



# HOW TO CREATE A FACEBOOK FUNDRAISER IN 4 EASY STEPS



## Desktop Instructions

Fundraisers > Fundraiser type > Details

### Details

How much money do you want to raise?  
350 ✓

Select currency  
US Dollars (USD) ▼

When should your fundraiser end?  
Dec 1, 2021

What's the title of your fundraiser?  
Maire Cait's fundraiser for FoodRight ✓

Why are you raising money? ✓  
Want to join me in supporting a good cause? I'm raising money for FoodRight and your contribution will make an impact, whether you donate \$5 or \$500. Every little bit helps. Thank you for your support. I've included information about FoodRight below.

Empowering youth to choose foods

Fundraisers are public, so anyone on or off Facebook can see them. Only people on Facebook can donate. Facebook charges no fees for donations to nonprofits. All donations will go directly to the nonprofit you chose.

Create ✓

Desktop Preview

**Maire Cait's fundraiser for FoodRight**

Goal  
\$0 raised of \$350 17 days left

Fundraiser progress  
0 donated 0 invited 0 shared

Same steps as last year!



Log into Facebook on your computer



Click on or copy and paste this link into your browser:

<https://www.facebook.com/fund/FoodRightInc/>



Personalize your message. Below "Edit Nonprofit" scroll down edit donation goal. Keep scrolling and edit Facebook generated message in the "Why are you raising money?" box. Create your own personalized message or use one of the options provided (attached) to get you started.



Click on "Create" - and you are DONE!

Copy, paste, and personalize one of the templates below to let your friends know “Why are you raising money?” for FoodRight. Please set your minimum fundraising goal to \$350. If you raised funds in previous years, try increasing your goal a bit higher than what you have raised in the past. Kick off your fundraiser the Saturday prior to Giving Tuesday (11/26/2022).

### Option 1: Board and Volunteers

You can teach a child to cook and change health outcomes for Milwaukee’s youth for generations by joining me in supporting @FoodRightInc—Milwaukee’s only non-profit dedicated to changing the way kids and families connect with food through culinary nutrition education. {Insert personalized message re: why FoodRight is important to you or how you are connected}.

By donating today, you support 1,200 students learning to prepare 800 meals in the classroom in 2023. You also provide virtual culinary lessons, ingredients, and equipment so that their families can learn to cook and enjoy healthy, affordable, plant-based meals with them at home.

Thanks to the generosity of Knorr® and Chorus Community Health Plan, your donation will be matched up to \$7,500 and fees will be waived by Facebook.



### Option 2: Staff/Volunteers/Fans

Want to give a gift that will make an impact for generations to come? Help me support @FoodRightInc—Milwaukee’s only non-profit dedicated to changing the way kids and families eat through culinary nutrition education {Insert personalized message re: why FoodRight is important to you or how you are connected}.

By donating today, you support 1,200 students learning to prepare 800 meals in the classroom in 2023. You also provide virtual culinary lessons, ingredients, and equipment so that their families can learn to cook and enjoy healthy, affordable, plant-based meals with them at home.

A donation in any amount helps teach a child to cook and changes health outcomes for Milwaukee’s youth for generations. Thanks to the generosity of Knorr® and Chorus Community Health Plan, your donation will be matched up to \$7,500 and fees will be waived by Facebook.



### Option 3: Board/Volunteers/Staff

You can make a huge difference in the health of Milwaukee youth now and for generations. I am fundraising for @FoodRightInc, an organization which I have had the pleasure of {serving as a Board Director for \_\_\_ years OR volunteering with for \_\_\_ OR working at for \_\_\_ years.}

Since 2015, FoodRight has taught more than 8,000 kids to cook and enjoy healthy, affordable plant-based meals in fun, hands-on lesson in schools across Milwaukee. By donating today, you support 1,200 students learning to prepare 800 meals in the classroom in 2023. You also provide virtual culinary lessons, ingredients, and equipment so that their families can learn to cook and enjoy healthy meals from scratch at home. Every \$10 dollars donated purchases ingredients and tools for a family to learn to cook at home. Thanks to the generosity of Knorr® and Chorus Community Health Plan, your gift will be matched dollar for dollar up to \$7,500 and fees will be waived by Facebook.





