



GIVING MEWSDAY

Facebook Fundraiser Instruction Manual



#GI♥ING
TUESDAY

GIVING MEWSDAY

FACEBOOK FUNDRAISER INSTRUCTION MANUAL

fundraise with facebook®

THANKS!

Thank you for offering to do a Giving Mewsday Facebook fundraiser for FieldHaven Feline Center. It's super easy and Facebook doesn't charge any fees for donations raised, so 100% of every dollar you raise goes right to providing loving care for all of FieldHaven's cats and kittens.

HOW EASY IS IT?

It's just five steps!

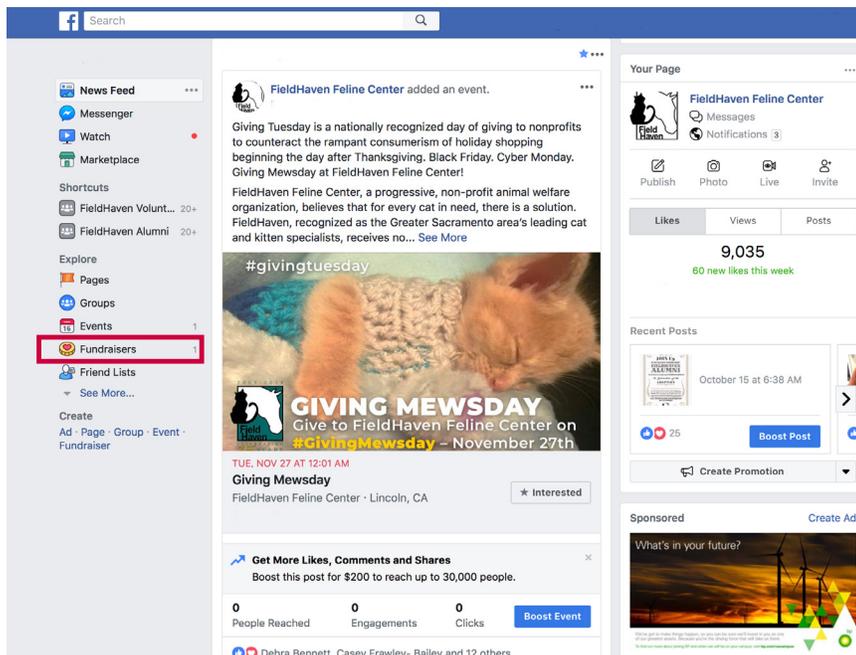
LET'S BEGIN ● *Next Page...*



DIRECTIONS

STEP 1

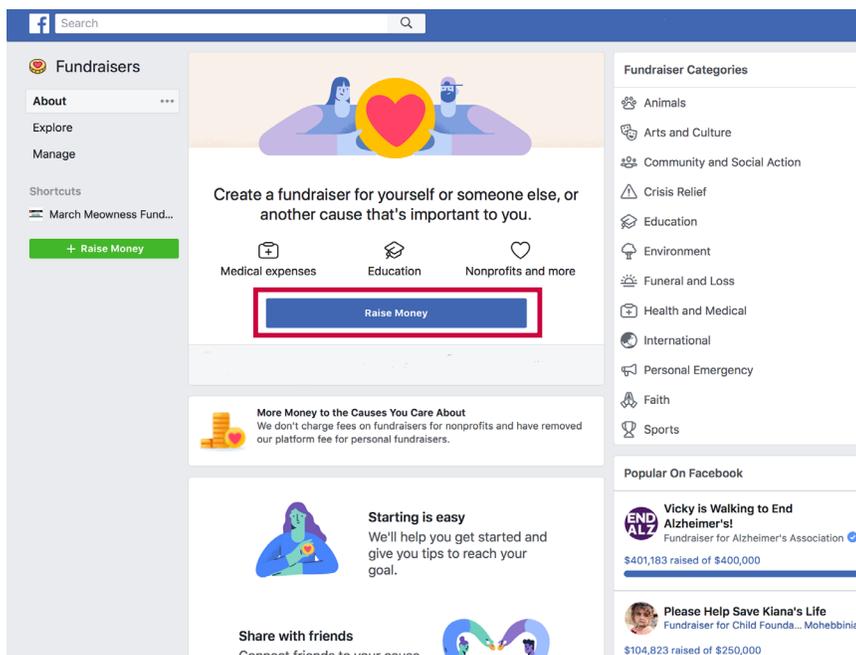
Go to the Fundraiser tab on your personal Facebook home page.



