



# FACEBOOK FUNDRAISING

## USING FACEBOOK FUNDRAISING PLATFORM TO FUNDRAISE FOR WALK

You can connect your AIDS WALK Charlotte fundraising page to create a Facebook fundraising event. So if someone donates directly to your walk page or your Facebook fundraiser they are connected and shows your growth.

You can set this up in just a few simple steps (please remember that if you delete your fundraiser on the AIDS WALK Charlotte site, you won't be able to reconnect it).

1

### LOG INTO PARTICIPANT CENTER

Search... [REGISTER NOW!](#) [LOGIN](#)

2

### CHOOSE FACEBOOK FUNDRAISER


The screenshot shows a user interface for a participant center. On the left is a navigation menu with a hamburger icon at the top. The menu items are: 'View my page', 'Dashboard', 'Manage your team', 'Set up your page', 'Create a Facebook Fundraiser' (highlighted with a yellow oval), 'Invite friends to join you', 'Raise at least \$1,600 USD', and 'Complete challenges'. On the right is the 'MY DASHBOARD' section. It starts with a greeting: 'Hi Nathan, here's how you're doing this wee' followed by a date range 'Mar 11, 2021 to Mar 18, 2021'. Below this are three performance cards: 1. 'ONLINE DONATIONS' showing '\$605 USD' with a green upward arrow and '102%'. 2. 'PAGE VIEWS' showing '39' with a green upward arrow and '225%'. 3. 'EMAILS SENT' showing '0'.

## 3

## CONNECT FACEBOOK

### CREATE A FACEBOOK FUNDRAISER

- 1 Connect your AIDS WALK CHARLOTTE 2021 fundraising page to Facebook. On average, connected fundraisers raise more than \$150 through Facebook.
- 2 Invite friends, share updates and collect donations here and on Facebook.
- 3 Keep track of your progress. The money you raise on Facebook will count toward your fundraising goal.

 Continue with Facebook



**OneCause Peer to Peer** would like to manage your Fundraisers.

[Choose what you allow](#)

By continuing, OneCause Peer to Peer will receive ongoing access to the information you share and Facebook will record when OneCause Peer to Peer accesses it. [Learn more](#) about this sharing and the settings you have.

OneCause Peer to Peer's [Privacy Policy](#) and [Terms](#)

Cancel

OK



# FACEBOOK FUNDRAISING

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## EDIT NAME & DESCRIPTION

### CREATE A FACEBOOK FUNDRAISER

Congratulations on creating your Facebook Fundraiser. You will now be able to reach out to your friends and have them donate here on your fundraising page or in Facebook on your Fundraiser.

We will also take care of keeping your fundraising totals in sync. Any donations made through Facebook will appear on your fundraising page as being from "A Facebook Friend". The donor's name will be visible to you in Facebook and may appear on your Fundraiser depending on the privacy settings that the donor used.

Your Facebook Fundraiser is at <https://facebook.com/donate/940307876507127>

#### Edit Your Facebook Fundraiser

What do you want to call your Fundraiser? \*

Nathan Smiths fundraiser for AIDS WALK CHARLOTTE 2021

Describe your Fundraiser (Optional)

AIDS WALK Charlotte 2021 is going virtual again this year but that doesn't mean the fundraising and need aren't real! AIDS WALK Charlotte raises funds for the services and programs RAIN provides free to the Charlotte community.

I am joining other amazing people to do my part in ending HIV in our community. I am STEPPING UP to make an impact in Charlotte. AIDS WALK Charlotte is important to me and I've set a fundraising goal that I hope you will help me reach.

Did you know...

On average, 6 new cases of HIV are reported each week in Mecklenburg County.

Lifetime risk of an HIV diagnosis is higher if you live in the South, including North and South Carolina.

You can manage the name, description and goal for your Facebook Fundraiser from here. For all other changes, you will need to [edit your Fundraiser in Facebook](#).

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## EDIT GOAL & SAVE

What is your personal fundraising goal? \*

\$ 1600

If you manage your fundraising goal here, we will automatically update both your fundraising page and your Facebook Fundraiser with your new goal.

Cancel

Save

## 6

## CHECK OUT FACEBOOK

 **Nathan B Smith** created a fundraiser for RAIN, Inc. 1m · Facebook Fundraisers · 

AIDS WALK Charlotte 2021 is going virtual again this year but that doesn't mean the fundraising and need aren't real! AIDS WALK Charlotte raises funds for the services and programs RAIN provides free to the Charlotte community.

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Did you know... [See More](#)



 **Nathan Smiths** fundraiser for AIDS WALK CHARLOTTE 2021  
Fundraiser for RAIN, Inc. by Nathan B Smith



\$940 raised of \$1,600

13 people donated. [Donate](#)



# A FEW MORE THINGS

## NOW THAT YOU'VE CONNECTED YOUR FACEBOOK...

- **Invite Friends to Donate** Connect friends to your fundraising with a personal invitation. People who invite friends are four times more likely to reach their goal.
- **Share in News Feed** Get your fundraising page started by sharing your story. Tell friends why AIDS WALK Charlotte and RAIN are important to you, and explain how they can make a difference.
- **Give Updates** Let your friends know how your fundraising is going by posting milestones along the way (example: "We've hit 50% of my goal"). Sharing your motivation will encourage people to join in.
- **Say Thank You** Like and comment on people's donation posts to thank them when they support your fundraising efforts.

## HELPFUL LINKS TO ANSWER THE QUESTIONS

- [How will RAIN be paid?](#)
- [Is there a fee for donations made on Facebook?](#)
- [Are donations made through Facebook tax-deductible?](#)

[CLICK HERE TO ACCESS DOWNLOADABLE SOCIAL MEDIA CONTENT](#)

[CLICK HERE FOR SAMPLE MESSAGING](#)