# HOW TO CREATE A FACEBOOK FUNDRAISER IN 3 EASY STEPS



## Mobile Instructions

Same steps as last year!



Click on this link from your mobile App OR copy & paste OR manually enter link into mobile browser:  
<https://www.facebook.com/fund/FoodRightInc/>



Personalize your fundraising message by clicking on and deleting the Facebook generated message below the heading "\_\_\_'s fundraiser for FoodRight." Create a more personalized message by commenting on your connection with FoodRight and copying/pasting wording from the previous page.



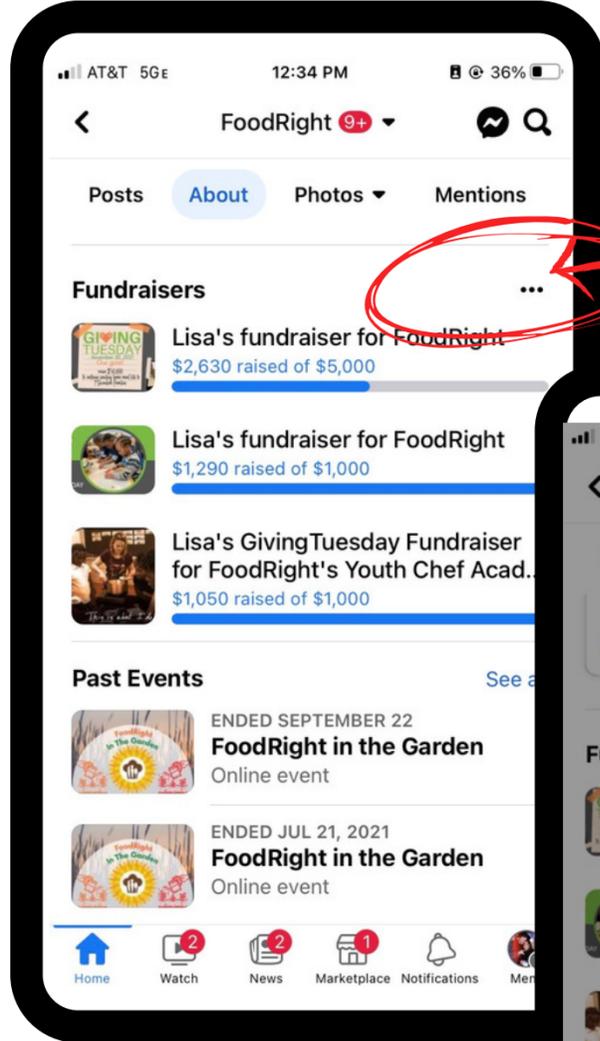
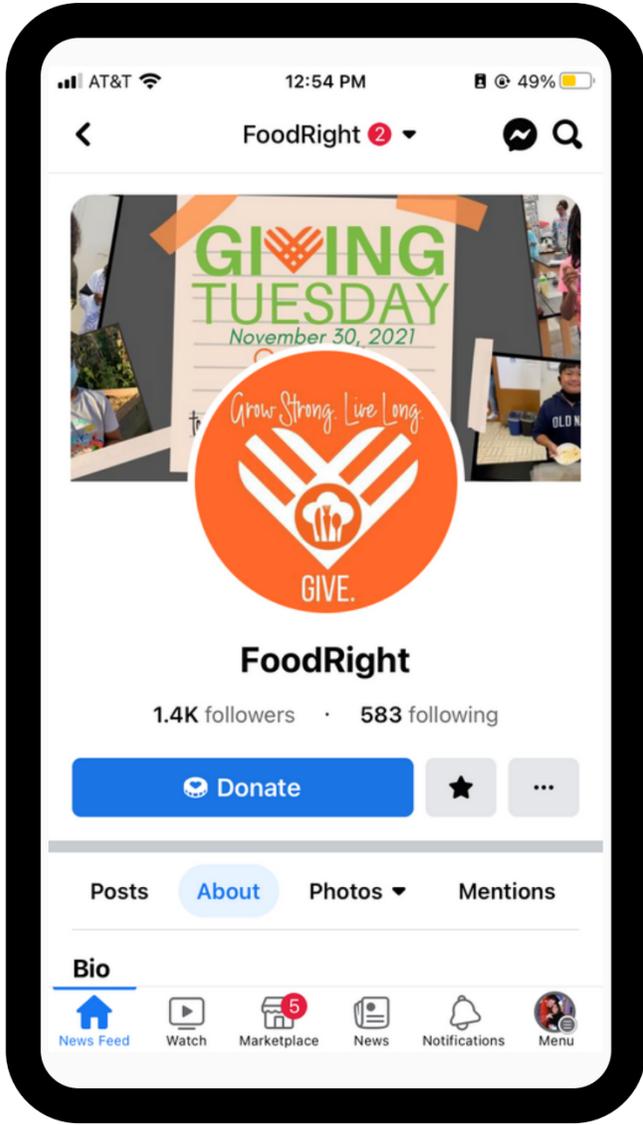
Click on "CREATE" in the upper right hand corner - and you are done!



