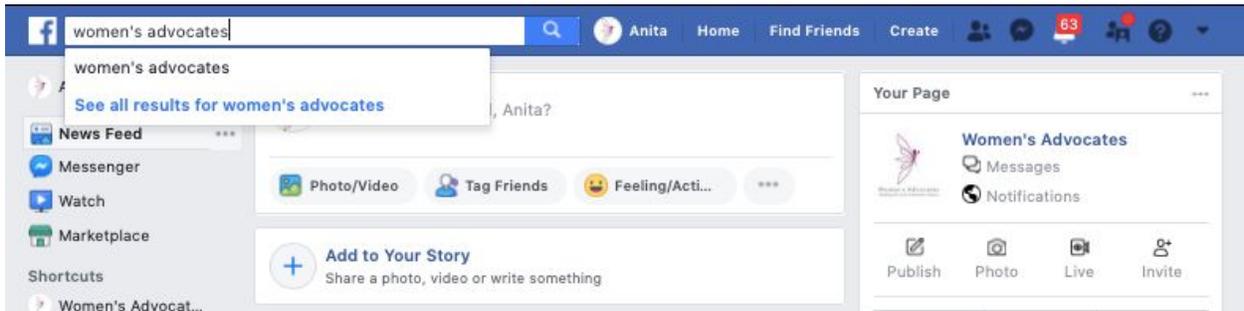


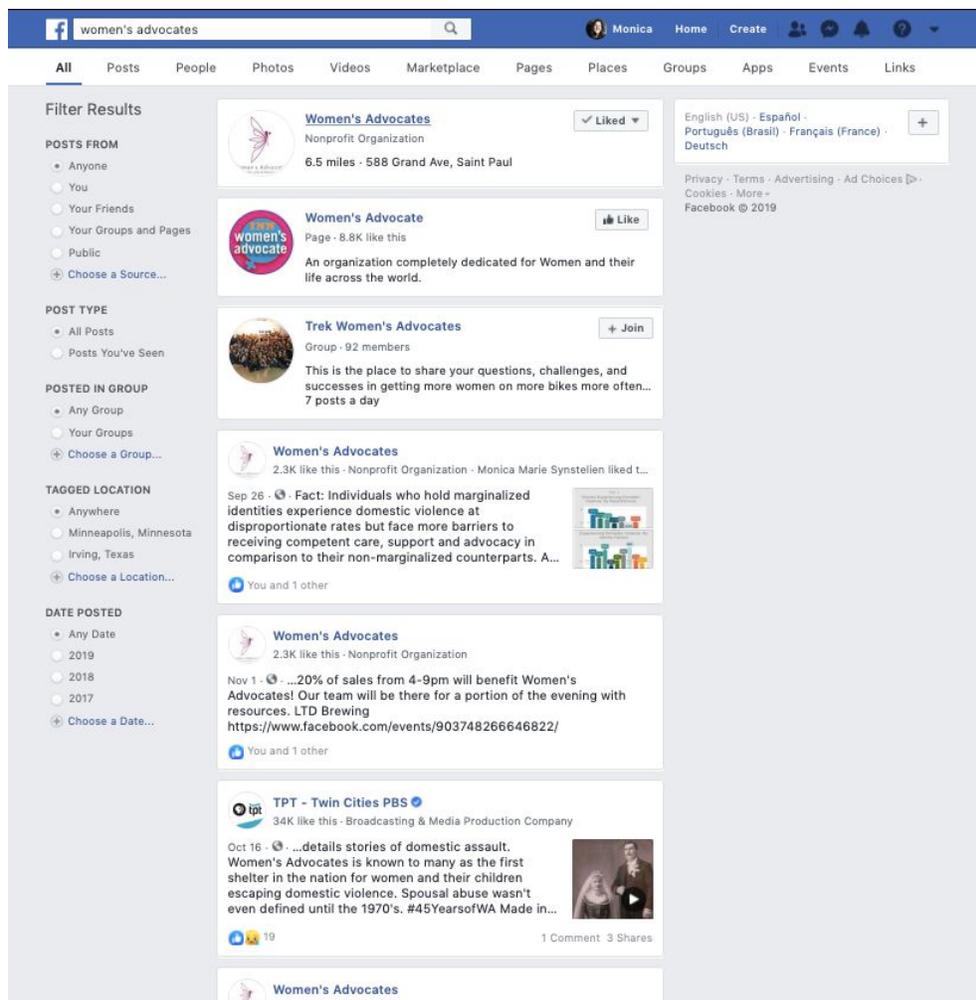
Creating your Facebook Fundraiser for Women's Advocates

Step 1: Login to Facebook

Step 2: Type "Women's Advocates" into the search box in the upper left hand corner of the page. Click enter.



