

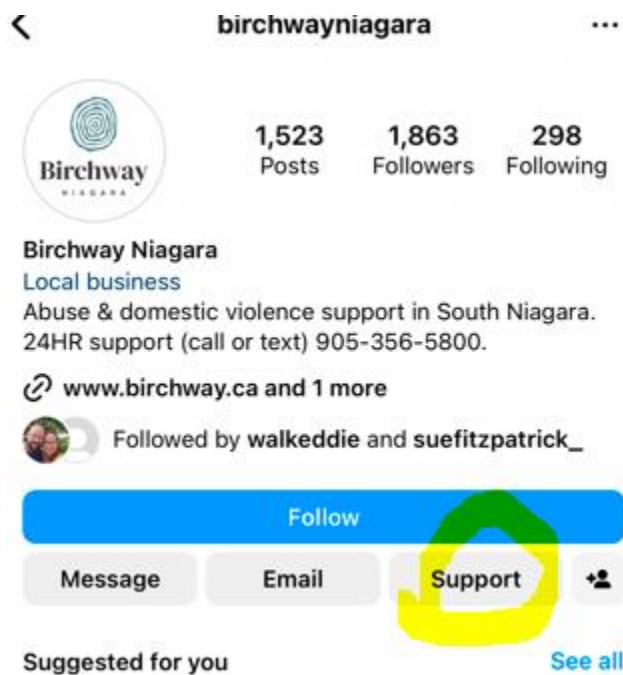
## A quick guide to setting up a fundraising page for Birchway Niagara on Instagram

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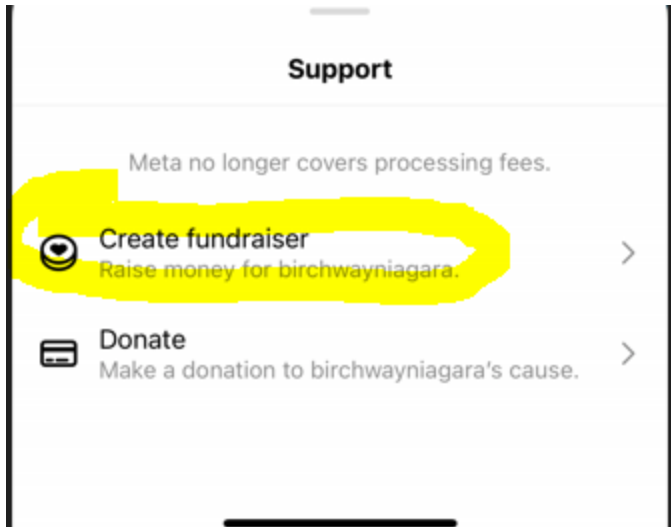
**Step 1.** – From your Instagram Account, search for Birchway Niagara’s page using the magnifying glass icon and typing in “Birchway Niagara”



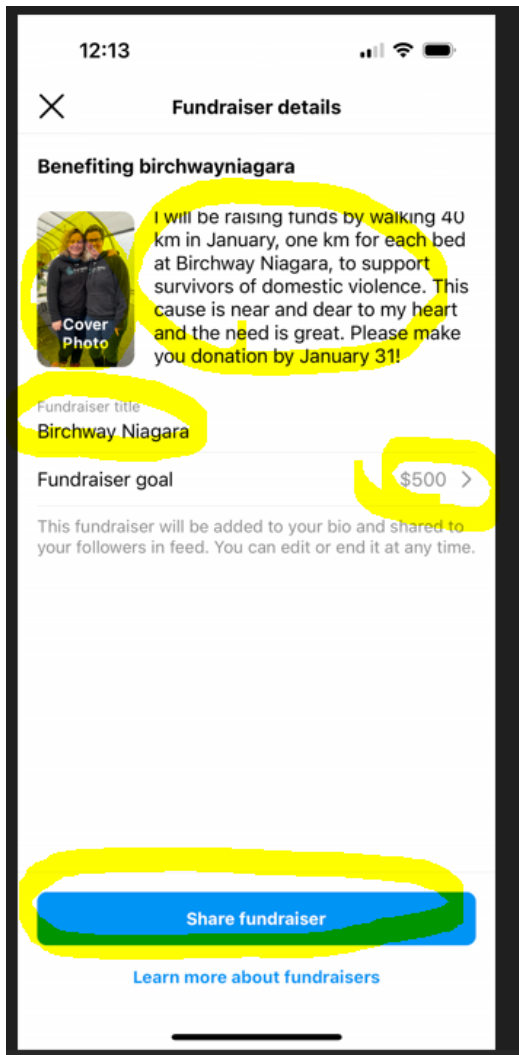
**Step 2.** – On Birchway Niagara’s Instagram page, click on the “Support” button.



