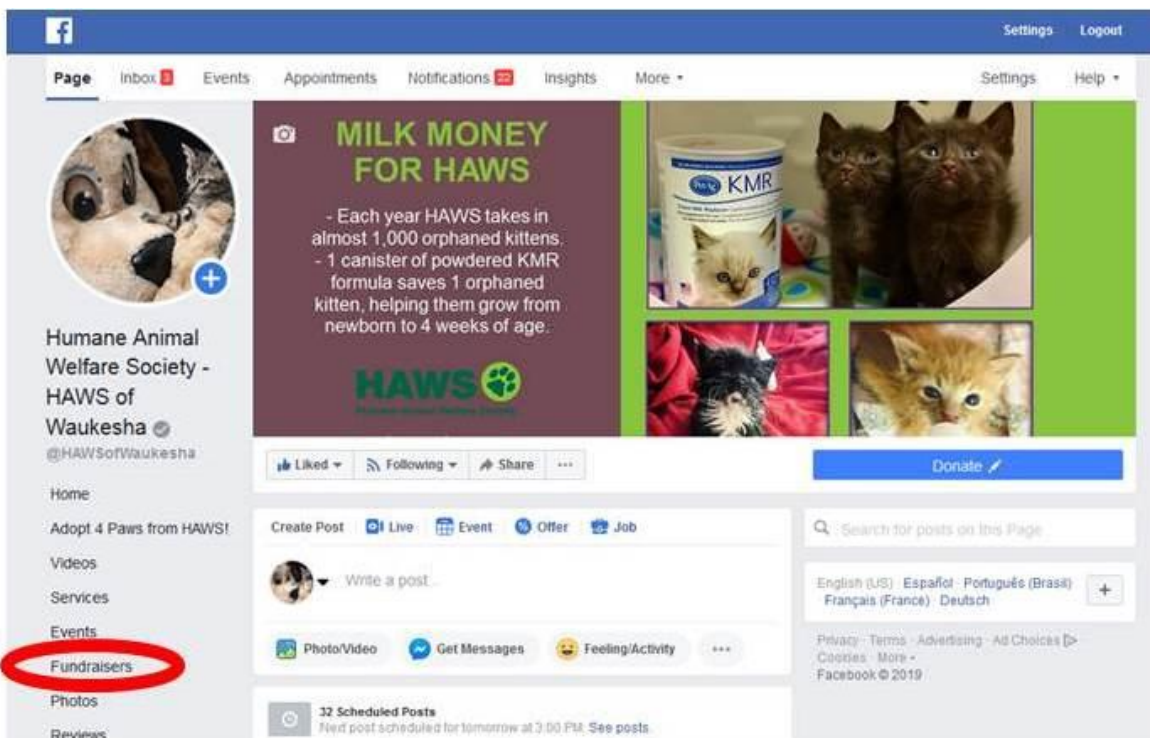


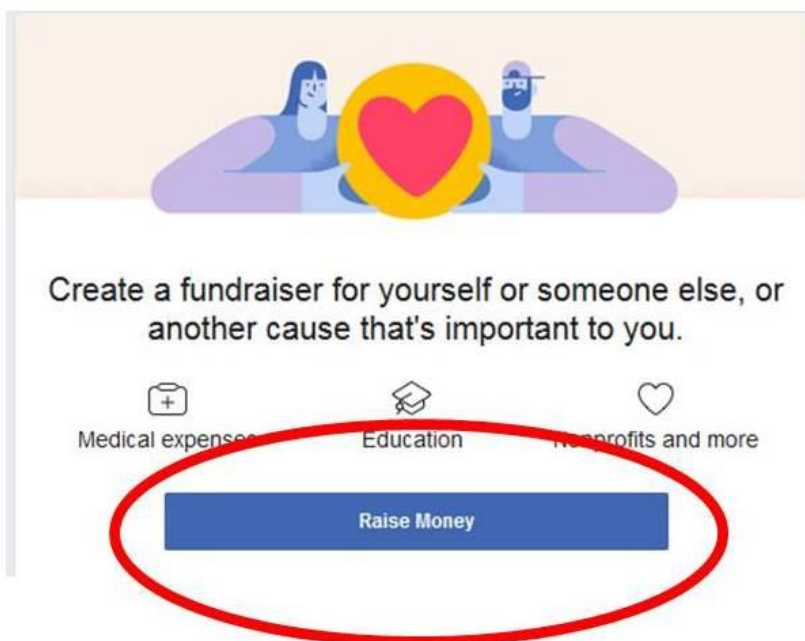
Creating a Facebook Fundraiser for HAWS

Facebook makes creating a fundraiser very easy - just walk through the steps as you are prompted!

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 “Raise Money” button.

