



How to make a Fundraising Event on Facebook

Steps to setting up a Fundraising Event:

1. Go to your homepage on Facebook (not profile).
2. Click on the “Event” tab on the left on side under messages.
3. Click “Create an Event” at the top
4. Add all of the relevant information and cool graphic that relates to your climb!
5. MAKE sure you add a link to where people can donate.
6. Invite all your friends and post the event your wall. You can also make a status update to let your friends know about the event.

Things to do after the event is created:

1. I recommend checking on the event every 4 to 5 days to see if anyone has posted comments or interacted with it at all.
2. You can post videos, links, pictures, etc. to help encourage people to donate to you or at least interact. An easy way to do this is check on the Climbing for Kids page (www.facebook.com/climbingforkids) and take whatever new content is on there.
3. After a few weeks you can safely message all your friends again to let them know your fundraising isn't over yet!
4. Persistence is key. Don't be afraid to use Facebook to follow up multiple times with friends and family.