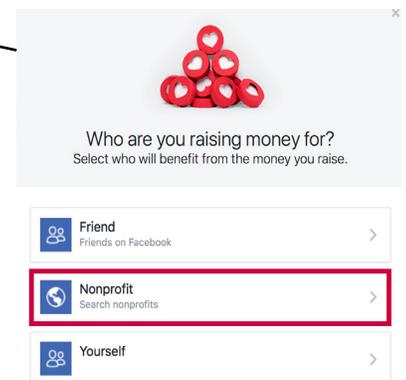
On the web, it's on the left-hand side (see screenshot). On your smartphone, go to the drop down menu (three lines on right hand side) and scroll down till you find "Fundraisers."

STEP 2

Hit the big blue button "Raise Money."



A pop-up will ask "What are you raising money for?" Pick the middle option "Non-profit organization." The next screen will have a search bar; enter "FieldHaven Feline Center" and click on it.

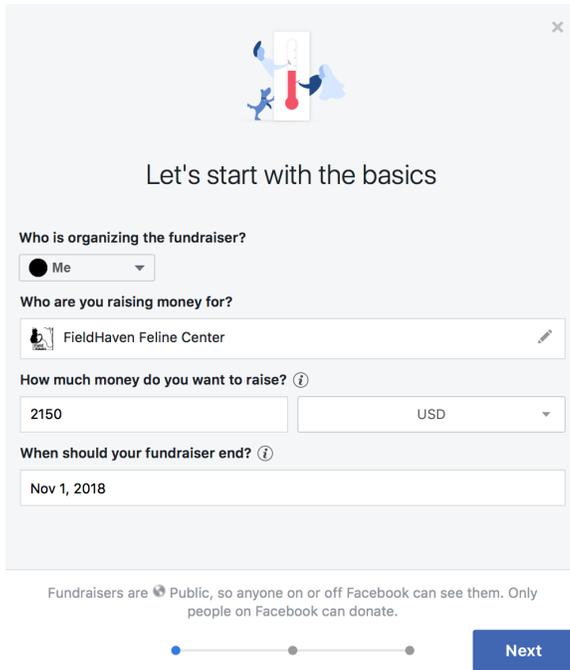


Someone or something not on Facebook...

DIRECTIONS

STEP 3

Set your target amount.



Let's start with the basics

Who is organizing the fundraiser?
● Me

Who are you raising money for?
FieldHaven Feline Center

How much money do you want to raise? ⓘ
2150 USD

When should your fundraiser end? ⓘ
Nov 1, 2018

Fundraisers are Public, so anyone on or off Facebook can see them. Only people on Facebook can donate.

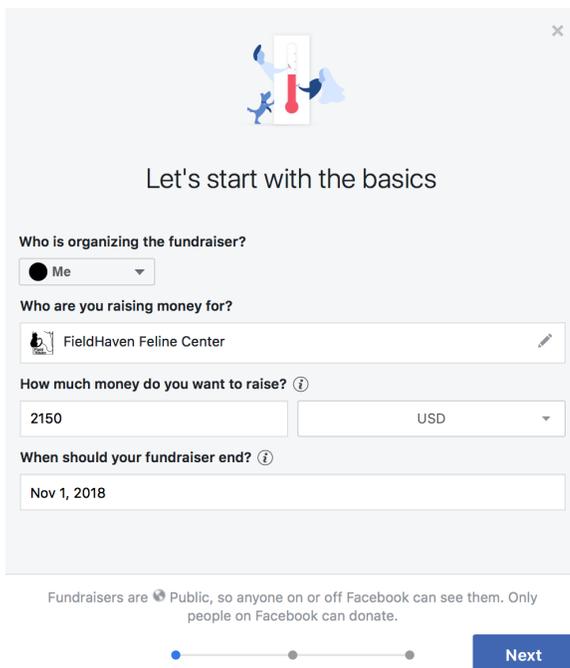
Next

Now you get to figure out how much you want to raise.

