How to create a Facebook Birthday Fundraiser for Careline Connections Ltd

AIM:

To encourage Careline supporters to make a simple fundraiser Facebook Birthday request to raise funds for Careline across a broad range of your friends. They generally raise between $50 and $300 each and are paid into Carelines Paypal account – this is our details https://paypal.me/carelineconnections?country.x=AU&locale.x=en_AU

Instructions from Facebook:

You may see suggestions for creating a charity fundraiser from Facebook on your birthday.

Facebook chooses which fundraisers to suggest to you based on how much support the charity gets on Facebook and fundraisers you've shown interest in the past.

How to set it up:

https://www.facebook.com/help/1910205189301966

Create your birthday fundraiser

When you start a charity fundraiser on Facebook, we cover all processing fees for donations.

1. On your computer, log in to Facebook.
2. In the Birthday promotion in your Feed, either:
    - Select one of the charities that we've suggested
    - Type in the search bar to find a charity
    - Or search 'Fundraising' on left side panel of Facebook page, it may be under 'more'
3. Select the charity that you want to raise money for – Careline Connections Ltd
4. Under "Let's start with the basics", enter:
    - The name of the charity that you're raising money for
    - How much you want to raise (perhaps between $70 & $300)

- The currency that you want donations to be in (AUD$)
- The date that you want the fundraiser to end (perhaps 6 or 8 weeks time)

5. Click **Next**.
6. Under "Tell your story", enter:
    - A title for your fundraiser (maybe Careline Fundraiser)
    - A brief explanation for why you wanted to create this fundraiser. You can copy text from https://carelineconnections.org.au/ in particular the 'about us' page.
7. Click **Next**.
8. Under "Pick a cover photo", choose one of the suggested photos. You can use the Careline logo image below
9. Click **Create**.

A message will pop up that congratulates you on creating your fundraiser. From there, you can invite your friends to donate, share your fundraiser in your Feed or donate to the fundraiser yourself.

If you aren't ready to do any of these things, in the top right, click ✕.

*The most important part is to **spread the Facebook link widely amongst your friends and contacts** so they can at least consider. Think about asking them to donate $20 for example.*

Andrew Schram
General Manager
Careline Connections Ltd