

How to set up a Facebook fundraiser

Facebook fundraisers are a great way to support the association. With no charges, every penny raised comes to help us support families living with Prader-Willi Syndrome. From birthdays to sporting events people are fundraising for us through various methods. Below is a step by step guide to setting up your fundraising page on Facebook.

1. Visit <https://www.facebook.com/fund/PWSAUK/> to begin setting up your fundraising page
2. This will open a page called 'Lets start with the basics' your name & the charity will be pre-populated. The only thing you need to change is your target fundraising amount and a closing date. Once you are happy with the basics, press next.
3. The next step is 'Tell your story'. This is a chance to tell potential donors exactly why you wanted to raise money to support families living with Prader-Willi Syndrome. You can change the title of your fundraiser to explain in a short way what you're fundraising for. You then, also, have a section where you can talk passionately about why you're fundraising. The box already has a standard call to arms, but stories written by the fundraiser always raise more money. Once you have done this, you can select 'next'
4. The final stage is a photo to represent your fundraising. Uploading your own photo is likely to attract more donations as a picture makes the fundraiser more personal and helps tell the story of your experience with PWS. Once you have chosen a suitable picture, you're ready to click 'create'. This will make your fundraiser live!
5. Once donations start to come in, its good practice to thank donors. Facebook creates a post you can comment on whenever someone makes a donation. At the end of your fundraiser, be sure to make a post thanking all of your donors. We will also make a post on our page to thank you for your efforts.

If you have any questions or need any helps, email Dan on DDavis@pwsa.co.uk