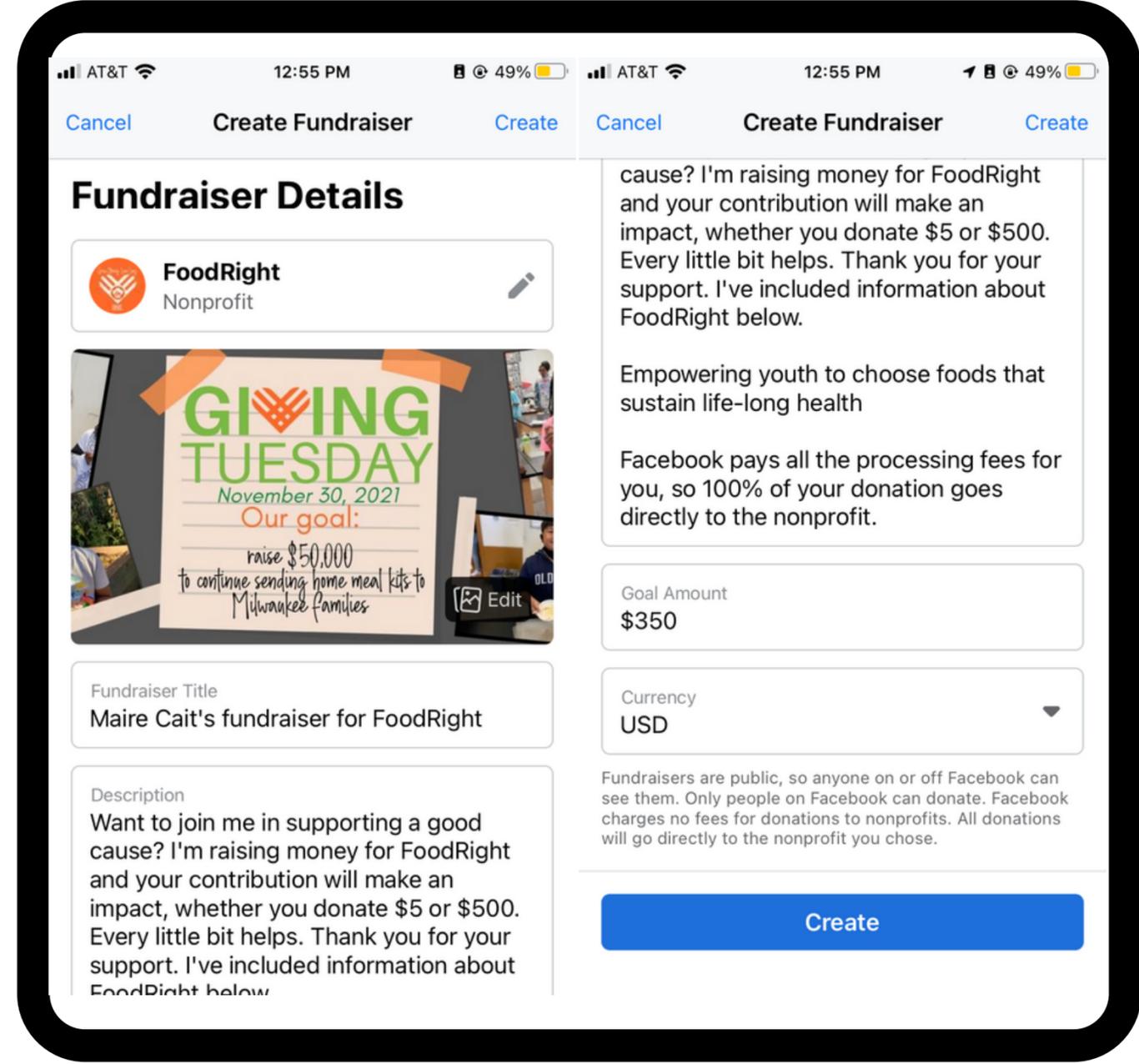
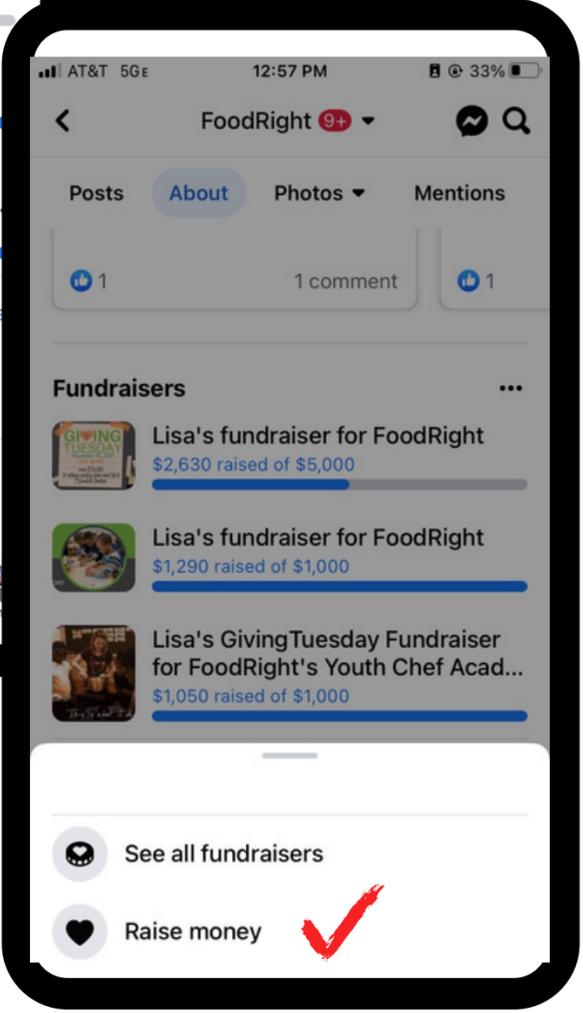
# HOW TO CREATE A FACEBOOK FUNDRAISER IN 3 EASY STEPS



