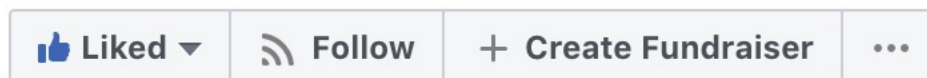




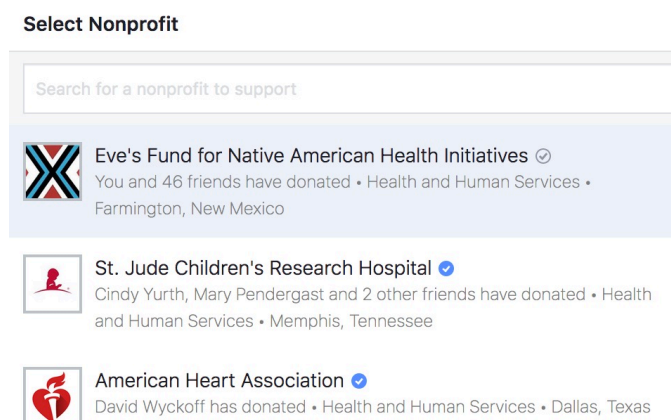
Tips for Creating and Sharing a Facebook Fundraiser to Benefit Eve's Fund

Step 1: We recommend setting up your fundraiser on your computer or tablet rather than your mobile phone. It is a lot easier to navigate and get a larger screen view. Log into your Facebook account and navigate to Eve's Fund for Native American Health Initiatives Facebook page at: <https://www.facebook.com/EvesFund/> if you haven't done so yet, please Like our page and Follow us.

Step 2: Just under the main photo, click **+ Create Fundraiser**.



Step 3: Under the Nonprofit finder box, if it is not already there, type in "Eve's Fund for Native American Health Initiatives (Farmington, NM) and select it from the dropdown list that automatically populates our verified non-profit. Then click the blue **Create** button on the bottom right once you have selected Eve's Fund. Here is the direct link to our **Eve's Fund Fundraisers Page just in case you can't find the link above:**





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<https://www.facebook.com/fund/EvesFund/>

Step 4: Select a **dollar** amount for your fundraising goal. Amounts in the range of \$200-\$500 are popular. However, be creative. For example, if it is for a birthday fundraiser and you are turning 40, consider trying to raise \$400 (\$10 for each year of your life). Fundraisers can be for any purpose. Maybe to celebrate your 10th wedding anniversary,

or as a memorial to a loved one's passing. *Please note that the default goal is set to \$200.*

The screenshot shows a Facebook fundraiser setup form. At the top, there is a close button (X) and a small illustration of people. Below that, the text reads "Let's start with the basics". The form includes the following fields:

- Who is organizing the fundraiser?**: A dropdown menu showing "Barbara Crowell Roy".
- Who are you raising money for?**: A text input field containing "Eve's Fund for Native American Health Initiatives" with a small edit icon on the right.
- How much money do you want to raise?**: A field with "200" and a currency dropdown menu set to "USD".
- When should your fundraiser end?**: A date field set to "Mar 7, 2019".

Step 5: Select the end date of your fundraiser by selecting the stop date. We recommend no more than about 2 weeks. Be sure to let all your friends know how the fundraiser is going during the duration of the fundraiser.

Pick a deadline for your fundraiser, and announce milestones along the way to build support. Example "5 days left!"

Step 6: Click the **Next** button on the bottom right of the page to be taken to the **Tell your Story** page. **Create a title for your**



fundraiser. Space is limited and you only have about 70 characters. Other parts of the page will indicate that it is a fundraiser so consider the specific purpose and why you are raising money for Eve's Fund (e.g. to prevent catastrophic injuries among Native youth, to purchase car seats for Navajo newborns, to help Native kids finish high school and have a future, to give back, in memory of a loved one, to celebrate my birthday, etc.)

Step 7: Tell your friends and family **why you are raising money for Eve's Fund.** Please feel free to edit the automatic text that will populate this part of the fundraiser, especially if you have had personal involvement with our organization or because Eve's Fund addresses issues that are important to you.

