



**variety**  
the children's charity<sup>®</sup>

# How to Fundraise with Facebook

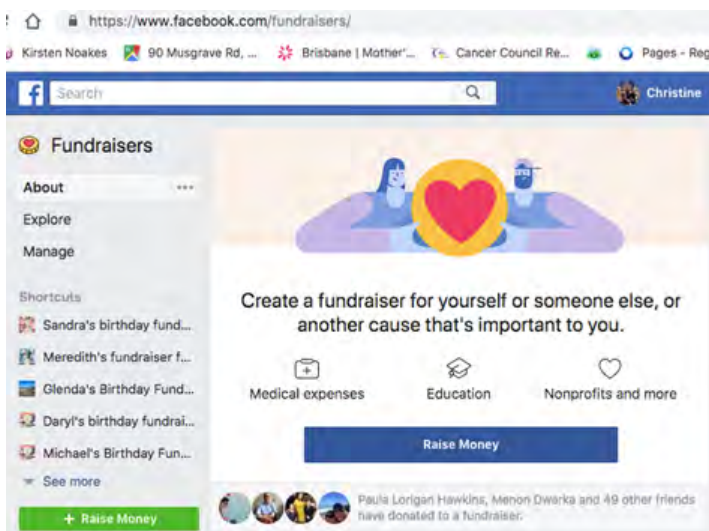
## Overview

Facebook fundraisers lets people raise money to benefit Variety – the Children's Charity of Queensland on Facebook. Variety supporters can set up a dedicated page to share their story, tell others about our mission and build support around a fundraising goal.

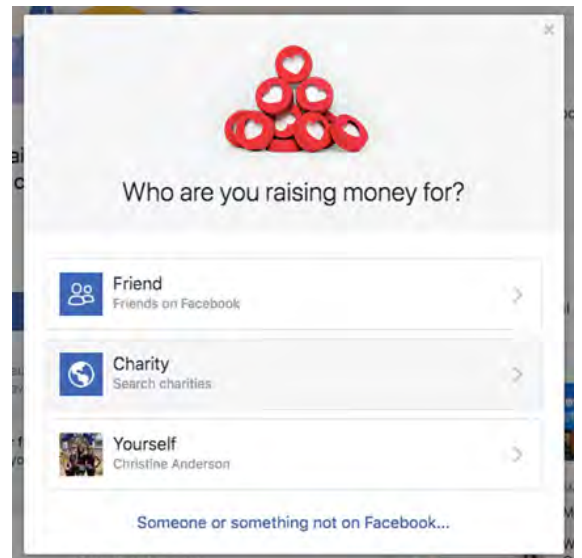
Friends can donate in just a few taps without leaving Facebook, making it easier to raise funds. Each time someone donates, they are prompted to share and invite their friends. Shares and reshares also contain a Donate button, making it easy to donate directly from News Feed.

## Follow these easy steps to create your Facebook fundraiser for Variety:

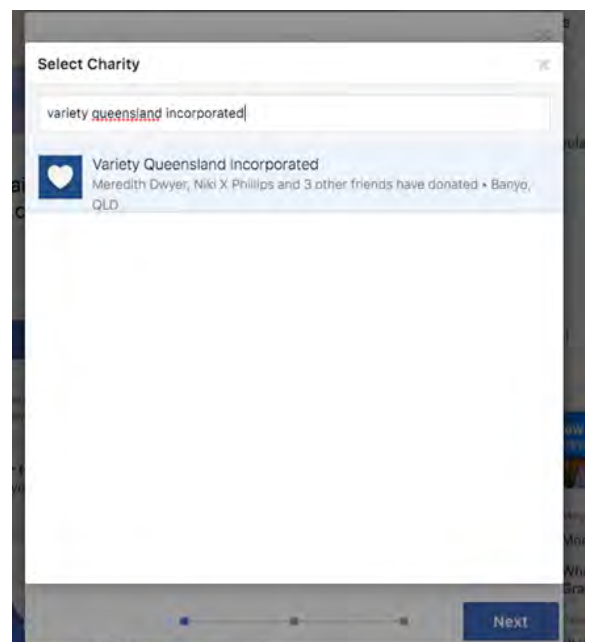
**Step 1:** Go to <https://www.facebook.com/fundraisers/> and click on "Raise Money".