## Mobile Instructions



Yep, these 3 dots, right here!!



**1** Log in to the Facebook App on your mobile, search FoodRight's page and click on the "About" tab. Scroll to the section "Fundraisers"

**2** Click 3 dots ... next to "Fundraisers," then select "Raise Money"

**3** Personalize your fundraising message and goal amount, as indicated on previous page for mobile instructions. Click on "Create" and you are **DONE!**



# HOW TO PEER-TO-PEER FUNDRAISE WITH GIVEBUTTER



## Desktop Instructions



Click on this link from your mobile App OR copy & paste OR manually enter link into mobile browser:  
<https://givebutter.com/FRGT2022>

**NEW**  
Donations can be made online via credit card, Venmo, or PayPal. There is also an option to mail a check, in which you will still be credited for their dollars raised.

### Giving Tuesday

FoodRight's 2021 goal is to continue providing meal kits and virtual lessons to Milwaukee students and their families



Donate

New Campaign Update

This campaign was created Today

Be the first supporter

Love Comment Share

**NEW**  
**Text to Donate!**  
Your supporters can text (202) 858-1233 using key word "FRGT2022"  
They'll receive a link to GiveButter, where they can donate and credit you!

\$0 0 supporters \$50,000 goal

3 weeks 4 days remaining

Fundraise

**\*** When your supporters go to donate, make sure they select your image and name when prompted to "Credit a team member."



Scroll down to the "Fundraise" button to become a peer-to-peer fundraiser. It should redirect you to your fundraising page. Here you can add a profile picture and share your fundraiser to Facebook, LinkedIn, email, etc. Doing both will help your supporters recognize it's you and get the word out that you're helping raise funds. Once you've shared your fundraiser, you're good to go!

