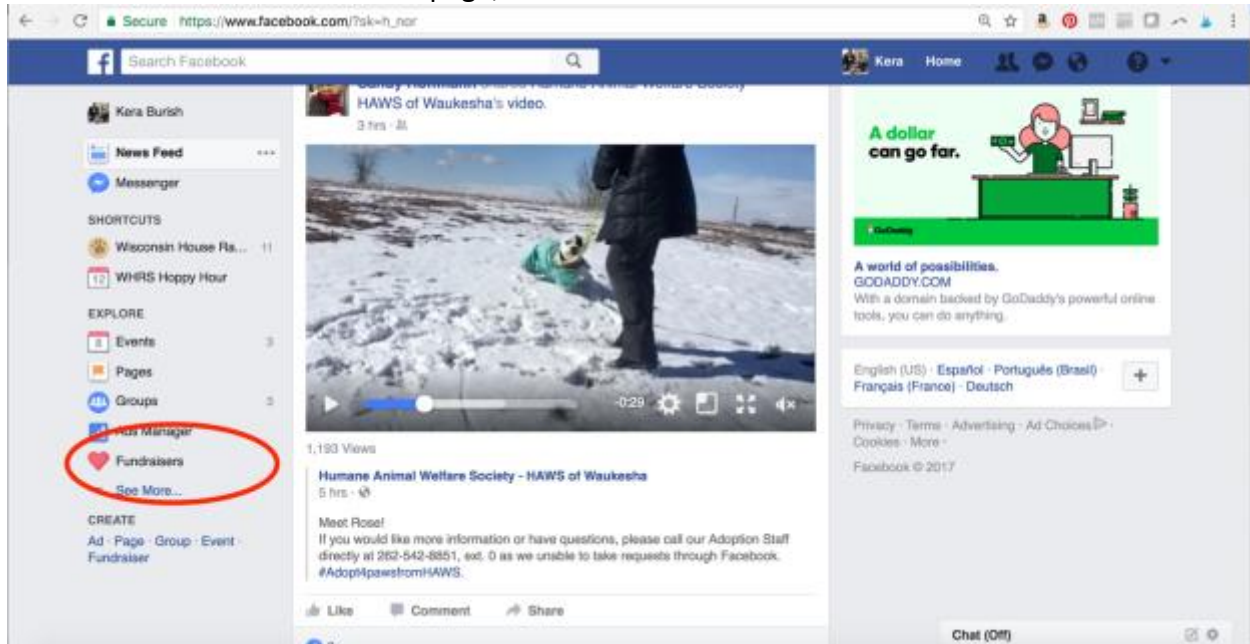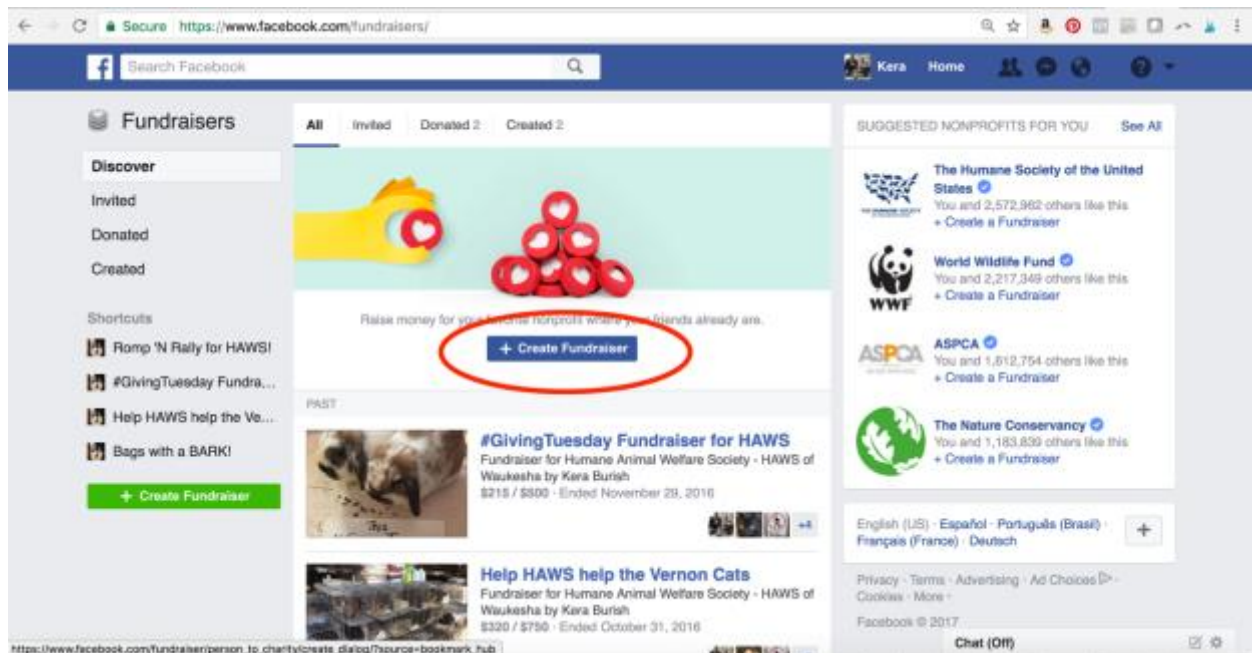**Creating a Facebook Fundraiser for HAWS**

