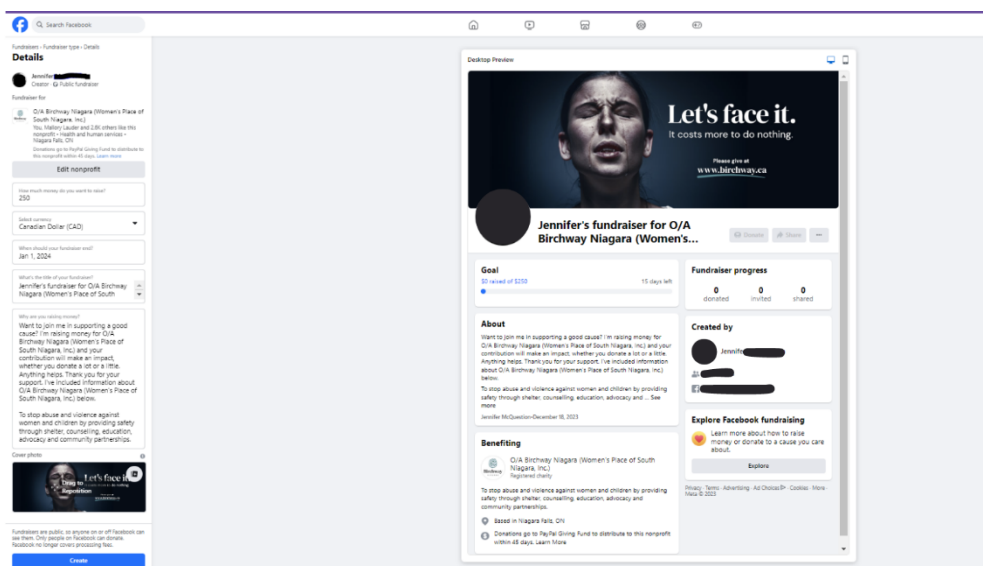


A quick guide to setting up a fundraising page for Birchway Niagara on Facebook

Step 1. – Make sure you are logged into your Facebook account.

Step 2. – Visit <https://www.facebook.com/fund/BirchwayNiagara>

You should arrive at a page similar to this one (the main image will change when Birchway Niagara changes the cover image on their Facebook page):



Step 3. – Personalize your fundraiser by scrolling and changing the information under the “Details” section.


How much money do you want to raise?
500

Select currency
Canadian Dollar (CAD) ▼

When should your fundraiser end?
Dec 18, 2023

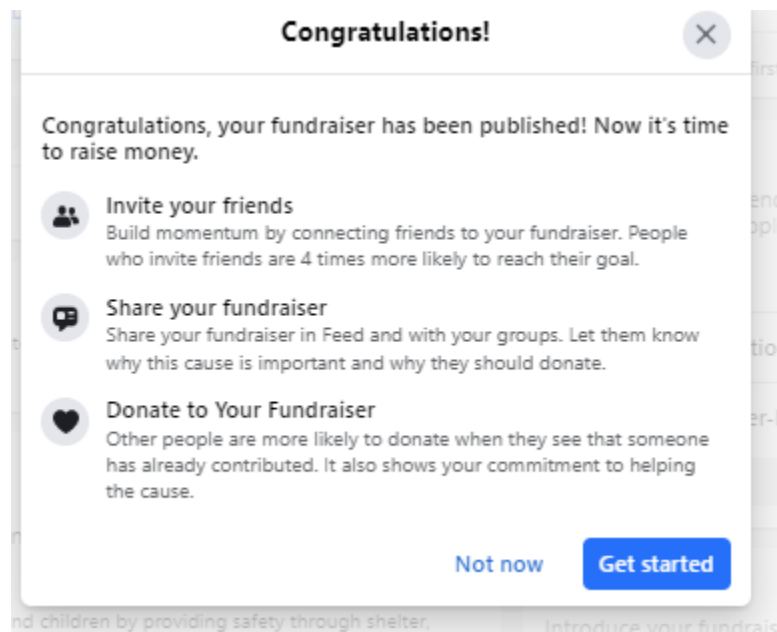
What's the title of your fundraiser?
Sam's Birthday Fundraiser for Birchway
Niagara

Why are you raising money?
Help me celebrate my birthday by
celebrating women and children in our
community who are experiencing abuse.
This is a cause that is close to my heart
so I hope that in lieu of bringing presents
to my party next weekend, you will
consider making a donation! Every gift,
large or small will have a big impact!

