

RWF FACEBOOK FUNDRAISER INSTRUCTION

Log on to Facebook (set up two months before your event date)

1. Click on Fundraisers on left of your home page (you may have to click “see more”)
2. Select “Raise money”, then Click Select Nonprofit.
3. In search box that appears type: Road Warrior Foundation (exactly, look for the RWF logo)
4. In the left column, set up how much \$\$ you want to raise. It can be edited later.
5. Enter the end date. Make it about one month after your event.
6. Fill in the title of your event, i.e. [chapter name] 2022 Road Warrior Awareness Event
7. In the “Why are you raising money” section Insert a description of your event in front of the canned narrative given by FB for RWF. You should replace just the first paragraph and Include the name of event, date & time of event and location of event. Unless you put it here it will not stay on top of the page.

Example: Join us on FULL DATE at 0:00 AM for our EVENT NAME at EVENT LOCATION.

All donations will go directly to the Foundation. Registration is \$AMOUNT per person. Our event will kick off from LOCATION at TIME and will include lunch, door prizes, and a 50/50 raffle.

8. Click the + sign to select a different photo or upload one of your own or use the existing cover photo provided by the RWF or. You should keep the cover photo representative of the RWF.
9. Review all your information for accuracy and select Create. You can delete and start over or edit the fund raiser anytime along the way.
10. Then donate money, not being pushy here, but if people don't think your fundraiser is important enough for you to donate why should they?
11. Then invite all your friends to the fundraiser event. (It doesn't matter that it is too far for them to ryde or they don't ryde, some will donate and support the event anyway. Also by inviting everyone you will make sure they see details rather than hoping it simply appears in their news feed. Some of your friend will no doubt share your fund raiser and increase its publicity.

You can also share the fundraiser to your chapter group page and other group pages you belong to. It does not matter if they may be unlikely to attend, they may still donate.

Reshare you FB Fundraiser as you get closer to your event to capture anyone who may have postponed donating.