

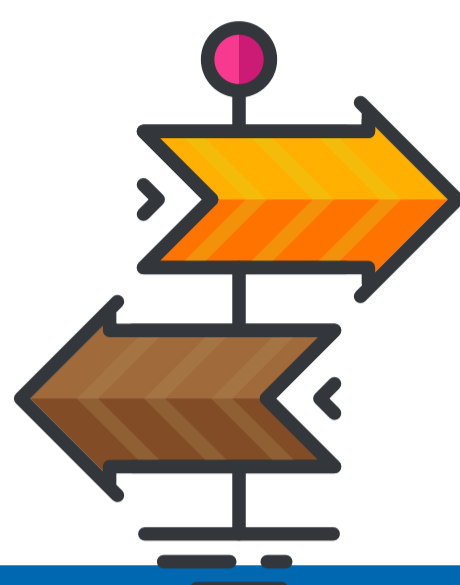
START A FACEBOOK FUNDRAISER



START

1 Begin with the Basics

Facebook Fundraisers are another easy way to raise money for the Immune Deficiency Foundation (IDF). It only takes **3 simple steps** and you're ready in minutes. You may want to set up a fundraiser for your birthday, graduation, PI Awareness Month, or any other special occasion you might think of!



Be sure to identify why you're fundraising, set a goal that inspires supporters to help you reach it, pick a deadline and announce your milestones along the way!



2 Tell Your Story

Start with a short and clear title to get the attention of your friends and supporters, and include a detailed description that tells your story and gives people a reason to donate.

3 Find a Photo

Choose a high resolution photo that helps tell your story. You can add more photos to your fundraiser once it has published. If you don't have your own photo, browse the **IDF Flickr** to view and download photos from past programs and events.



4 Start Asking

Share your Facebook fundraiser with family and close friends to build momentum. Don't forget to post your fundraiser to your own timeline, and be sure to share updates periodically to start conversation and build awareness

When you hit a fundraising milestone, post it as a note and encourage others to join!

Example Post: Thanks to John Doe, I'm halfway to my goal with only \$250 more to go! Can you help me?

5 Say Thank You

Be sure to thank each donor who contributed to your fundraiser. You can leave a personal comment, send a quick text or thoughtful email to show your appreciation for their support.



Spreading awareness is a ripple effect. Engage your community to reach more supporters. Shares and re-shares contain a donate button making it easy to donate right through the news feed.

END



Immune Deficiency Foundation