



PL QUICK GUIDE TO FACEBOOK FUNDRAISING

Pilgrim Lodge is nonprofit you can choose to raise funds for on Facebook – these are called peer-to-peer fundraisers. Please visit <https://www.Facebook.com/fundraisers/> for step by step help in creating your own personalized fundraising page for Pilgrim Lodge. Be sure to add personal details to your fundraiser story like why PL is so important to you. *Did you know? The average personal fundraising page shared on Facebook raises \$514 from 5 friends.*

IMPORTANT FIRST STEPS

1. **Include a short personal story about why PL is meaningful to you, and add a nice photo of you at PL** if you have one, if not, use a pretty pic of the camp or lake
2. **Set a deadline/end date of 1 week to 1 month from your launch** – this can be related to your reason for fundraising (birthday, holiday, week at camp)
3. **Set a reasonable goal (\$200-\$500 is usually easily achieved)** but note that you can set a lower goal and exceed it and then raise your goal to encourage more donations
4. **Invite your friends** – when prompted by Facebook, select any and all friends who you think would be interested/willing to share and or donate – whoever you ‘Invite’ to the fundraiser will automatically see updates you post in the fundraiser. All other friends will only see it when you share posts about the fundraiser on your page.

Now what? How do you encourage donations to meet and even exceed your goal?

SHARE, SHARE, SHARE!

The value of a share is real and it is definitely a vital part of a successful peer-to-peer program. When you share your fundraising page on Facebook, you expand awareness and raise more money. Each share of a personalized fundraiser page can lead to, on average, another \$45 in donations, so sharing is key!

The golden rule of sharing is don't just post your fundraiser all on its own.

Just sharing the link to your page with no context will not bring in donations. You have to get personal, and post with frequency.

- A good guide is to try to share **posts 3x/week** about your fundraiser on your wall
- You can post thank yous and updates on progress in the fundraiser any time – **frequent thanks are important**

WHAT SHOULD YOU POST WHEN YOU SHARE?

SAMPLE SOCIAL MEDIA POSTS

(By adding the @ sign before an organization name, you can ‘tag’ the Pilgrim Lodge Facebook page in your post and they will see that you have shared and, if the post is public, they could re-share your post on the organization page, too.)

A PL Facebook Fundraiser Sample

One person did a Facebook Fundraiser for PL for the two weeks leading up to their birthday. The initial goal was \$500 and it ultimately raised just over \$2,700. Here are a few stats from this fundraiser that might be helpful as you think about doing a fundraiser.

- **53** people donated via the Facebook fundraiser
- **4** people donated on the PL website instead (family members who aren't on FB)
- **1** donor sent a check directly to PL
- **122** people were invited to the fundraiser via Facebook (by both the organizer and others)
- **11** people shared the fundraiser via Facebook
- **56%** of the donations were from donors had a relationship to PL
- **37%** of the donations were from donors that had no relation to PL (friends and non-PL family)
- **7%** of the donations were from donors unknown to the organizer (likely have a PL relationship and saw fundraiser via mutual PL friend)
- **6** posts over two weeks in the fundraiser with stories of how PL impacted the organizer with pictures that tagged other PLers on Facebook
- **2** thank you posts during the fundraiser and 1 after the fundraiser

1. I'm excited to support @Pilgrim Lodge by raising [\$ amount] toward XXXX. Will you join me? [insert your fundraiser link]
2. Looking to help make sure summer camp connections survive this challenging time? @Pilgrim Lodge needs your support. I've launched my own fundraiser to help make sure this camp experience remains available for many summers to come: [insert your fundraiser link].
3. I'm halfway to my goal/Only \$X from my goal! Will you help me raise [\$ amount more] to support @Pilgrim Lodge? [fundraiser link]
4. I'm fundraising on behalf of @Pilgrim Lodge because [share reasons why you're fundraising and your personal connection to the cause]. Will you help me with a donation and a share? [fundraiser link]
5. Want to help keep camp alive for next summer? Make a difference with a gift to @Pilgrim Lodge. The money we raise together will support the work happening on site this summer to be sure they can be open for campers next summer and beyond. Will you join me? [insert your fundraiser link]

Other prompts to help you write posts:

- What inspired you to participate in this fundraiser?
- How has our nonprofit affected your life?
- Why should people donate this cause?
- Why should other people participate?

Just remember this simple formula for successful posts: Hook, Story, Urgency and Ask. Hook readers with a catchy question or intro sentence. Tell a bit about the cause or why it's important to you. Create urgency – funds are needed right now! Make sure to ask for a donation. The #1 reason people don't donate is because they are not asked. In addition to asking for donations, you should ask your network to share your fundraiser with their own networks by re-posting.

MAKE SURE TO THANK EARLY AND OFTEN

Post a thank you note to your wall and in the fundraiser itself when somebody donates or shares your fundraiser. It acts as a thanks AND a reminder to others in the news feed that they should participate you because other people are.

USE MULTIPLE CHANNELS TO SEND THE MESSAGE HOME

You can also share your fundraising page through emails to reach even more potential supporters. Think about sending emails to your family and friends, in addition to posting on Facebook.

EMAIL OUTREACH TEMPLATE

Subject line: Pilgrim Lodge Needs Your Support

Dear [name],

Thanks for taking a few minutes out of your busy day! I'm writing because I have committed to raising [personal fundraising goal \$] on behalf of Pilgrim Lodge. [Share your personal fundraising story here: why you've decided to support this work and your personal connection to the cause].

It would mean a lot to me if you could provide your support, and donating is easy. Simply follow the link to my fundraising page: [link].

Donations can also be made by check, make the check out to xxxxxxx.

Please don't hesitate to reach out with any questions.

Sincerely,
[Your name]

PS – WONDERING HOW TO FIND YOUR FUNDRAISER?

On a computer – log into Facebook – look on the left of your newsfeed under explore and click on 'Fundraisers' – that takes you to this page: <https://www.Facebook.com/fundraisers/>.

From there, you can create your fundraiser or click 'manage' to share, add friends to your fundraiser and post in your fundraiser.

Be sure to include a message on your post when you share, don't simply share the page without context (see above)!

Email info@pilgrimlodge.org with any questions.

Thank you and good luck!