SOCIAL MEDIA FUNDRAISING GUIDE

Thank you for your willingness to support StreetLightUSA! Social Media Fundraisers are one of the best ways to spread the word about the work we do and raise money to support our operations and the care of our girls.

Below you will find information for starting Fundraisers on Facebook and Instagram. If you have any trouble while using this guide, please reach out to us by emailing wgant@streetlightusa.org

Create a Facebook fundraiser from an iPhone or iPad.

1. On your iPhone or iPad, open the Facebook app.

2. In the bottom right of Facebook, tap ☰.

3. Tap 🧡 **Fundraisers**.

4. Tap **Create fundraiser**.

5. You can either:

   - Scroll to find StreetLightUSA in the list of nonprofits.

   - Type into the search bar to find StreetLightUSA.

6. Tap on StreetLightUSA.

7. Enter:

   - The goal amount of money you want to raise

   - The currency you want the funds to be in

8. Tap **Create** at the bottom.

You'll see a screen where you can invite your friends to donate to your fundraiser, share your fundraiser in your feed, or donate to the fundraiser yourself.

Create a Facebook fundraiser from an Android.

1. On your Android, open the Facebook app.

2. In the top right of Facebook, tap ☰.

3. Tap 💗 **Fundraisers**.

4. Tap **Create fundraiser**.

5. You can either:

   - Scroll to find StreetLightUSA in the list of nonprofits.

   - Type into the search bar to find StreetLightUSA.

6. Tap on StreetLightUSA.

7. Enter:

   - The goal amount of money you want to raise

   - The currency you want the funds to be in

8. Tap **Create** at the bottom.

You'll see a screen where you can invite your friends to donate to your fundraiser, share your fundraiser in your feed, or donate to the fundraiser yourself.

Create a Facebook fundraiser on your Computer.

1. On your computer, login to <u>Facebook</u>.

2. On the left, click 💛 **Fundraisers**.

    - **Tip:** If you don't see **Fundraisers** on the left, then click **See more**.

3. On the left, click **Raise money**.

4. Click **Nonprofit.**

5. You can either:

    - Scroll to find StreetLightUSA in the list of nonprofits.

    - Type into the search bar to find StreetLightUSA.

6. Select StreetLightUSA.

7. On the left, enter:

    - The goal amount of money you want to raise

    - The currency you want the funds to be in

8. Click **Create**.

You'll see a screen pop up where you can invite your friends to donate to your fundraiser, share your fundraiser in your feed, or donate to the fundraiser yourself.

Create an Instagram fundraiser on your phone app.

You can create a fundraiser for a nonprofit organization from an Instagram post. The fundraiser will be visible in the post and you can find a link to the fundraiser in your bio. The fundraiser will be active for 30 days. You can extend the fundraiser duration or end it at any time.

If your profile is public, your fundraiser will be visible to anyone. If your profile is private, only people who follow you will be able to see and donate to your fundraiser.

1. Open Instagram and tap ⊕ New post.

2. Create or choose your image and tap → (Android) or **Next** (iPhone).

3. Crop and filter your post, and then tap → (Android) or **Next** (iPhone).

4. Tap **Add Fundraiser**.

5. Choose the nonprofit you want to fundraise for. You'll automatically go to the "Fundraiser Details" page.

6. Enter the details for your fundraiser and then tap **Done**.

7. Tap ✓ (Android) or **Share** (iPhone).