Creating a Facebook Fundraiser to Benefit The Food Trust

1. Follow this link or click "Fundraisers" on the left menu of your Facebook News Feed to go to the fundraiser creation page.
2. On the left-hand side, click "Raise money."
3. Select The Food Trust by typing in our name.
4. Next, you'll be prompted to fill in the fundraiser details:
    a. Set a fundraising goal and select how long you'd like the fundraiser to run. Note: you can always adjust the fundraising goal later, if needed!
    b. Fill in additional details:
        i. Fundraiser name: (e.g., "Liz's Fundraiser for The Food Trust")
        ii. Brief description: Here you can explain what The Food Trust does and why people should care. You may also want to include your personal connection to The Food Trust, and why our work is important to you. This is an important section for convincing people to give!
    c. Choose a cover photo – A cover photo will help you cut through the clutter on Facebook, so make sure it is eye-catching! Ideas: a photo from a Food Trust event, a photo of produce, a photo from our website or social media.
5. Click "Create" and your fundraiser will go live.
6. Promote your fundraiser:
    a. Invite your Facebook friends to donate by clicking "invite" on the donation page, and clicking "invite" next to the friends you want to invite to contribute.
    b. Share your fundraiser in a status update – do this early and often! Just open your fundraiser page, click the "Share" button, and post it to your timeline. You may want to share notes about your progress, thank donors, or let people know how much time is left for your fundraiser.
    c. You can also copy and paste the fundraiser URL into an e-mail, if you have friends who do not check Facebook often. Please note that indwishing to donate to a Facebook fundraiser must have a Facebook account themself.