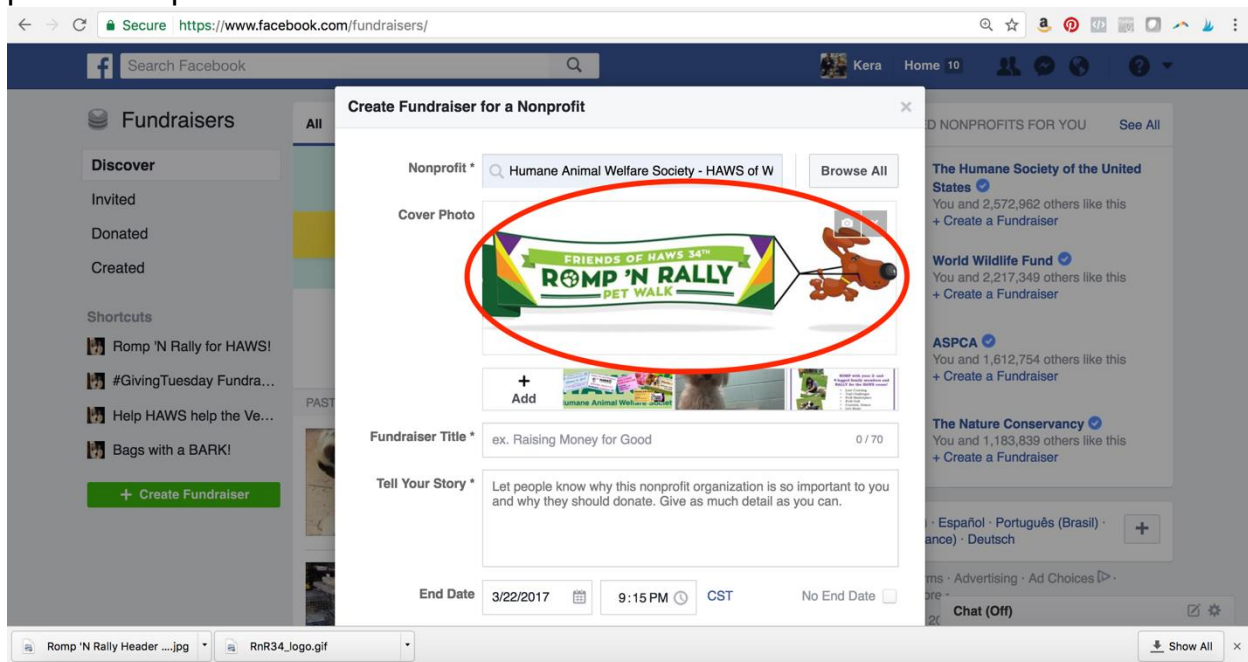


Creating a Facebook Fundraiser for HAWS

- Facebook will now walk you through creating your Fundraiser for HAWS!
- When you are prompted to **Select NonProfit**, begin entering “Humane Animal Welfare Society”: 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.



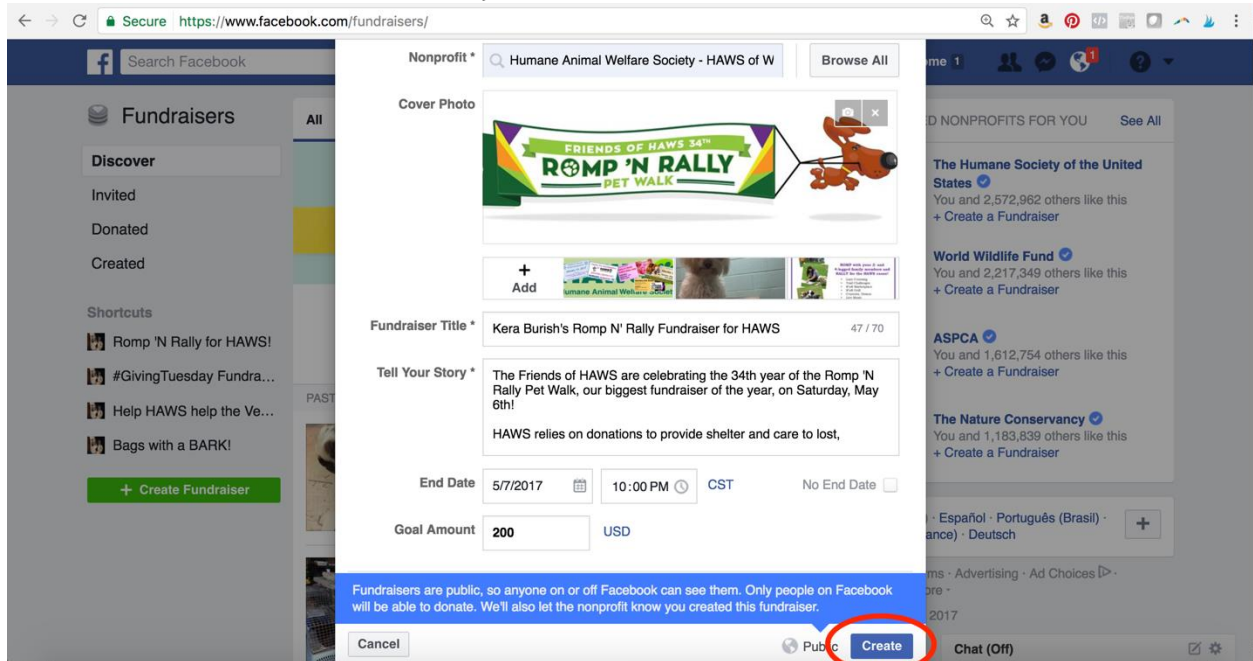
- The cover photo will default to HAWS’ current Facebook Page Cover Photo. You can either leave this as is or upload your own photo. Feel free to use pictures of your HAWS alumni or pictures of past Walk events!



- Enter your “Fundraiser Title” - we suggest something like “Joe T’s Romp ‘N Rally Fundraiser for HAWS.”

Creating a Facebook Fundraiser for HAWS

8. In the field named “Story” write a small paragraph about why HAWS is important to you, why donations are important to HAWS...make it personal, but keep it relatively short. The key is to entice people to donate in a quick but relatable way!
9. Set your end date as 5/5/19, 10:00pm CST.
10. Set your goal amount. Aim for the stars! Make the number personal - such as \$100 in honor of each HAWS alumni pet, or in honor of each year you’ve participated!
11. Hit the “Create” button to take your fundraiser live!



12. Invite Facebook Friends to contribute to your Fundraiser.
13. **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.
14. It doesn't hurt to “seed” your Fundraiser with a small donation from yourself! 😊