

How to create and use a Facebook event for your Fundraiser:

STEP 1: Go to the left side of your newsfeed and search for “Events” under the Explore tab.

STEP 2: Click on Events. Once you get to the Events page, go to the left side of the page and click Create Event. It will then prompt you to choose between creating a Private Event or a Public Event. **Tip: if you are using this to widely promote your fundraiser, create a Public Event. If your event is Public, your Facebook friends will be able to see and add themselves to the event. Or, if you would only like to select a small group of people, create a Private Event.*

STEP 3: Click Create a Public Event. From here, you have the option of...

1. Selecting a photo or video to accompany your event. **Tip: using your 1200x630 image would work best in this space.*
2. Create a name for your event.
3. Location of your event.
4. Short description about your event. **Tip, in your event description is where you will want to include your own personal fundraising page URL so that your event attendees have somewhere to click and donate.*
5. Start and end times.

STEP 4: Click create event. Once event is created you can invite your friends to attend and promote the event on your Facebook page.

How do I use this for my fundraising campaign?

By creating a Facebook event, you are inviting your friends, family and other peers to a specific day and time for them to activate and donate to your campaign. This way, no one is just scrolling by your post on their newsfeed, they are receiving reminders and alerts to donate!