Making this section personal and relatable will help inspire your friends and family to give to your fundraiser. Tell them why you care and why you decided to dedicate your time and energy to raising money. **Consider making a gift yourself, it will inspire**

The screenshot shows a Facebook fundraiser creation interface. At the top, there is a small illustration of a person holding a megaphone. Below this is the heading "Tell your story". The form contains the following fields:

- What's the title of your fundraiser?** (with an information icon): The text "Raising Money For a Cause I Care About" is entered.
- Why are you raising money?** (with an information icon): The text "Want to join me in supporting a good cause? I'm raising money for Eve's Fund for Native American Health Initiatives and your contribution will make an impact, whether you donate \$5 or \$500. Every little bit helps. Thank you for your support. I've included information about Eve's Fund for Native American Health Initiatives below." is entered.

Below the "Why are you raising money?" field, there is a scrollable area containing the following text:

Our mission is to promote hope and wellness for Native youth by sponsoring and supporting literacy, injury prevention, scholarship and other educational initiatives. Our first and largest program, ThinkFirst Navajo, was created to prevent brain, spinal cord, and other injuries on the

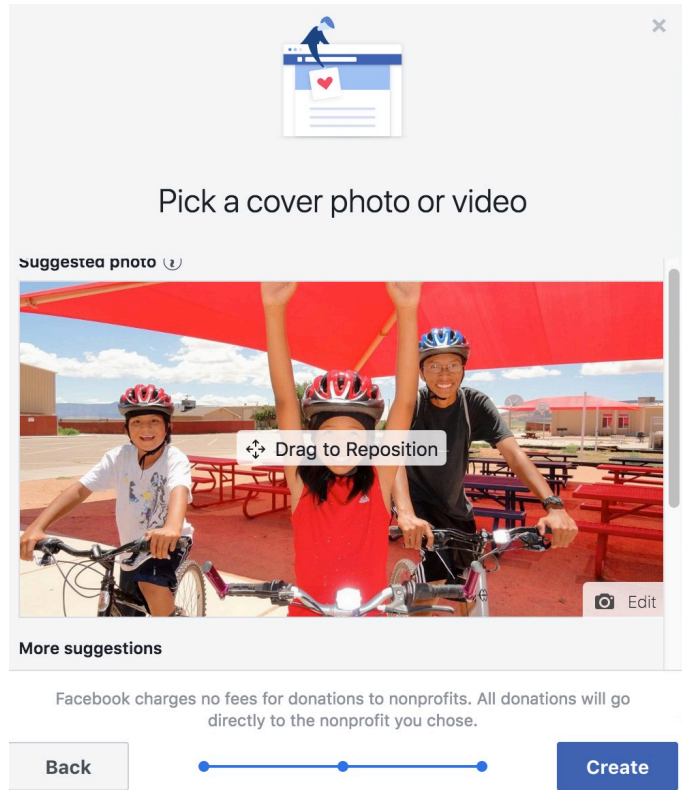


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others to do the same. We've notice it seems to get the ball rolling quickly.

Step 8: After clicking **Next** at the bottom of the page, Pick your **Cover Photo**. You can add your own photo to capture other people's attention and inspire them to give. You can also select photos that we have previously posted on Eve's Fund Facebook page. Facebook will suggest a page but you may want to scroll through our albums before making a decision. If the photo you choose is not centered, you can drag it to reposition it. See next page below.



Step 9: Click the blue **Create** button at the bottom of the page and your fundraiser will be published on your Facebook page.

Step 10: Share your Fundraiser on your Facebook page and invite all of your friends and followers to donate. **This is one of the most important aspects of the process.** You can't be sure that all of your friends will see the announcement of your fundraiser on their timelines. When you first publish your fundraiser, you will be prompted by Facebook to invite any and all



of your friends to contribute. We have found it worth the time to carefully go through your list of friends and invite as many as you think might be willing and able to donate.

Step 11: Be sure to post a thank you on everyone's page who donate and give them the recognition they deserve! You may find that it takes more than one announcement to attract your friends to your page over the duration of your fundraiser. It also shows a belief in the cause for you to make a donation yourself.

You and your donors will receive a acknowledgement and receipt from Facebook a few minutes after donations are made.

THANK YOU SO MUCH FOR YOUR SUPPORT OF
EVE'S FUND!
WE ARE GRATEFUL!

Please note: Facebook does not share your or anyone else's email address with us, unless you provide it when making a donation. Donors have to click "Check this box to sign up for the email list" at the time of the donation. If you opt not to share your email, the downside is that Eve's Fund has no way of thanking you for your gifts or staying in touch with you to keep you informed of the impact your fundraiser has with the young people we serve.

If you have any questions or concerns, you can contact us through our website at: <https://evecrowellsfund.org/contact-us/> or leave us a message at 1-800-646-2952.