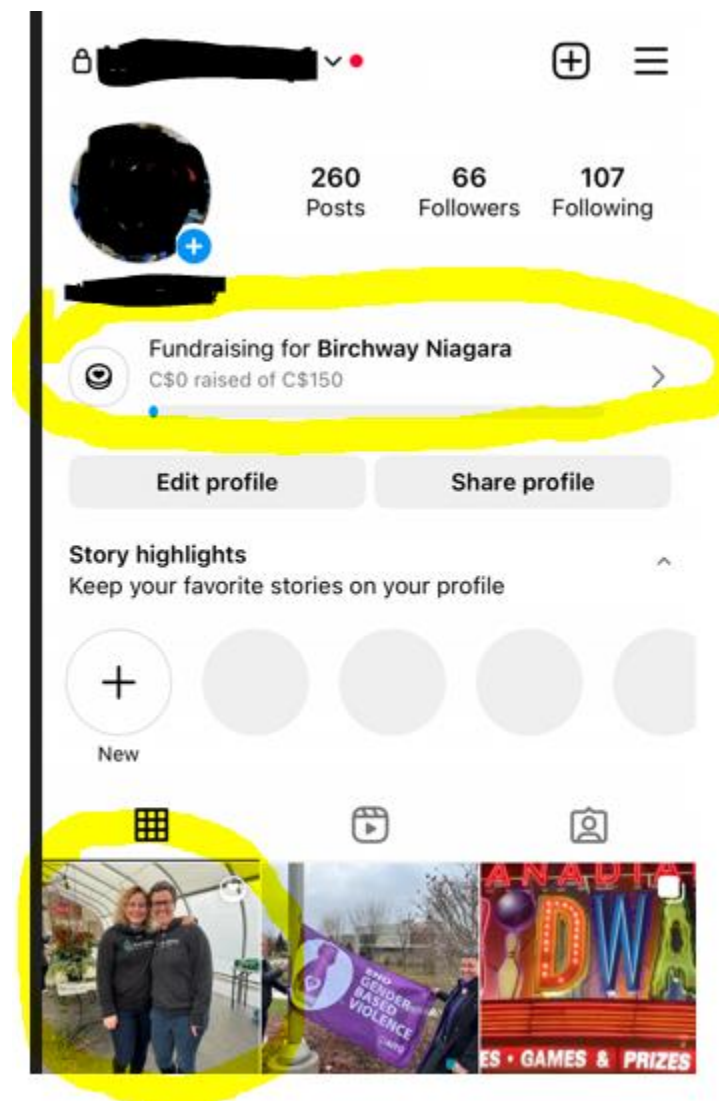
**Step 3.** – A pop-up window will provide you with two options. Choose “Create a fundraiser”



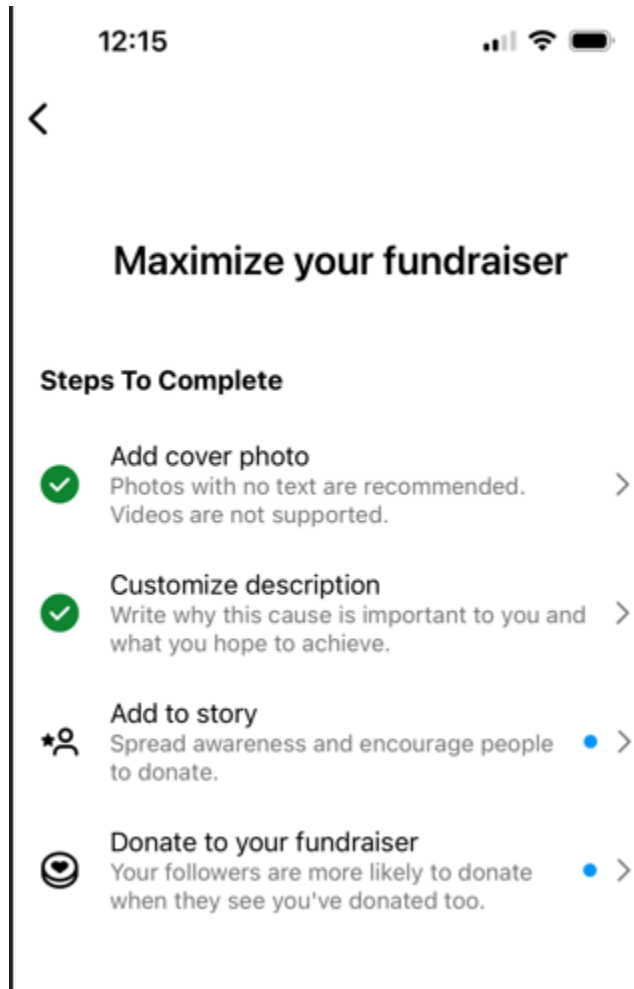
**Step 4.** – Customize your description of your fundraiser, add a picture, give your fundraiser a title and set a fundraising goal. Then Click “Share fundraiser”.



**Step 5.** – You will see that your fundraiser now appears at the top of your Instagram page. It also appears in a post with a white “fundraiser” icon in the top right corner. If you your followers click on the post or on the fundraising bar at the top of the page, they can make a donation.



**Step 6.** – Maximize your fundraising by completing additional steps suggested by the pop up window.



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](mailto:jenniferm@birchway.ca) or 905-356-3933 ext. 239.