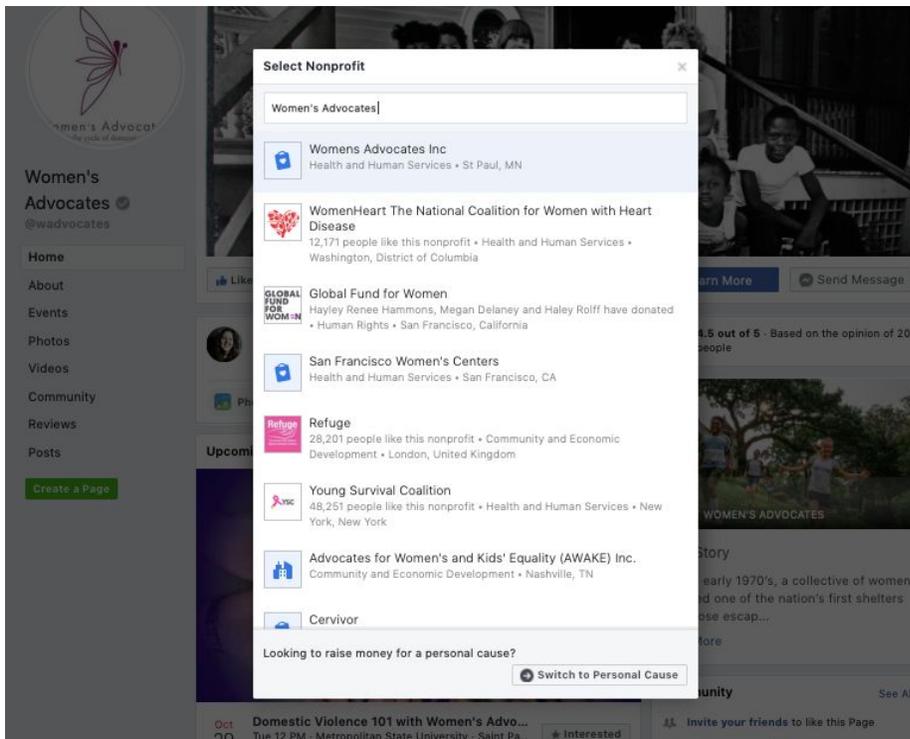
Step 3: Click on "Women's Advocates" page, which lists us as a Nonprofit Organization, accompanied by our burgundy butterfly logo picture



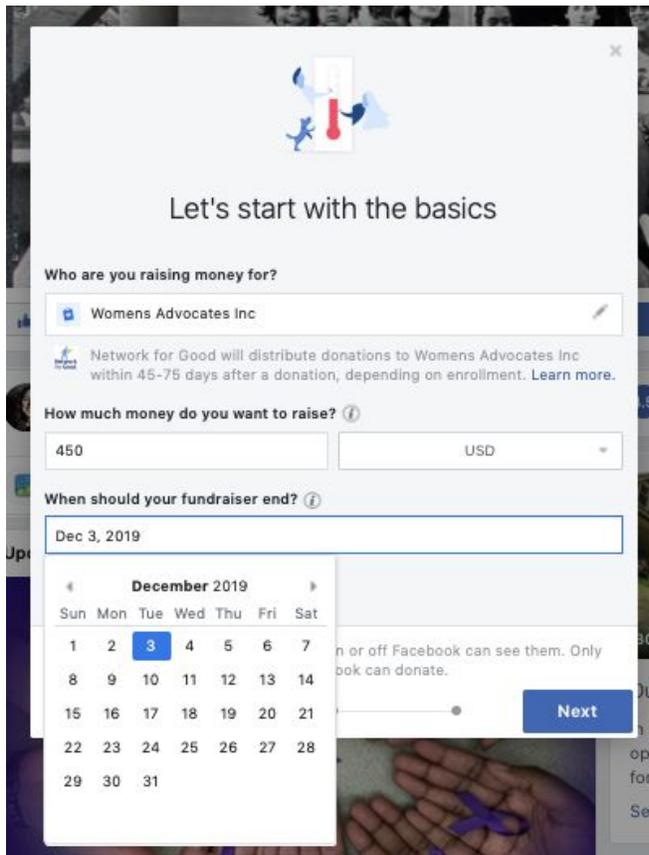
Step 4: Create a Fundraiser by clicking on the +Create Fundraiser button underneath the header



Step 5: Confirm “Women's Advocates Inc” as the selected non-profit by clicking on our name.



Step 6: Choose a donation goal and enter Dec. 3rd as the end date.



The screenshot shows a fundraising setup interface. At the top, it says "Let's start with the basics". Below that, the beneficiary is set to "Womens Advocates Inc". A note states: "Network for Good will distribute donations to Womens Advocates Inc within 45-75 days after a donation, depending on enrollment. Learn more." The fundraising goal is set to "450" in "USD". The end date is set to "Dec 3, 2019", with a calendar pop-up showing December 2019 and the 3rd highlighted. A "Next" button is visible at the bottom right of the form.