For an amount, you should put in whatever you are comfortable with. From our experience, \$250-\$500 is a good target for this short fundraiser. For Giving Mewsday, you can start the fundraiser at 9 AM on Nov. 26th and run it until 9 AM on Nov. 28th.

STEP 4

Name your fundraiser.



Let's start with the basics

Who is organizing the fundraiser?
● Me

Who are you raising money for?
FieldHaven Feline Center

How much money do you want to raise? ⓘ
2150 USD

When should your fundraiser end? ⓘ
Nov 1, 2018

Fundraisers are Public, so anyone on or off Facebook can see them. Only people on Facebook can donate.

Next

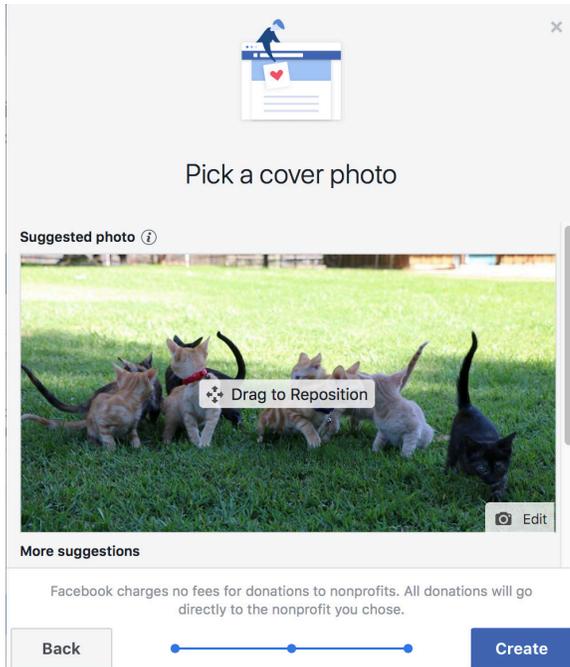
We suggest a title with your own name, something like “Rochelle’s Giving Mewsday Fundraiser for FieldHaven.” Here is some copy that you can use for the story. We suggest you insert a few lines about why FieldHaven is important to you:

Giving Tuesday is a nationally recognized day of giving to nonprofits to counteract the rampant consumerism of holiday shopping beginning the day after Thanksgiving. Black Friday. Cyber Monday. Giving Mewsday at FieldHaven Feline Center! (Insert a few lines about why FieldHaven is important to you.) FieldHaven Feline Center, a progressive, non-profit animal welfare organization, believes that for every cat in need, there is a solution. FieldHaven, recognized as the Greater Sacramento area’s leading cat and kitten specialists, receives no government funding and relies solely on your donations to support the health and safety of the animals in our community and the people who care for them. We offer cats and kittens for adoption, and provide programs, assistance and services like 2nd Chance Feral Ranch, SNAP (spay/neuter assistance), and Pet Food Pantry. FieldHaven is a proud member of the Million Cat Challenge.

DIRECTIONS

STEP 5

Add the photo and hit “Finish.”



We have designed a cover photo for you to use that is already the correct size.

TIPS FOR A SUCCESSFUL FUNDRAISER

TIP#1

It is always great to start your fundraiser off with a donation from you so your Facebook friends see that you are committed to the cause as well. Just give what you feel comfortable giving. There are no rules.

TIP#2

Send a personal invite to your friends and family to join the fundraiser. You'll see that on the right-hand side of your screen.

TIP#3

Post updates on your fundraiser. Utilize the attached #UNselfie form to let people know why you are giving to FieldHaven and suggest they do the same. You can post the #UNselfie form for them to print and use.

TIP#4

Don't forget to thank your supporters and react to their posts with a heart. Your posts will come up higher in your friends' feeds if you comment and react with a "love" or "wow" icon. Have fun with it. Post memes or gifs. Thank your friends and their pets for donating. Have your pets thank them. This is your chance to have fun and be creative.

THANK YOU SO MUCH FROM ALL OF US HUMANS, CATS, AND KITTENS AT FIELDHAVEN FELINE CENTER.

Questions? Need tech help?

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