



## The Birthday Club: How to fundraise on Facebook

Thank you for fundraising for Easterseals in celebration of your child's birthday!  
Setting up a Facebook fundraiser is quick and easy!

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### 1. Tell Your Story

1. Visit <https://fb.com/fund/EasterSealsDFVR/>
2. Set a fundraising goal. Consider a goal that plays on your child's birthdate or age. \$100 minimum encouraged.  
i.e. **Help me raise \$225 for Susie's birthday on 2/25!**  
**Our family is raising \$300 in honor of John's 3<sup>rd</sup> birthday!**
3. Set your fundraising timeline. You can fundraise all month long, for one week, or on a single day – your choice!
4. Create a fundraiser title (ex: Johnny's 3<sup>rd</sup> Birthday Fundraiser)
5. Include your personal story about how Easterseals has impacted your child and why gifts are important.
6. Upload a photo.
7. Click create and you are done.

OR you can

#### **Add A Donate Button to your Facebook post:**

1. Start writing a post. Tell your family and friends how Easterseals has impacted your child's life and encourage them to give in celebration of their birthday.
2. Click the three small dots near the bottom right of the post box and scroll to the action "Support Nonprofit".
3. Type **Easterseals DuPage & the Fox Valley Region** in the box
4. Add a photo! Photos help attract more views and donations to a post.
5. Click post. You may have a message pop-up that asks if you want to add the donate button to your post. Click yes!

## **2. Launch Your Fundraiser**

1. Consider making a donation of any size to start things off.
2. Repost throughout the day and encourage other family members to share your post to reach a larger audience.

### **TIPS:**

It helps to keep people updated on your progress throughout the day, and to post a few reminders that will help you reach your goal.

Thank your friends publicly on Facebook as donations come in and try recording a thank you message from your child.

## **3. Celebrate!**

Celebrate your success and feel good about the dollars raised in your child's honor. Have a wonderful birthday celebration!

**Thank you!**

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