HOW TO CREATE A PERSONAL CCFF FUNDRAISER ON FACEBOOK

Our mission is to serve families as they travel the difficult path of a pediatric cancer diagnosis by providing financial assistance as well as opportunities to participate in fun, free events as a family.

children's cancer family foundation
OF NORTHEAST WISCONSIN
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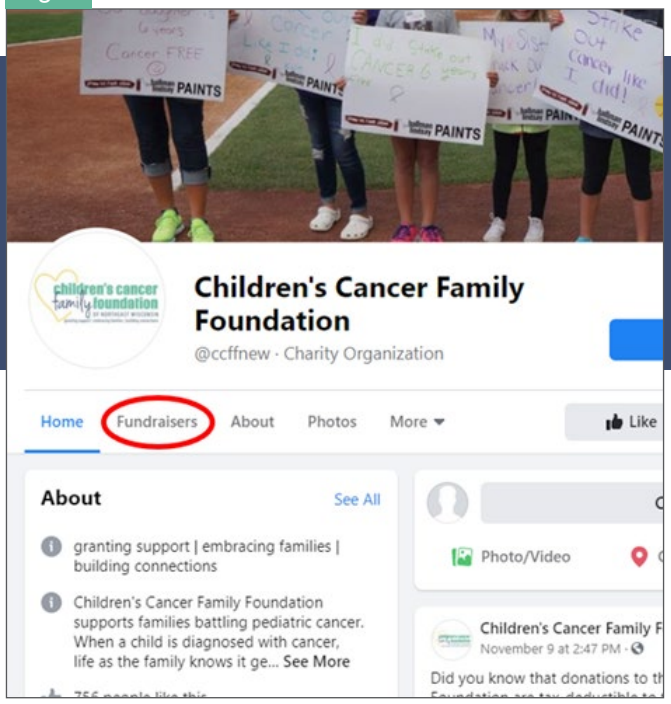
1 **Navigate to Facebook, and find CCFF's page:** https://www.facebook.com/ccffnew/

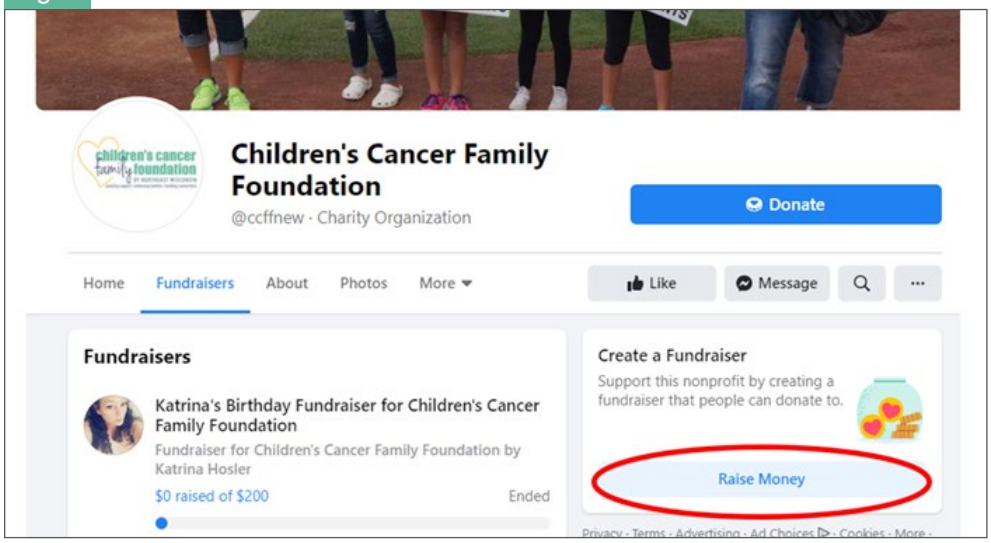
2 **Find the tab that says "Fundraisers."** (Fig. 1) It should be under the profile picture and just next to the "Home" tab. Clicking this button will take you to a page where you can see other fundraisers and create your own.

Fig. 1



3 **Find the light blue button on the right side of the screen that says "Raise Money."** (Fig. 2) If you want to create a fundraiser, DO NOT try to use the "Donate" button -- it won't work the same, and it will instead set up a one-time donation from you.

