

SUPPORT OHIO'S CHILDREN!

How to launch a Peer-to-Peer Fundraiser for Children's Defense Fund-Ohio on Facebook



1

Getting Started

The Facebook Fundraising tool makes it easy to raise money for CDF-Ohio and be a champion for children. The process takes just 30 minutes.

First, go to your Facebook News Feed. Click "Fundraisers" located on the left menu of your screen. Then under "Raise Money" on the right side of the screen, click "Select Nonprofit" and search for Children's Defense Fund. Select. (It is specified as a Health and Human Services nonprofit in Washington D.C. However - please note that all proceeds from this fundraiser will remain with CDF-Ohio.)

2

Creating your CDF-Ohio Fundraiser

The next screen is an opportunity to set goals for your peer-to-peer campaign and share your passion and commitment to Ohio's children.

- Create a title for your campaign. Your title **MUST** contain "Children's Defense Fund-Ohio" or "CDF-Ohio".
- Set your fundraising goal between \$150-1,000.
- Set a time frame for your fundraiser - between 1-2 weeks is the norm.
- Share a simple and compelling message about why you support Children's Defense Fund-Ohio and their work on behalf of children.

3

Developing a Compelling Campaign

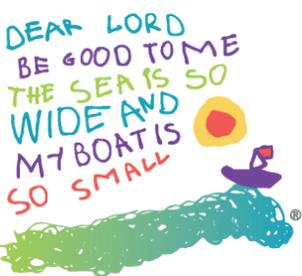
During the campaign, there's a lot you can do to energize supporters and promote your efforts.

- Celebrate your progress and highlight key milestones you reach towards achieving your goal with engaging posts.
- Recognize your supporters by tagging them in posts or reaching out personally and expressing gratitude to them.
- People get bored or even annoyed with repeated asks for donations so be sure to space apart posts asking for donations with others that may not directly relate to the campaign but could highlight its importance.
- Be interactive. Take 5-10 minutes to post daily. Create polls. Post diverse multimedia content. Share your supporters' posts. Encourage your supporters to share their own personal "why" for giving and tag you in their post.

4

Wrapping Up your Fundraiser

Facebook sends the funds you raise to CDF-Ohio, but once your campaign is over, be sure to thank every single person who donated to your fundraiser and highlight its success.



children's
defense fund
ohio

