

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

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.

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	Maximize your fund	raiser
Steps To Complete		
0	Add cover photo Photos with no text are recommer Videos are not supported.	nded. >
0	Customize description Write why this cause is important what you hope to achieve.	to you and 💙
*2	Add to story Spread awareness and encourage to donate.	e people 🔹 >
۲	Donate to your fundraiser Your followers are more likely to d when they see you've donated too	onate • >

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.