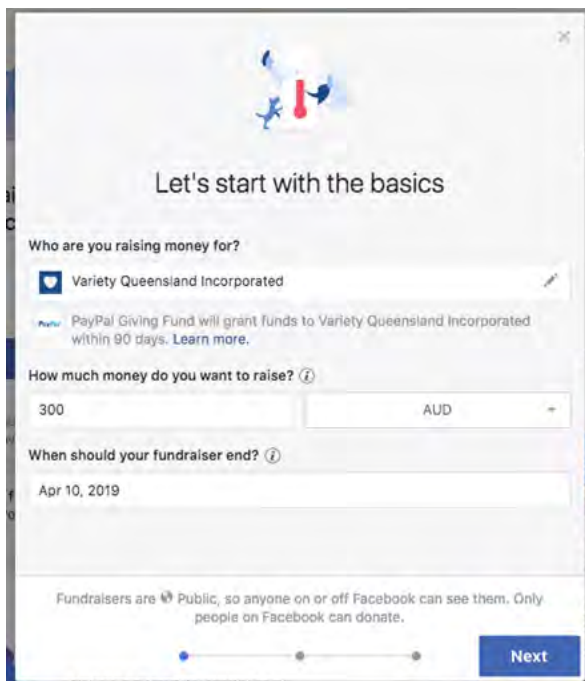
**Step 2:** When asked "Who are you raising money for?" click on "Charity".



**Step 3:** Search for and select "Variety Queensland Incorporated" from the list of charities.

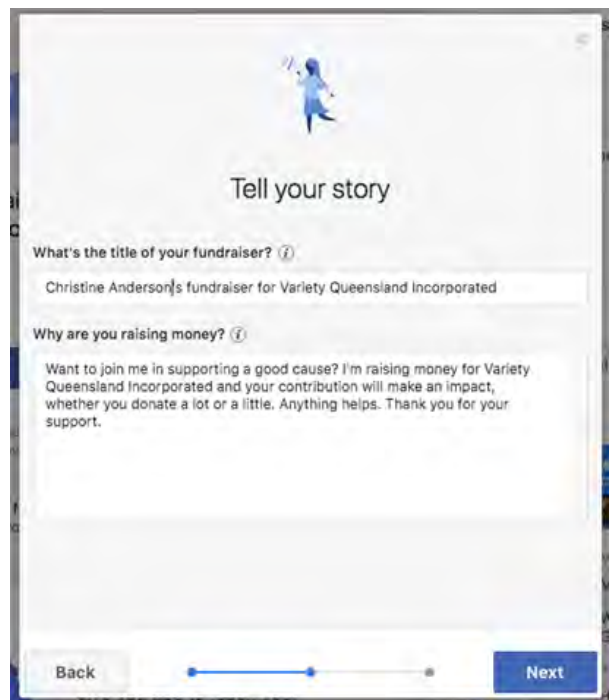


**Step 4:** Set your goal and end date and click “Next”.



This screenshot shows the 'Let's start with the basics' screen of a Facebook fundraiser. At the top, it says 'Let's start with the basics'. Below this, there are three main sections: 'Who are you raising money for?' with a dropdown menu set to 'Variety Queensland Incorporated', 'How much money do you want to raise?' with a text input field containing '300' and a currency dropdown set to 'AUD', and 'When should your fundraiser end?' with a date picker set to 'Apr 10, 2019'. At the bottom, there is a 'Next' button. A small note at the bottom states: 'Fundraisers are Public, so anyone on or off Facebook can see them. Only people on Facebook can donate.'

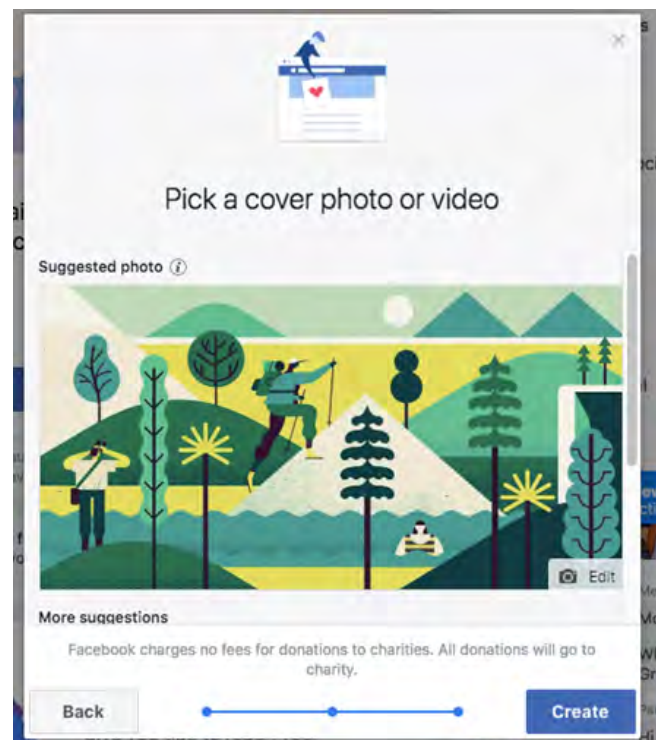
**Step 5:** Give your Facebook fundraiser a name and tell your story.