Fig. 2



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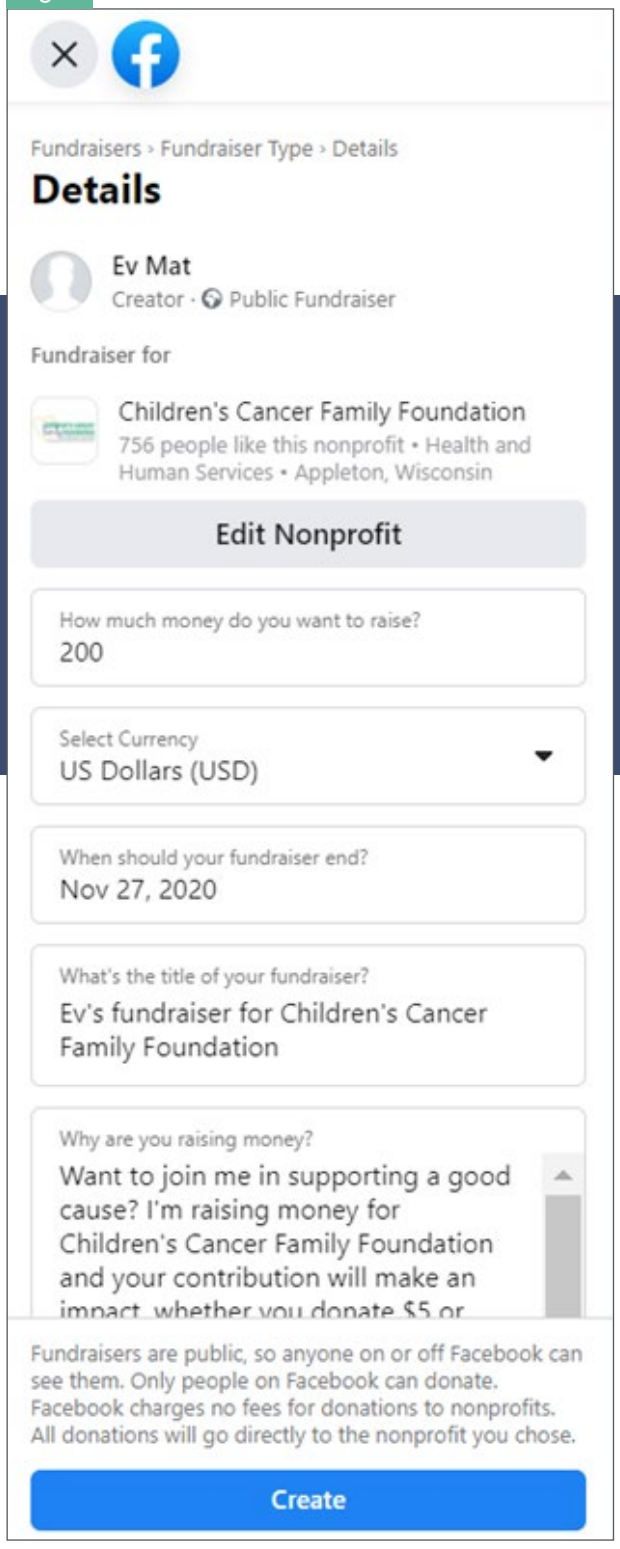
4 **Facebook will give you a form labeled "Details" to fill out to customize your fundraiser.** (Fig. 3) You can change the amount you'd like to raise, the fundraiser end date, the title of your fundraiser, and its description. Be sure to customize these to give your fundraiser your own personal touch.

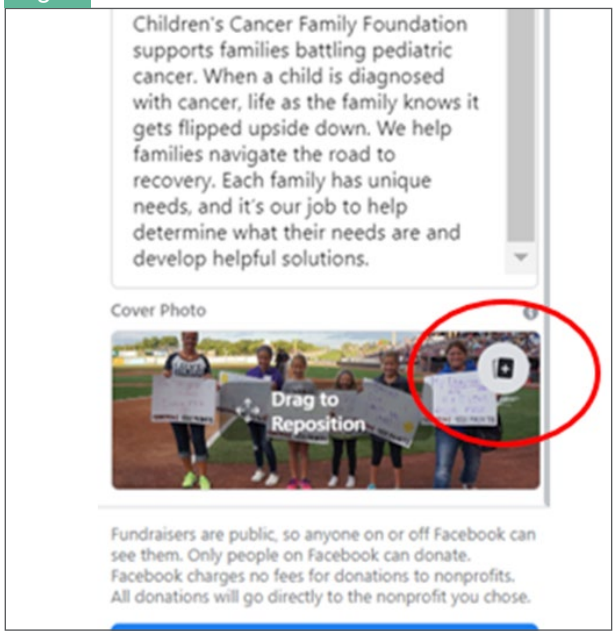
Fig. 3



5 **Add and modify your cover photo. At the bottom of the form, there will be a box labeled "Cover Photo" that you can use to add a picture to your fundraiser.** (Fig. 4) By clicking on the plus button on the photo, you can add any picture that CCFF has used on their Facebook page recently or upload your own. Then, you can reframe it by simply clicking and dragging on the picture.

6 **Finish up by hitting "Create" at the bottom of the form.** For the best results, be sure to consistently promote it through Facebook posts, and send it to your family and friends.

Fig. 4



5 TIPS TO MAKE YOUR FUNDRAISER AS EFFECTIVE AS POSSIBLE!

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1

Make your fundraiser title and description personal. People are far more likely to donate if they can relate or connect with the cause.

2

Add a sense of urgency. When you write your description and post about your fundraiser, remember to make it seem urgent. People are more likely to pay attention to your fundraiser if you make it seem time-sensitive and important. If there is no urgency, people are prone to glide over your fundraiser and forget about it. Make sure people act by reminding them how urgently donations are needed.

3

When you set your goal, don't make it too low or too high. If you set your goal too low, even though you're more likely to achieve it, people are less apt to donate after it is met. Don't set it at an unreachable goal, either. People are easily discouraged and won't feel like they've accomplished anything if your goal is too lofty. Instead, try to find a challenging goal that you can get very close to in order to maximize donations.

4

Share the fundraiser! Send links to your friends and family, and promote your fundraiser through your Facebook page. You want as many people to see this as possible, especially close friends and family.

5

Interact with your donors. When someone contributes to your fundraiser, you might want to consider giving them a shoutout or interacting with them in the comments. When people see others donating and interacting, they are far more likely to consider donating themselves.