On a web browser on a desktop or laptop computer:

1. Log-in to your personal Facebook account.

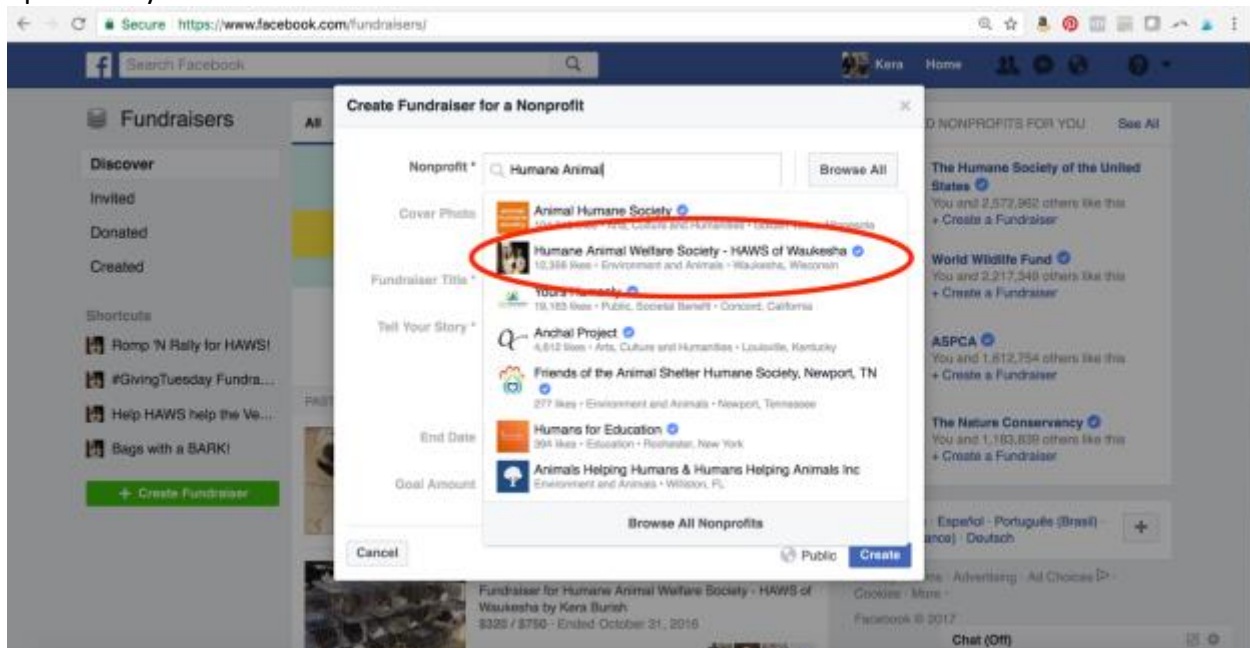2. On the left-hand side of the webpage, click the menu item labeled "Fundraisers"

