

Facebook Fundraiser

Setting up a Fundraiser through Facebook can be an amazing way to fundraise. Consider setting one up a few weeks before your birthday and asking people for donations instead of presents!

Getting Started

- Log in to Facebook and go to the Meningitis Research Foundation [Facebook page](#)
- Click on 'Create Fundraiser'
- Set up your Facebook fundraiser, and get sharing!

Sharing your fundraiser

- Avoid repeating yourself in order to keep your audience engaged
- Every time you share your fundraiser, try to post some kind of update alongside it
- For example, you could post a photo of yourself at a bucket collection and say how much you raised, or take a look at the latest news on the [MRF website](#) to keep your audience updated on what the charity is currently working on, and what their donations would be going towards.

After the fundraiser

- Don't forget to let the student team that you have set up a Facebook Fundraiser so that we can add it to your total
- Once the fundraiser has finished, let us know the total amount that was raised and send us the link for your fundraiser, then add the total amount to your everydayhero page as an offline donation

Top tips

- Set up your Facebook Fundraiser a few weeks before your birthday and ask people for donations instead of gifts in order to maximize donations!
- ALWAYS thank you donors. Not matter how small the donation, always publicly thank those who are supporting your fundraising on social media. This means you are providing your audience with updates and getting them engaged with your efforts without begging, and whilst also ensuring that everyone who supports you feels appreciated and knows the impact that their contribution is having.

