

Facebook Fundraising Toolkit

**Five steps to creating your fundraiser
in support of CASA-NYC
on [Facebook's website](#)**



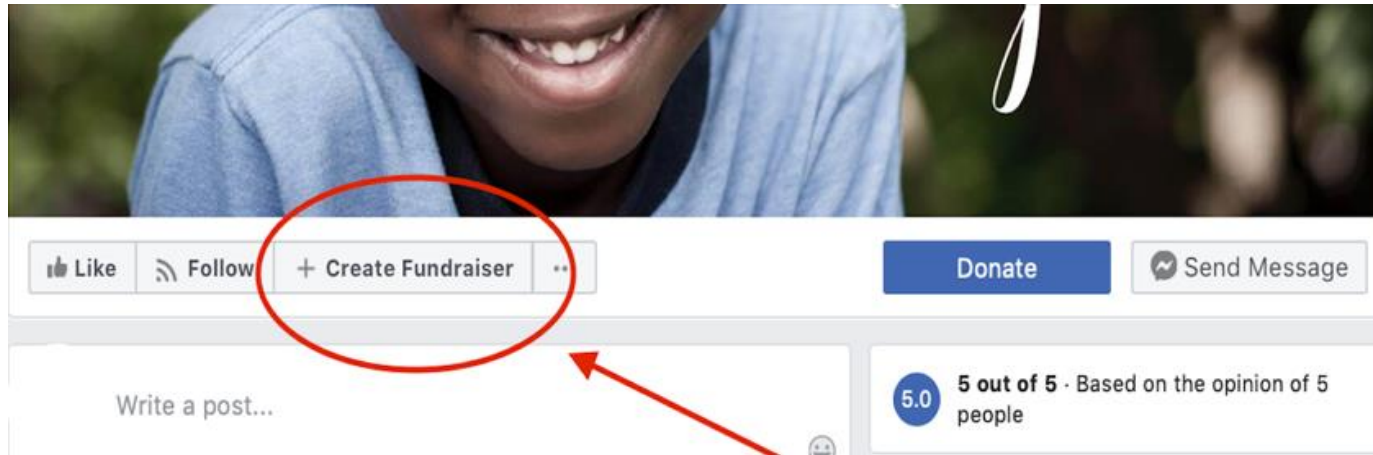
Step 1:

- Log into your Facebook account.
- In the search bar type “CASA-NYC” and click on our organization. Our handle is CASA-NYC.



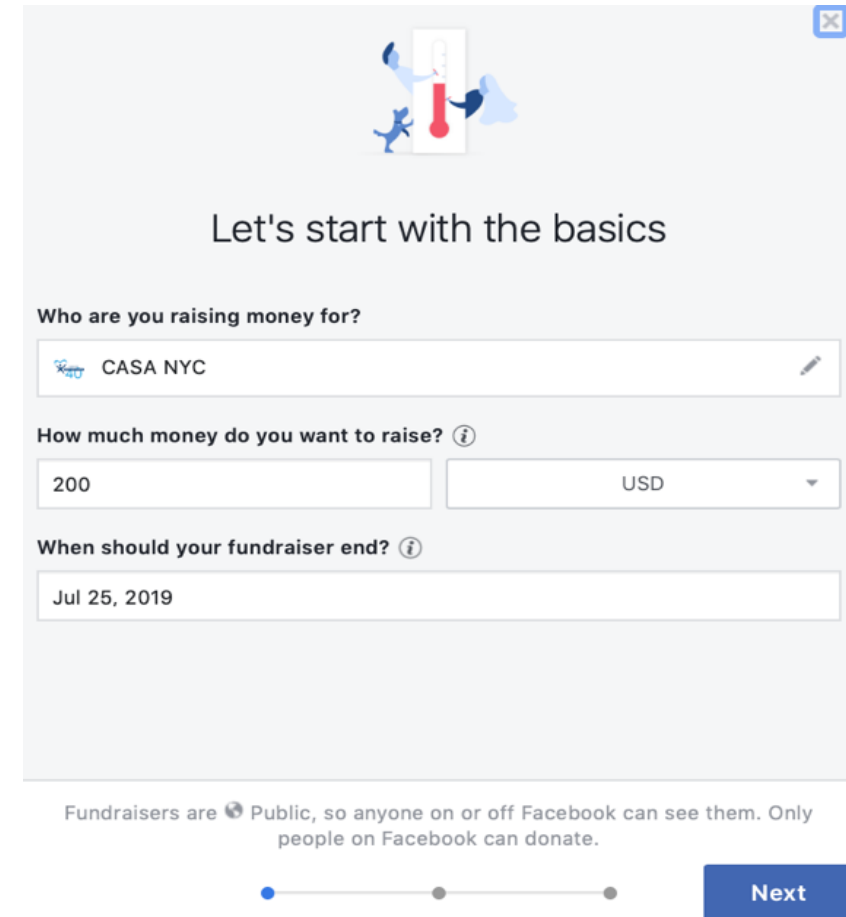
Step 2:

- On CASA-NYC's page, click on the "Fundraisers" tab.



Step 3:

- Personalize your fundraiser!
- Choose how much money you would like to raise and select your currency.
- Decide on your fundraiser's end date.
- Click “Next” on the bottom right corner.



A screenshot of the Facebook Fundraiser setup form. At the top, there is an illustration of two people holding a large thermometer. Below this, the text "Let's start with the basics" is displayed. The form contains three main sections: "Who are you raising money for?" with a text input field containing "CASA NYC"; "How much money do you want to raise?" with a numeric input field containing "200" and a currency dropdown menu set to "USD"; and "When should your fundraiser end?" with a date input field containing "Jul 25, 2019". At the bottom, there is a privacy notice stating "Fundraisers are Public, so anyone on or off Facebook can see them. Only people on Facebook can donate." and a "Next" button.

Let's start with the basics

Who are you raising money for?

CASA NYC

How much money do you want to raise? ⓘ

200 USD

When should your fundraiser end? ⓘ


Jul 25, 2019

Fundraisers are Public, so anyone on or off Facebook can see them. Only people on Facebook can donate.

Next

Step 4:

- Choose a title for your fundraiser.
- Let your friends know the reason you are fundraising by editing the “Why are you raising money?” section.
- Click “Next” on the bottom right corner.



Tell your story


What's the title of your fundraiser? ⓘ

[Your Name's] | fundraiser for CASA NYC

Why are you raising money? ⓘ

Want to join me in supporting a good cause? I'm raising money for CASA NYC 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 CASA NYC below.

The mission of CASA-NYC has remained constant from the beginning: to protect the basic needs and well-being of children in foster care by facilitating appropriate treatment intervention and timely case resolution.

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Step 5:

- Click "Edit" to pick a cover photo for your fundraiser.
- Once chosen, hit "Create" on the bottom right corner.

Your fundraiser is now live!

