Creating a Birthday Fundraiser (and more!) on Facebook

CCTR's Volunteer Director, Sherry wanted to share her thoughts and a couple screenshots on how to create not only a birthday fundraiser but ANY kind of fundraiser to benefit Cairns & Cousins Terrier Rescue. BIG THANKS to Sherry!
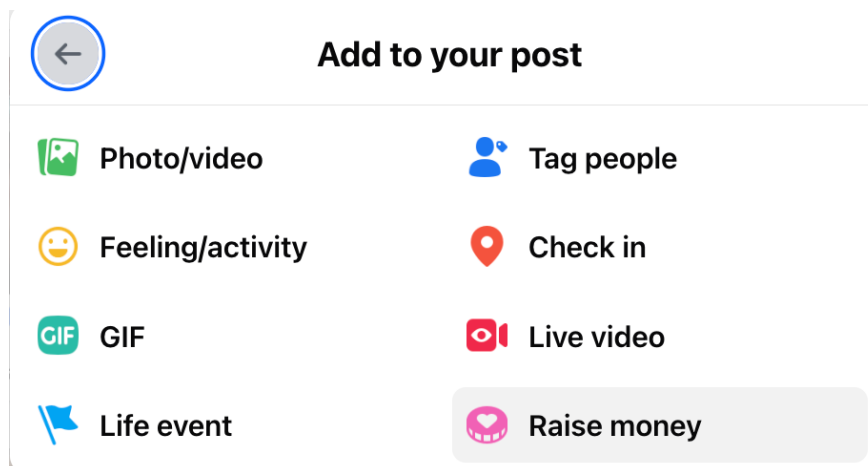
I set up a birthday fundraiser in July on Facebook. It was the first time I did a fundraiser, and it was so easy I did it on my iPhone. A couple weeks before my birthday, Facebook gave me a nudge to create a birthday fundraiser and I <u>followed the instructions.</u>

When your fundraiser closes - it's open for 14 days unless you select an end date - the total raised goes to the charity after a certain amount of time. Facebook covers the processing fees for charities. Easy peasy.
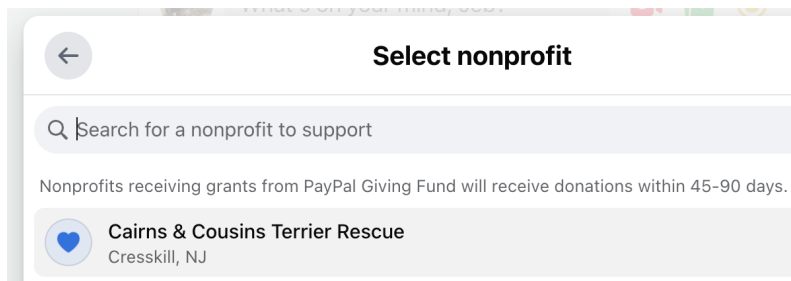
But the great thing is, you can create a fundraiser any time - holidays, remembrances, Giving Tuesday, etc.

When you are in Facebook (your HOME page)*, at the top of the page is an area for you to post.* (What's on your mind…)
[When you have the post box open,] Click the three dots in the "Add to your post" area.

Next, click on "Raise Money".

Then, select your charity, create a message, and click "Post".

When you create a fundraiser, the nonprofit's name and graphic pops up with a donate button. You can also add graphics and text to your fundraiser post, such as a message about why this nonprofit is important to you.

Here is a fun graphic you can use for your post: