



# TOMMY'S RACE TO **VICTORY**



**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 [www.facebook.com/fundraisers/](http://www.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 cause.**

Q RBLI



Royal British Legion Industries (RBLI)

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

A screenshot of the Facebook fundraiser creation form. The title is 'Let's start with the basics'. There are three main sections: 'Who is organizing the fundraiser?' with a dropdown menu showing 'Purify H20'; 'Who are you raising money for?' with a dropdown menu also showing 'Purify H20'; and 'How much money do you want to raise?' with a text input field and a help icon.A screenshot of the Facebook fundraiser creation form, specifically the 'Pick a cover photo' section. It shows a 'Suggested photo' of hands being washed at a sink. Below the photo is a 'More suggestions' section with a horizontal scroll bar. At the bottom, there is a 'Facebook charges no fees for donations to nonprofits. All donations will go directly to the nonprofit you chose.' notice, a 'Back' button, a progress indicator, and a 'Create' button.

# 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.)









# TOMMY'S RACE TO VICTORY



Royal British Legion Industries (RBLI) Charity No. 210063. RBLI, Hall Road, Aylesford, ME20 7NL, Kent

-  [rbli.co.uk/tommys-race-to-victory](https://rbli.co.uk/tommys-race-to-victory)
-  [fundraising@rbli.co.uk](mailto:fundraising@rbli.co.uk)
-  [@RoyalBritishLegionIndustries](https://www.facebook.com/RoyalBritishLegionIndustries)
-  [@RBLICharity](https://www.instagram.com/RBLICharity)

RBLI is completely separate to The Royal British Legion and receives no financial support from the annual poppy appeal. The charity must raise its own funds to deliver care and employability support, and build more homes