

A white silhouette of a soldier in profile, facing right. The soldier is wearing a helmet and has a large backpack. He is holding a rifle with both hands. The silhouette is positioned to the left of the main title text.

TOMMY 10K

**HOW TO SET UP YOUR
FACEBOOK FUNDRAISER**

YOUR STEP BY STEP GUIDE

STEP 1

There are a few ways to create a fundraiser from your Facebook Page:

From a desktop, go to facebook.com/fundraisers/. Click the grey **Raise Money for a Charity Organisation** button.

From your Page, click the Fundraisers tab from the menu on the left-hand side. Create a fundraiser by clicking the **+Raise Money** OR click **Create fundraiser** from the [...] drop-down menu on the Page below the cover photo.



STEP 2

Select **"Charity"** when asked Who are you raising money for?

STEP 3:

Select your charity's Page by searching for its name in the search bar.

STEP 4:

Click the drop-down prompt under **Who is organising the fundraiser?**

In the drop-down menu, the person creating the fundraiser will see their personal profile, along with any other Pages they admin that have been approved to create fundraisers. Select the charity **Page** that you want to create the fundraiser from.

STEP 5

Add a fundraising goal, currency and timing, and then click **Next**.

STEP 6

Fill in the title and description of your fundraiser, and click **Next**.

STEP 7

Pick a cover photo. Then click **Create**, and your fundraiser will be live to the public.

Choose a Nonprofit

Want to raise money for a personal cause instead? Get support for things like medical, memorial or educational. Switch to a personal fundraiser. **Switch to a personal cause**

RBLI



Royal British Legion Industries (RBLI)

26,156 people like this nonprofit • Health and Human Sci

A screenshot of the Facebook fundraiser setup screen titled 'Let's start with the basics'. It includes a search bar with 'RBLI' entered. Below the search bar, the 'Royal British Legion Industries (RBLI)' profile is selected. The form has fields for 'Who is organizing the fundraiser?' (set to 'Purify H20'), 'Who are you raising money for?' (set to 'Purify H20'), and 'How much money do you want to raise?'.A screenshot of the 'Pick a cover photo' screen. It shows a 'Suggested photo' of people in blue uniforms working with equipment. A 'Drag to Reposition' handle is visible over the photo. At the bottom, there is a 'Facebook charges no fees for donations to nonprofits. All donations will go directly to the nonprofit you chose.' message and 'Back' and 'Create' buttons.

TIPS

Use Facebook to raise awareness and drive donations for the causes that you care about. Whether you're a charity, business or public figure, your supporters can donate to your fundraiser directly on Facebook in just a few simple clicks.

Facebook charges no fees on donations made to charities on Facebook.

[CLICK HERE TO SEE THE ONLINE INSTRUCTIONS](#)

LAUNCHING YOUR FUNDRAISER

- Use a cover photo that illustrates the purpose of your cause. The cover photo is the largest asset that will be displayed on your fundraiser, so ensure that it catches people's attention right away.
- Descriptions should explain what the cause is, why people care about it and specifically what these donations will help to accomplish.
- Include the link to your fundraiser in any newsletters or email lists you may have.

DURING YOUR FUNDRAISER

- Reveal "milestones," that connect your fundraising to impact created.
- Encourage sharing of your fundraiser.
- Offer to match donations.
- "Like" and comment on supporters' donations as they come in.
- Say thanks! Mid-way through reaching the goal, post on the Fundraiser to thank everyone who has donated.

ENDING YOUR FUNDRAISER

- Once the goal is reached, post again on the Fundraiser page to thank donors for their generous support.
- Involve your audience. Interact with fans on your fundraising page. (Ex. Giving updates on fundraising progress or going Live within the Fundraiser to talk to your fans about the cause.)



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Registered with
**FUNDRAISING
REGULATOR**

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 [@RoyalBritishLegionIndustries](https://www.facebook.com/RoyalBritishLegionIndustries)

 [@RBLIcharity](https://www.instagram.com/RBLIcharity)