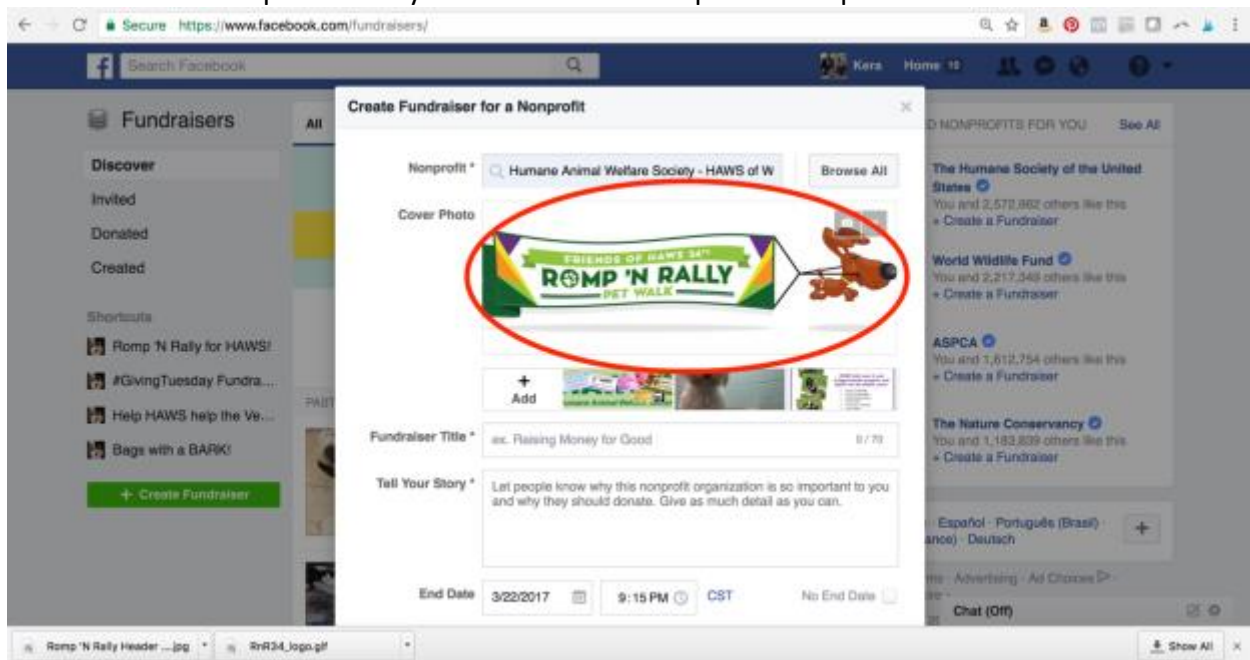3. Click on the "+ Create Fundraiser" button.

4. In this screen, begin entering "Humane Animal Welfare Society" in the Nonprofit Field. You should get pop-up suggestions. Keep typing until "Humane Animal Welfare Society – HAWS of Waukesha" is an option for you to click to select.

5. The cover photo will default to HAWS' current Facebook Page Cover Photo. You can either leave this as is or upload your own photo. We suggest downloading and using this image from our Facebook page, but feel free to use pictures of your HAWS alumni or pictures of past Walk events!