Team Member  
Your Name Here

Share my page Edit my page

Edit Photo Copy Link \$0 by 0 supporters



# HOW TO FUNDRAISE ON INSTAGRAM STORIES

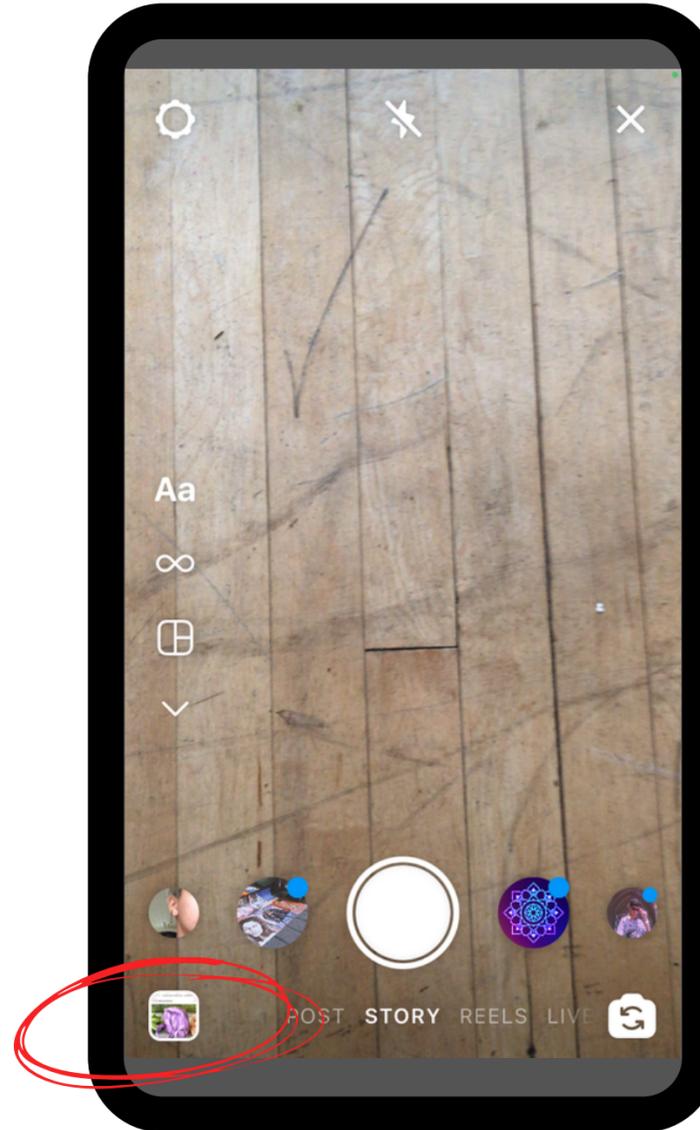
## Mobile Instructions Only



Open Instagram and log in. Click on "Your Story"



Select a FoodRight graphic\* Make sure it looks nice! Readable, stylized, fun!



\*Graphics attached in email

This works ONLY on the iPhone app. Android should be similar. If your innerface looks completely different, contact us at [mcmullen@foodright.org](mailto:mcmullen@foodright.org)

