

HOW TO CREATE A FACEBOOK FUNDRAISER FOR TAKE STEPS

You must create the Facebook Fundraiser through your Fundraising Center, not Facebook! Once created, you can share, invite, and other features natively within Facebook.

STEP 1: Log into your [Fundraising Center](#)

STEP 2: Open a new tab in your web browser and log into your Facebook account

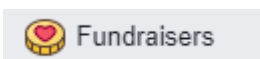
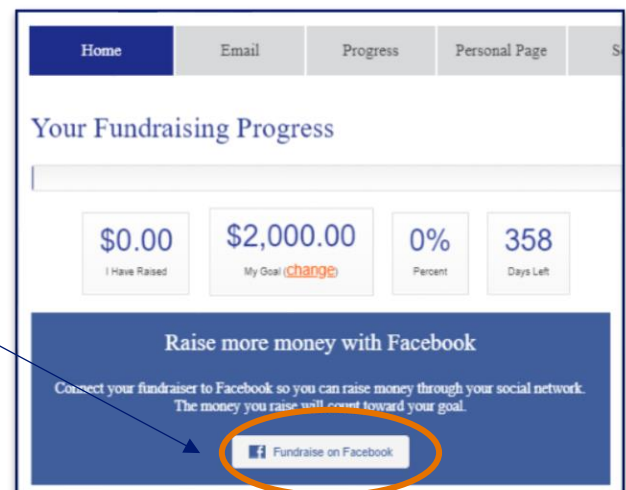
STEP 3: On the 'Home' tab, click on 'Fundraise on Facebook'. Click continue on the next screen, then ok.

*** Once created, Facebook will automatically post your fundraiser to your timeline and it will appear in your friend's newsfeed.**

You will see this screen in your Fundraising Center confirming your Facebook Fundraiser is created and synced to your fundraising page, and the post has been shared.

If you want to re-post your fundraiser, you can copy the link from this screen, or re-share in Facebook (see below).

To edit or view your fundraiser in Facebook, click here. You can also access your fundraiser natively in Facebook (once created). On your home screen/newsfeed view, select the Fundraiser button on the left menu. (you may have to click 'more' to see more menu options).



In your Facebook Fundraiser, your story and goal are carried over from what you customized in your Fundraising Center.

You can edit the photo, title of your fundraiser, and all other details right in the Facebook Fundraiser by clicking on the pencil icons, the camera icon, or edit buttons.

The donation amounts cannot be edited.

TIPS TO RAISE MORE \$:

- 1) Re-share your Fundraiser!** While it is automatically shared on your timeline (in friend's newsfeed) upon creation, you can click on share to re-post it. We suggest doing this often, and including new information each time, such as: updates on your team's progress, why the cause is so important to you, etc.
- 2) Invite your friends to your fundraiser!** Sharing your fundraiser on your newsfeed does not mean all your friends are going to see it. If you invite them, they get a notification that they were invited, which makes it more likely to be seen.
- 3) Encourage your friends to share!** If they donate, Facebook will encourage your friends to share your fundraiser. We suggest also making a personal ask, encouraging all of your friends to invite others to your fundraiser, and sharing it on their timelines.

YOUR DONORS:

Once your friends see your Facebook Fundraiser, it is extremely easy for them to donate – they never have to leave Facebook!

They can donate via PayPal, or credit card.

Facebook does not charge any additional fees for this service – the online donation would be subject to the same processing fees as a donation made directly to your personal fundraising page.

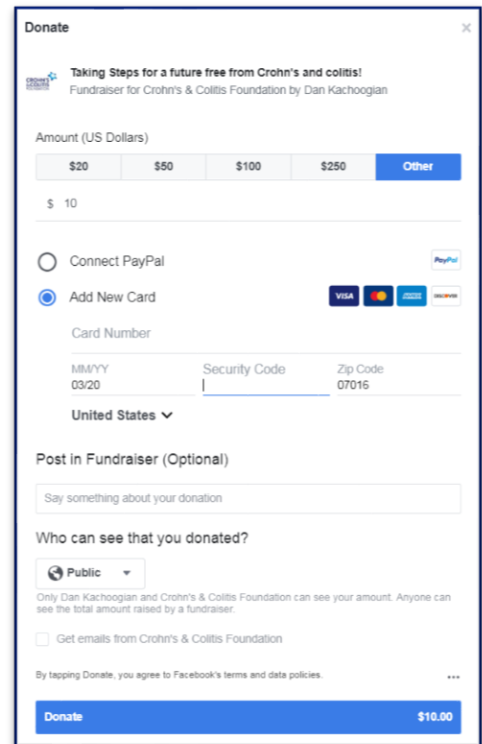
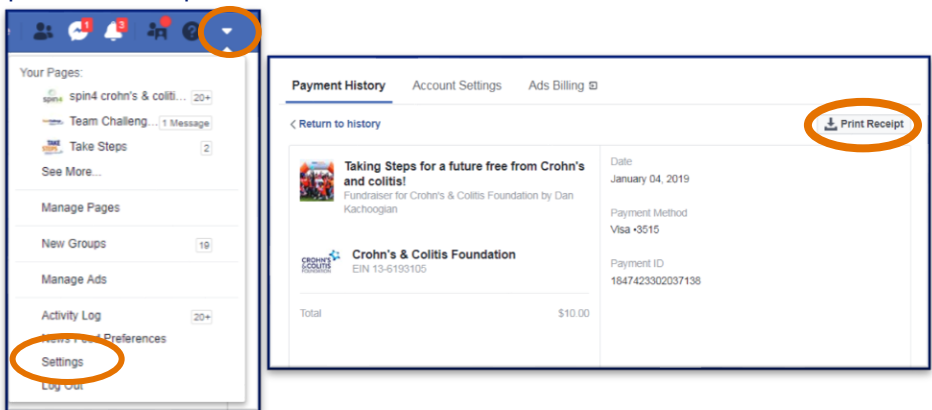
The minimum donation amount through Facebook Fundraisers is \$5.