6. Enter your "Fundraiser Title." We suggest something like, "Joe T's Romp 'N Rally Fundraiser for HAWS."
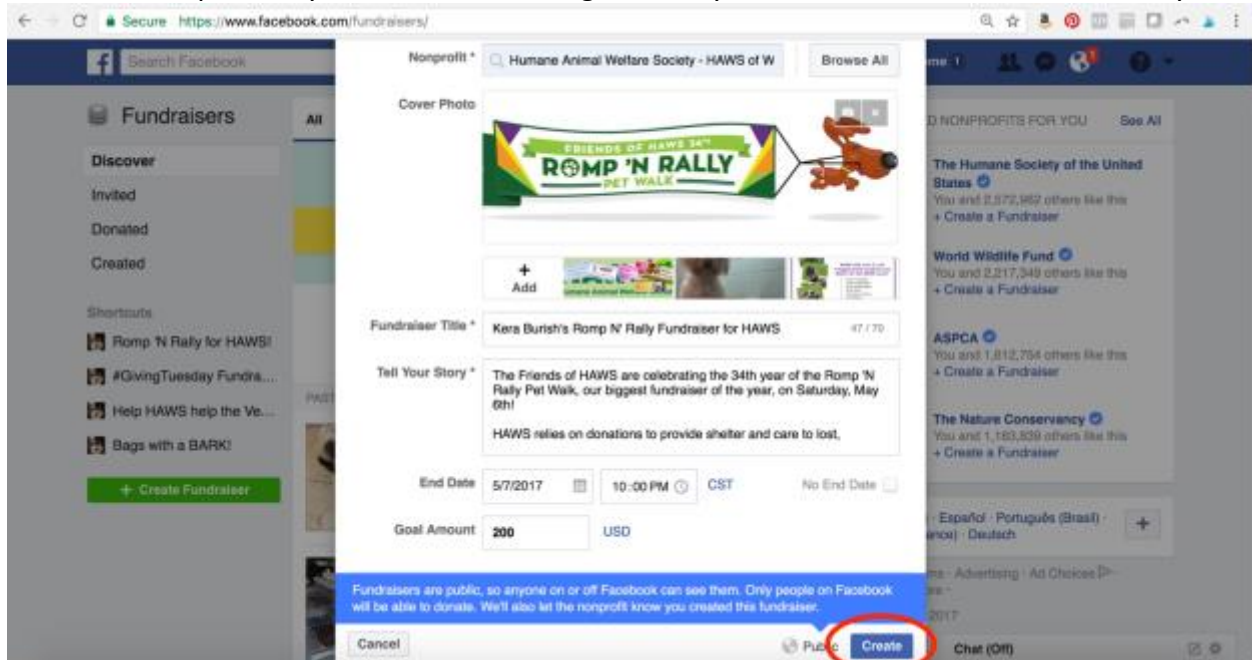
Creating a Facebook Fundraiser for HAWS

7. In the field named "Tell Your Story," write a small paragraph about why HAWS is important to you, why donations are important to HAWS, a brief history of the Walk, etc. Make it personal, but keep it relatively short. The key is to entice people to donate in a quick but relatable way! If you're at a loss for words, feel free to steal ours below:

   "The Friends of HAWS are celebrating the 34th year of the Romp 'N Rally Pet Walk, our biggest fundraiser of the year, on Saturday, May 6th!

   HAWS relies on donations to provide shelter and care to lost, abandoned, unwanted or stray companion pets 365 days a year.

   Please donate - any amount helps!"

8. Set your end date to 5/7/17, 10:00pm CST.

9. Set your goal amount. We suggest to set your goal amount to $200, but if you're feeling ambitious – aim for the stars! Our goal is to collectively raise $30,000 through donations and sponsorships.

10. Hit the "Create" button to take your fundraiser live! Hitting the Create button will also publish your first Facebook post for your Fundraiser, using the text you entered into the "Tell Your Story" field.

11. Invite Facebook Friends to contribute to your Fundraiser.

12. Share! Share! Share! Share your fundraiser often to remind people to donate. Likely, different people will see your new Fundraiser post each time you share it too.

13. It doesn't hurt to "seed" your Fundraiser with a small donation from yourself! ☺