

GETTING STARTED – CRAFTING YOUR MESSAGING

First, think about your reason for fundraising in support of ABGC and craft your caption/about details for your fundraiser. Write this outside of the Facebook/Instagram platforms. You'll use this messaging in the "How-To" steps below for creating your fundraiser on each platform.

1. Craft your caption/about page.

- a. In the first line, make it very clear what you're fundraising for.
 - i. Example: "Want to join me in supporting a good cause? I'm fundraising for the Arlington Boys & Girls Club *[tag our page using @ArlingtonBGC within this line of your messaging]* in support of youth programming for our most vulnerable community members."
- b. Next, elaborate on why this is important to you.
- c. Then reference what the donations are directly helping with. Some statements you can use for the impact you're making through ABGC:

"Your gift will be used to assist in funding supplies, field trips, guest speakers and nutritious snacks for our youth and teen members!"

"Your donation furthers ABGC's mission to provide a fun, safe, supportive place for children to learn and grow; to have ongoing relationships with caring adults; and to take part in life enhancing programs which emphasize leadership, character development, education, health and life skills, sports, fitness and recreation. This work is only possible due to the generosity and support of friends like you!"

2. Use relevant hashtags.

- a. Keep in mind hashtags you can use to reference SFA specifically and the cause and interests of your target audience.
 - i. #greatfuturesstarthere #ABGC

FACEBOOK FUNDRAISER HOW-TO

Use these quick steps to create your Facebook Fundraiser for ABGC:

1. On your computer, login to **Facebook.com**. Stay on the main feed page.
2. On the left, click **Fundraisers**.
 - a. **Tip:** If you don't see **Fundraisers** on the left, then click **See more**.
3. On the left, click **Raise money**.
4. Click **Nonprofit**.
 - a. Search for "Arlington Boys & Girls Club"
5. Select Arlington Boys & Girls Club
6. On the left, enter your **Details**:
 - a. Your fundraising goal
 - b. Fundraiser end date
 - c. Title of your fundraiser
7. Share why you are raising money.
 - a. Facebook populates a general message, which you can change to be uniquely yours. **This is where the message you crafted in the first stage can be placed!**
8. Click **Create** and share your fundraiser on your profile page!

INSTAGRAM FUNDRAISER HOW-TO

Use these quick steps to create your Instagram Fundraiser for ABGC:

1. Click the **+** icon located in top right-hand corner of your Instagram profile and select **Fundraiser**.
2. Next, select the charity you are fundraising for.
 - a. ABGC's handle is **@arlingtonbgc**
3. After selecting ABGC as the charity, fill out your fundraiser details.
 - a. Fundraiser goal
 - b. Photo
 - c. Description
 - i. **This is where the message you crafted in the first stage can be placed!**
4. Click **Share Fundraiser** and it will be added to your profile!

WHAT TO DO DURING AND AFTER YOUR FUNDRAISING CAMPAIGN

During your campaign, focus on connecting and engaging with your supporters:

- Like and comment on donations.
- Thank, thank, thank your supporters!
- If you reach your goal, increase it.

- Give updates and highlight milestones.
- Build momentum by continuing to share your fundraiser on your feed.
 - You can also share your Instagram Fundraiser through **Stories** and **Lives** by linking your fundraiser through **Stickers!**

After your campaign ends, celebrate your achievements with your community:

- Celebrate the funds raised and express your thanks to your supporters.
- You can continue using the impact statements you made in your caption/about page.