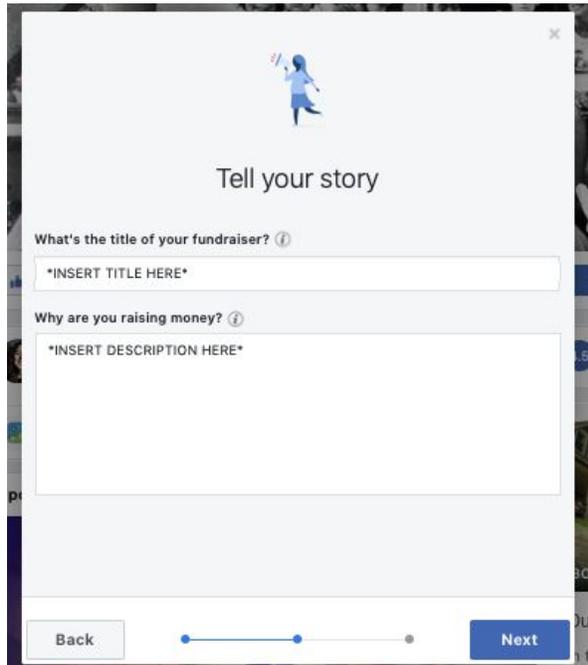
You can choose an amount that feels appropriate to you, or choose \$450 in honor of this year being the 45th anniversary of Women's Advocates. Additionally, here are some other amounts that may guide the goal you decide to make

- \$1,000 covers the cost of six weeks of emergency shelter to a survivor of domestic violence
- \$500 is what it takes to run Women's Advocates' 24/7 Crisis Line for a day
- \$250 ensures a day's home-cooked meals for all shelter residents
- \$100 covers the cost of running a support group at the shelter

Enter your amount. Click next!

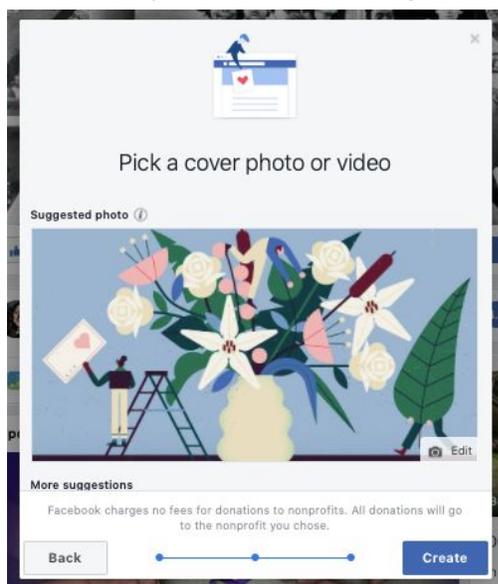
Step 7: Insert the name and description of the fundraiser here. “20 Days of Giving supporting Women’s Advocates” or “YOUR NAME’s fundraiser for Women’s Advocates” could both work well.

See email attachment for a template description of your fundraiser. When you are done, click next!



The screenshot shows a mobile interface for creating a fundraiser. At the top, there is a small icon of a person holding a sign. Below it, the heading "Tell your story" is centered. The form consists of two main sections: "What's the title of your fundraiser?" with a text input field containing the placeholder "*INSERT TITLE HERE*", and "Why are you raising money?" with a larger text input field containing the placeholder "*INSERT DESCRIPTION HERE*". At the bottom, there are "Back" and "Next" buttons, with a progress indicator between them.

Step 8: Pick a cover photo or video. If you’d like to use an image we’ve provided via email, save it to your computer, click “Edit” under suggested photo and select the image you’d like. Otherwise, you can use an image provided by Facebook. When you’re ready, click Create!



The screenshot shows the next step in the fundraiser setup. The heading is "Pick a cover photo or video". Below this, there is a "Suggested photo" section featuring a colorful illustration of a person on a ladder painting a large bouquet of flowers. An "Edit" button is visible in the bottom right corner of the image. Below the suggested photo, there is a "More suggestions" section with a note: "Facebook charges no fees for donations to nonprofits. All donations will go to the nonprofit you chose." At the bottom, there are "Back" and "Create" buttons, with a progress indicator between them.

Congrats! Your fundraiser is created and should appear in your friends' timeline.

Step 9: You should be prompted to 'Share on Your Timeline' about your newly created fundraiser.

Step 10: To share a *new* post about your fundraiser, click the "Fundraisers" tab on your Home page, then select the Shortcut for your personal fundraiser.

Step 11: At your fundraiser page, you can see your progress, Invite Friends directly to donate, and Share updates. By clicking "Share" or entering information under "Share update" on this page, the post(s) that go out will be connected to your fundraiser, giving friends and family an easy way to donate.

Step 12: At your fundraiser page, this will be where you enter the update post examples we send out. Feel free to add other info about why you care about Women's Advocates! When you're done, click "Post".

**Good luck and thank you for participating in
#SurviveTogether!**

At any time, connect with Tom from Women's Advocates a tbrinker@wadvocates.org