



How to create a fundraising page

Facebook

1. Click Fundraisers in the left menu of your News Feed.
2. Click onto the blue Raise Money, button.
3. Select Nonprofit/Charity, then click on Retina UK.
4. Next, populate the "let's start with the basics" section.
 - A. Who is organising the fundraiser?
 - B. Check that the "who are you raising money for" section, is correct?
 - C. How much money do you want to raise?
 - D. When should your fundraiser end?
5. Click onto the blue, next button.
6. Next, populate the "Tell your story" section.
 - A. What's the title of your fundraiser?
 - B. Why are you raising money?
7. Click onto the blue, next button.



8. Select a cover photo or video for your Facebook fundraising page.
9. Then, click onto the blue create button.

Congratulations, your fundraiser has been published! Now it's time to raise money:

Invite your friends

Build momentum by connecting friends to your fundraiser. People who invite friends are four times more likely to reach their goal.

Share in News Feed

Share your story to let friends know why this non-profit is important to you and why they should donate.

Donate to your fundraiser

Other people are more likely to donate when they see that someone has already contributed. It also shows your commitment to helping the cause.