



# Fundraising with Facebook

Facebook has become a powerful tool not only for connecting with friends and loved ones but especially for fundraising. That's why we encourage you to raise money for your WALK to End Hydrocephalus team by setting up a **Facebook Fundraiser**.

To ensure that the money you raise through your Facebook Fundraiser gets credited to your WALK to End Hydrocephalus efforts, you must set it up through your individual Participant Center. The process is fast and easy!

1. Register for the WALK to End Hydrocephalus closest to you or our virtual WALK and set up your fundraising page.
2. Go to your WALK Participant Center by logging in (on the WALK page, the one you registered for) and clicking the "Participant Center" button.
3. From your WALK Participant Center, click on the "Connect Fundraiser to Facebook" button to connect your WALK page to your Facebook account.
4. Your Facebook Fundraiser will post on your page but to maximize the number of friends you reach, go to your Facebook and update your photo and message on the fundraiser. Remember to explain your personal connection to the cause and why you need their support.

## Tips to Make Your Facebook Fundraiser Successful:

- Re-Share your Facebook Fundraiser on Facebook at least once every two weeks.
- Update your photo or video – perhaps a video saying why this cause is important. Your page will be more noticeable if friends see a picture of you or a loved one instead of a generic photo.
- Tell your Facebook followers what the donations are going toward.
- Keep everyone up to date on how much is needed to meet your fundraising goal.
- Make sure to continue to publicly thank people when they contribute!

## Sample Facebook Post:

Hi friends! I'm raising money for the Hydrocephalus Association because my daughter/son was born with hydrocephalus, which has no cure and can only be treated through brain surgery. My child has endured 10 brain surgeries! The Hydrocephalus Association is the nation's leading nonprofit funder of hydrocephalus research and they provide free support and education to families like mine. Help me find a cure for this condition by donating to my fundraiser! Thank you!  
[INCLUDE LINK TO YOUR FACEBOOK FUNDRAISER]