The maximum donation amount through Facebook Fundraisers is \$100,000.

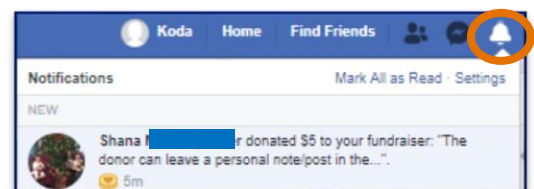
The screenshot displays a Facebook fundraiser interface. At the top is a group photo of people in orange shirts under a 'TAKESTEPS' banner. Below the photo is the fundraiser title: 'Taking Steps for a future free from Crohn's and colitis!' by Koda Spencer. A blue 'Invite' button is prominent. Below it are 'Donate', 'Share', and 'More' buttons. A progress bar shows '\$0 raised of \$2,000' with the text 'Be the first to donate!'. The 'Story' section contains a personal message from Koda Spencer dated January 7, 2019, explaining the goal and the importance of the cause. At the bottom, a 'How much would you like to donate?' section offers options for \$20, \$50, \$100, \$250, and 'Other', with a 'Donate' button.

Once they click donate, they will see this screen. If they check the box to receive emails from the Crohn's & Colitis Foundation, they will get our Take Steps thank you email that serves as their receipt.

Regardless of if they check that box or not, they will also get an email receipt from Facebook, and can access the donation receipt at any time in Facebook by going to the upper right-hand corner of Facebook to the drop-down menu and selecting settings. From there, select 'Payments' and they will be able to print a receipt.



If the donation is made through Facebook, you (the fundraiser) will get a notification in Facebook that a donation has been made.



It's synced & automatic! Once created (through your Fundraising Center), the Facebook Fundraiser and your personal fundraising page are synced in real time. This means your thermometer that shows how much you have raised to your goal is updated in Facebook, and on your fundraising website, when someone donates through either the website or your Facebook Fundraiser.



Note to Team Captains: Facebook Fundraisers can only be created for personal fundraising pages, not team pages. Because of this, we highly suggest asking all of your team members to create their Facebook Fundraiser by going to their individual Fundraising Centers (again, not natively in Facebook).

FREQUENTLY ASKED QUESTIONS:

Q: Can I start my Facebook Fundraiser natively in Facebook?

A: No, you need to create it by going through your Fundraising Center in order to have the funds applied to your Take Steps fundraising efforts. Once created through your Fundraising Center, you can then work natively within Facebook through the Facebook Fundraiser.

Q: Is this the same as creating a Facebook Fundraiser directly in Facebook and selecting the Crohn's & Colitis Foundation?

A: No. It's very separate. The only way to have your Facebook Fundraiser count toward your Take Steps fundraising is to create it through the link in your Fundraising Center.

Q: Is the thermometer synced in real time?

A: Yes! Both the thermometer on your Facebook Fundraiser, and on your Fundraising Center will sync in real time, regardless of where the donation is made online.

Q: Can you send my donor a receipt for their donation?

A: If they selected the checkbox that they wanted to receive emails from the Crohn's & Colitis Foundation, yes (and they would have gotten that receipt email automatically as well). If they selected no, they would have gotten a receipt email from Facebook, and they can print a copy of the receipt by accessing it on their Facebook account (instructions above).

Q: Can I change the donation amounts listed in my Facebook Fundraiser?

A: No. These are set by Facebook, we cannot change these.

Q: Does Facebook charge an additional fee for donations that go through the Facebook Fundraiser?

A: No. Donations through the Facebook Fundraiser are processed with the same processing fees as any donation made on your personal fundraising page. Facebook provides this feature at no additional cost.

Q: Can I change the photo, story and headline text of my Facebook Fundraiser?

A: Yes! Make it personal! Just click on the photo icon, pencil icon, or edit buttons on each section.

Q: Can I invite my friends to my Facebook Fundraiser?

A: YES! We encourage you to invite all your friends to guarantee that they see your fundraiser. This is a best practice and will result in more donations than just sharing it on your wall.