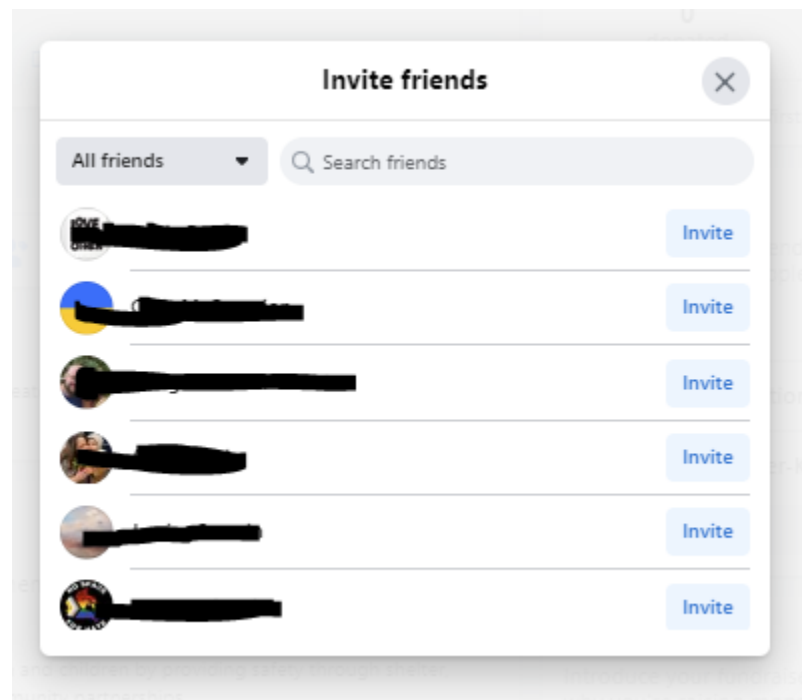
Cover photo 

Step 4. – Click the blue “Create button”

Once the page is successfully created, you should get this pop-up message. Click “Get Started”



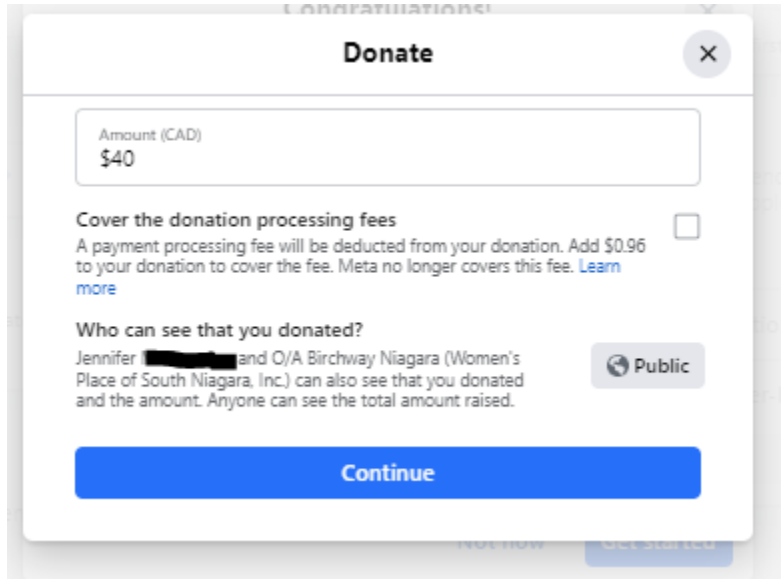
Step 5. – Choose the Facebook friends that you want to invite to support your fundraiser by clicking “Invite” next to their name.



Step 6. – Click the blue “share” button to share your fundraiser on your timeline.



Step 7. – Consider making a donation to your own fundraiser to get the ball rolling!



The image shows a 'Donate' modal window from Facebook. At the top, it says 'Donate' with a close button (X). Below that is a text input field for 'Amount (CAD)' with '\$40' entered. Underneath is a checkbox for 'Cover the donation processing fees'. The text below the checkbox reads: 'A payment processing fee will be deducted from your donation. Add \$0.96 to your donation to cover the fee. Meta no longer covers this fee. [Learn more](#)'. Below that is another section titled 'Who can see that you donated?' with the text: 'Jennifer [redacted] and O/A Birchway Niagara (Women's Place of South Niagara, Inc.) can also see that you donated and the amount. Anyone can see the total amount raised.' To the right of this text is a 'Public' button with a globe icon. At the bottom of the modal is a large blue 'Continue' button.

Step 8. – Make changes whenever you want! On the right side of your fundraising page, you will see tools that will help you to promote your page throughout your campaign. Share gratitude and updates on the success of your campaign, re-share your fundraising page, make changes to images, get a link so you can share your page through email, extend the length of the campaign... whatever you need to make your campaign a success



A screenshot of a Facebook fundraiser page. At the top, there are three buttons: "Invite", "Share", and a menu icon. Below this is a "Fundraiser progress" section with a progress bar and statistics: "0 donated", "0 invited", and "0 shared". A message encourages users to be the first to donate. The "Invite friends" section lists three friends with "Invite" buttons. The "Share update" section has a text input field with the placeholder "Thanks for the support so far..." and a "Share fundraiser" button. The "Fundraiser link" section shows a URL and a "Copy link" button. Several elements are highlighted with yellow circles: the "Invite" button, the "Share update" section header and text, and the "Fundraiser link" section header and URL.

Thank you for setting up a fundraiser in support of Birchway Niagara! If you need support, feel free to reach out to Birchway Niagara's Communications Manager, Jennifer, at jenniferm@birchway.ca or 905-356-3933 ext. 239.