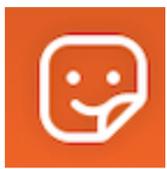


# HOW TO FUNDRAISE ON INSTAGRAM STORIES

## Mobile Instructions Only

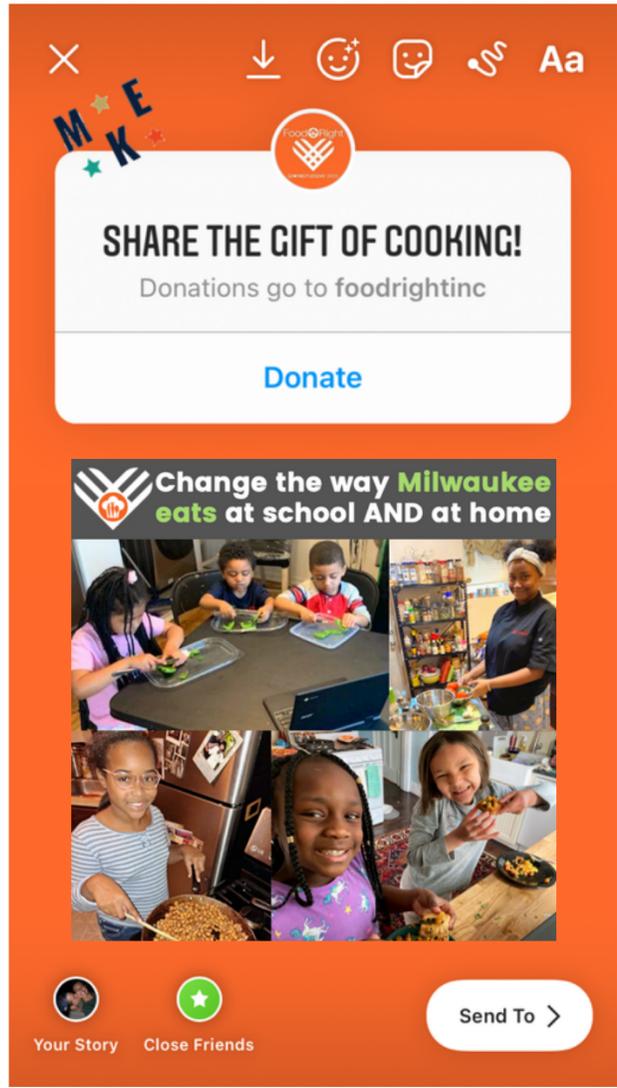
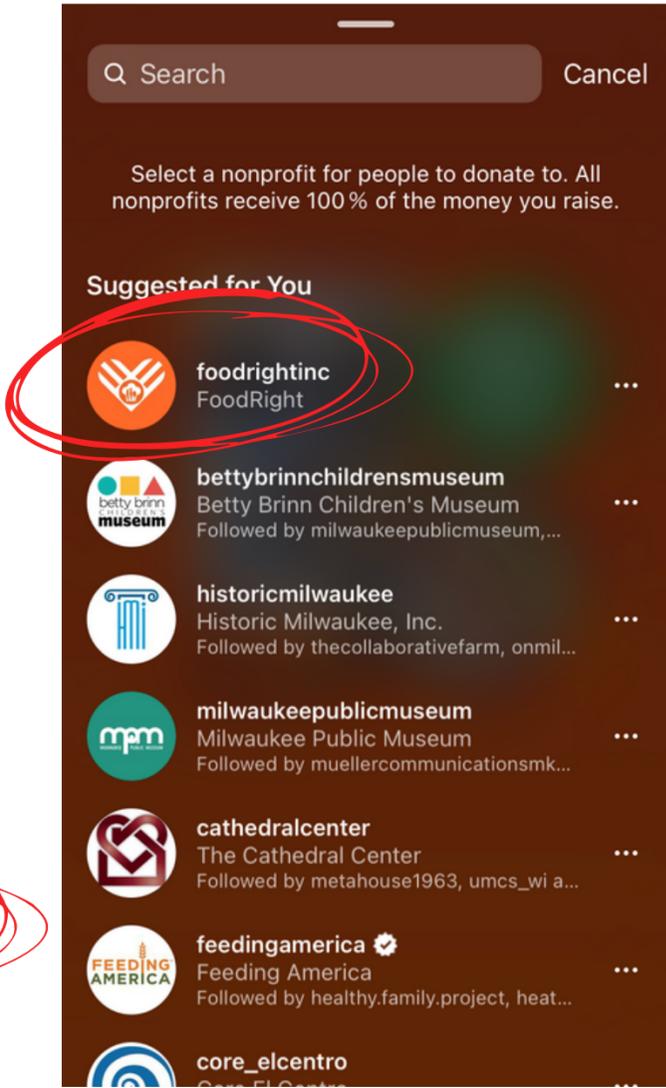
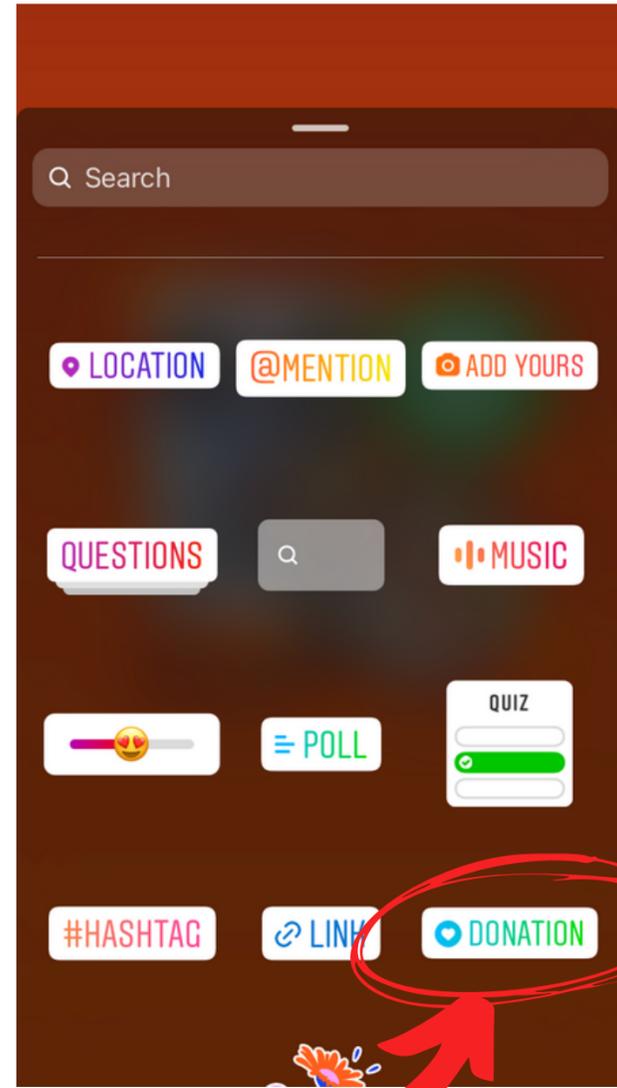
3

