!

You may also opt to go the more personal (seeming) route and send a message instead. Either way keep the message simple and generic but word it to seem personal.

Post Updates

Post updates from time to time on your Facebook graciously thanking everyone who donated and updating on the progress toward the goal. Every time the fundraiser is mentioned, new people may become exposed to it. People will be glad to be making you happy and people will donate to make you happier.

Finally

Best of luck!!! We really hope you reach your fundraising goal. If you have any questions write info@fundacionlibellas.org