This screenshot shows the 'Tell your story' screen of a Facebook fundraiser. At the top, it says 'Tell your story'. Below this, there are two main sections: 'What's the title of your fundraiser?' with a text input field containing 'Christine Anderson's fundraiser for Variety Queensland Incorporated', and 'Why are you raising money?' with a text area containing the text: 'Want to join me in supporting a good cause? I'm raising money for Variety Queensland Incorporated and your contribution will make an impact, whether you donate a lot or a little. Anything helps. Thank you for your support.' At the bottom, there are 'Back' and 'Next' buttons.

**Note:** It's very important that you indicate your first and last name (and Car/PWC/4WD number if applicable) in order for us to track donations that you receive through Facebook.

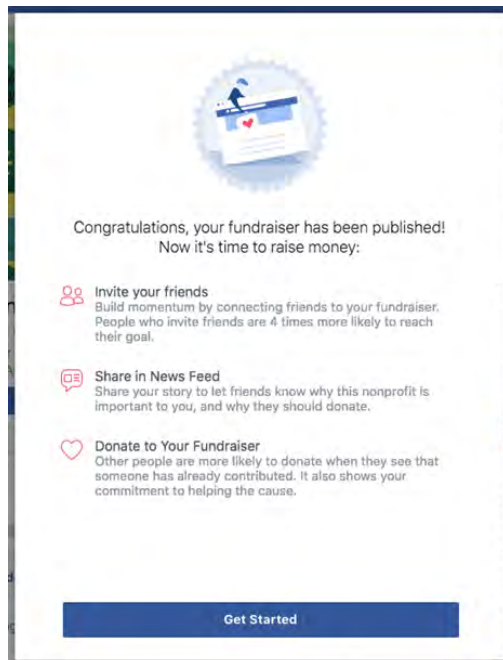
**Step 6:** Choose a suggested cover image or click “Edit” to upload your own picture or video. Then click “Create”.



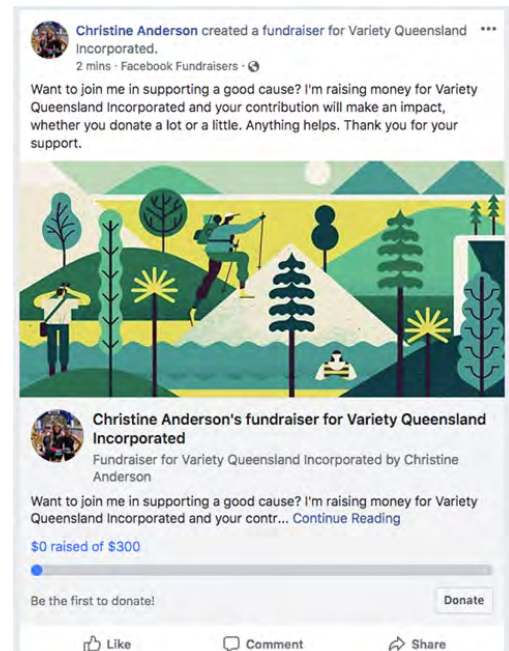
This screenshot shows the 'Pick a cover photo or video' screen of a Facebook fundraiser. At the top, it says 'Pick a cover photo or video'. Below this, there is a 'Suggested photo' section with a large image of a person hiking in a forest. To the right of the image is an 'Edit' button. Below the suggested photo, there is a 'More suggestions' section with a note: 'Facebook charges no fees for donations to charities. All donations will go to charity.' At the bottom, there are 'Back' and 'Create' buttons.



**Step 7:** Your fundraiser is now live! Click on “Get Started” to invite Facebook friends to donate and to share your fundraiser on your timeline.



**Step 8:** Your fundraiser will appear in your friend's news feed so they can donate. Keep sharing it and tagging friends who may want to support you in order to build momentum for your campaign.



**Step 9:** Be sure to let the Variety team know that you have created a Facebook fundraiser so that we can track your donations. Please note that Variety will receive any funds you raise via Facebook a minimum of 30-60 days later. We will not receive any information about the donors who have supported your fundraiser. However, if you have indicated your first and last name in your fundraiser description, then we'll know how much you've raised and can add that to your fundraising tally.

**Thank you for raising money for Variety – the Children's Charity of Queensland so that ALL kids can have a fair go!**

**For more information, please contact Cortney Ginivan, Community Fundraising Coordinator, at [Cortney.Ginivan@varietyqld.org.au](mailto:Cortney.Ginivan@varietyqld.org.au) or (07) 3907 9300.**