Add the donation button for FoodRight by clicking square (top right corner)



4

Have fun with it! Edit Donation text, add gifs, filters, music, whatever makes it unique to you\*\*

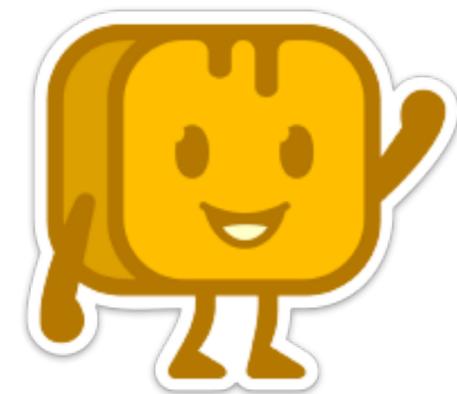


Select "Donation" button & choose @FoodRightInc

\*\*Additional gifs, stickers, images, can be found in the same place as "Donations," step 3

# Tips for Fundraising on social media

- TAG @FoodRightInc in your posts! We want to know when you post about us so we can share it too. We are on Facebook, Instagram, and LinkedIn.
- Don't know what to say? Reshare one of FoodRight's posts and add a short blurb with your peer-to-peer donation link, prompting your friends to donate. (Great for Facebook)
- When posting on Instagram, don't include too much text in a Story; it's hard to read if you're flipping through stories quickly. We want the "Donate" button to stand out.
  - If you want to share a personal anecdote, photos, or a short video of yourself sharing a FoodRight memory, add this as another Story before or after the Donation Story.



## Additional fundraising techniques:

You can also post graphics shared with you as Instagram Posts. Be sure to TAG @FoodRightInc and let your followers know they can donate by clicking the Donate Button on FoodRight's page.

# Why Peer-to-Peer Fundraising is so Crucial:

The BEST way to push our organization forward is to generate supporters of our mission who may then become donors, volunteers, or educators interested in our programming



## How do we generate support for FoodRight's mission?

1. Peer-to-Peer fundraise! It's the perfect way to TELL people how proud you are to be associated with FoodRight and why our non-profit is worthy of support
  - It generates MOST of our funding not tied to grant requirements that often tax staff bandwidth
  - It allows us to bring on new staff, expand programming, and afford programs/software that streamline work processes
2. Volunteer and encourage others to do so as well
  - <https://www.foodright.org/volunteer>
3. Share posts/stories/reels from our social media platforms on a regular basis

