# How to Create a Facebook Fundraiser

How-to-Guide and Tips in 10 Simple Steps

Step 1: After logging into your personal Facebook account, click **Fundraisers** under **EXPLORE** in the menu to the left of your New Feed. If you don't see "Fundraisers" listed, click "See More" at the bottom to reveal this option.
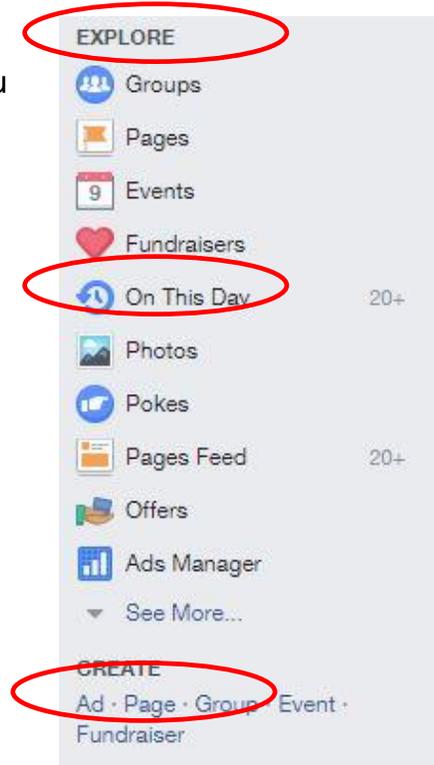
Step 2: At the top of the page click **+ Create Fundraiser** or click the same option in the menu on the left.
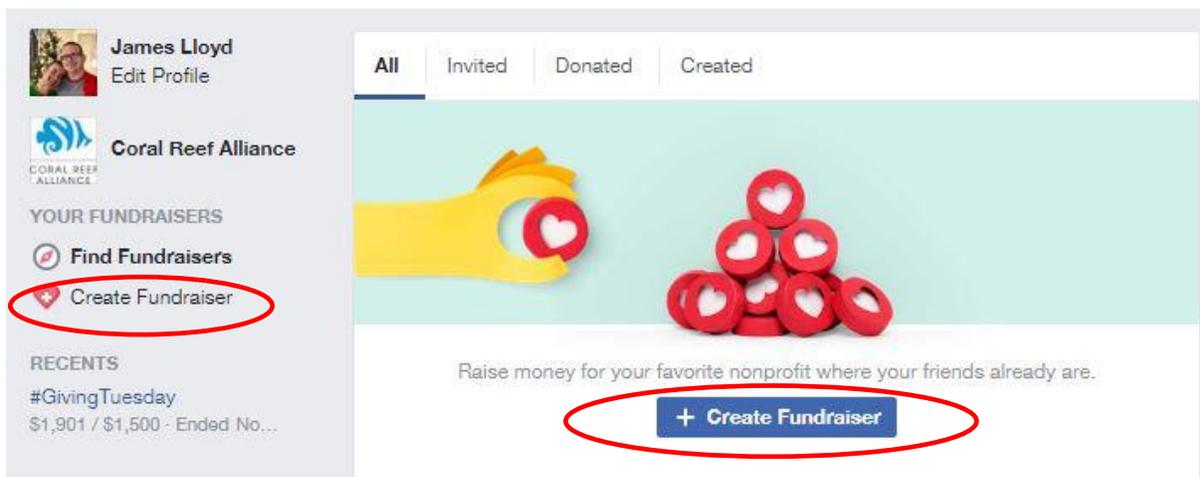
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Step 3: Under the **Nonprofit** finder box, type in Coral Reef Alliance and select it from the dropdown list that automatically populates; click the blue **Create** button on the bottom right once selected from the list.

Step 4: Select a **Cover Photo** – Choose a pre-formatted photo that's already on CORAL's Facebook page, download and select a pre-made one by CORAL or upload your own by selecting the "**+ Add**" option.
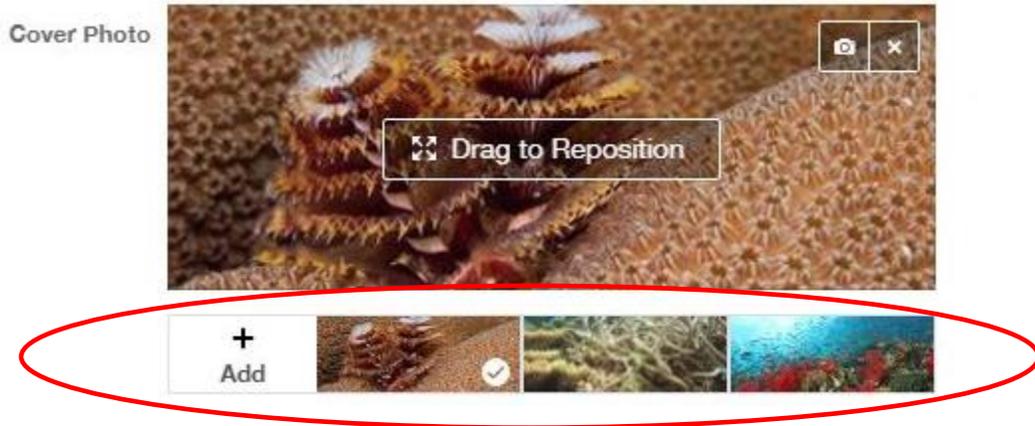
Step 5: Create a **Fundraising Title** that is 70 characters or less.

Step 6: **Tell Your Story** – Share with friends, family and others in your Facebook network why you are creating a fundraiser on behalf of CORAL.

Step 7: Select your **End Date** and **Time**.

Step 8: Select your dollar **Goal Amount** for your fundraiser.

Step 9: Click the blue **Create** button on the bottom right.

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Step 10: Share with your Facebook network! Please let us know and we will also share your CORAL Facebook fundraiser with our network to help reach your goal. Happy fundraising and thank you for helping to save coral reefs!

Recommendations and Best Practices

Your Call to Action: You can always fundraise for the organization at large and to support CORAL's mission of uniting communities to save coral reefs. But you can also reach out to us if you'd like to fundraise for a specific project. We keep a short list of up-and-coming projects that would make for great fundraisers and would be happy to share those with you (and accompanying sample language for your fundraiser).

Selecting Your Cover Photo: We'd recommend colorful, bright and clear photos to capture other people's attention. Think about the types of photos that catch your attention and inspire you to give. Consider close ups of a fish species or a wide-angle shot that captures the variety of colors and organisms that live on reefs. We have a few basic templates you can use to ensure your photo is the correct size and resolution for your page. You can also select photos that we have previously posted on CORAL's Facebook page.

Creating a Title: Space is limited, you will only have 70 characters. Keep in mind that other parts of the page suggest it is a fundraiser. Consider honing in on what you are fundraising for and why. We recommend creating two to three titles and asking close friends or family to tell you which one they like the best.

Telling Your Story: 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 and using that to inspire other people to do the same.

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Setting Your Goal Amount: Keeping your fundraising goal lower initially isn't a bad idea since you can always increase the amount later and explain why you've increased your dollar goal. This can help create a buzz around your fundraiser and inspire your friends that have already donated to donate more to help reach your new goal.

Sharing your Fundraiser: We've seen the most success with not only inviting your friends to your fundraiser (through Facebook or email) but also sending them direct messages with a specific call to action (e.g. would you consider donating $10 to support my project)? Lower donation entry points can help encourage more people to contribute. You may also consider reaching out to a few close friends or family members to get the fundraiser going before you reach out to your broader network.

Have questions? Want to see our list of projects? Need other help?
Contact Dory Gannes, our Development Director: savecoralreefs@coral.org