



Raise Funds on Facebook

Facebook Live/Streaming Walks

Go “live” on Facebook when you choose to Walk. You will let your friends know you’re walking for our most vulnerable neighbors near and far! First open your Facebook app, click as though you’re creating a new post, and then on the options scroll down and click “Live Video.” When you’re ready to start recording click “Start Live Video” and a countdown will begin! Try doing one longer video as opposed to multiple shorter videos to help the video reach more people!

You can similarly go “live” on Instagram by simply opening the story feature and swiping over to the “LIVE” option! Be sure to let people know how they can donate. Share your fundraising page with them at crophungerwalk.org and/or a personal Facebook fundraiser.

Facebook Tag Challenge WALK

Take a video of yourself talking about why you participate in the CROP Hunger Walk and why it is important to you. Remember to wear your CROP gear! In the video, verbally challenge others to join you in donating and raising funds. Make sure to tag your friends and potential donors in the post text and include your personal/team fundraising page link. Post and repost until you reach your fundraising goal. Post on social media using [#EndHungerNow](https://www.instagram.com/EndHungerNow) and [#VirtualCROPHungerWalk](https://www.instagram.com/VirtualCROPHungerWalk).

Facebook Fundraiser Walk

Set-up your Facebook fundraiser by going to the [CWS Facebook page](#). Click “Create Fundraiser” and then Facebook will walk you through setting up the fundraiser from there. (The charity name for Church World Service is “CWS” on Facebook.) Set the fundraiser date to be the same as your originally planned Walk Date and be sure to include your Walk name and state in the fundraiser’s title so your Walk gets credit when the CWS national office receives the check from Facebook. Invite friends to donate, include donation recommendation amounts and share it.

Want to take it to the next level? You can also get a shareable link to your fundraiser that you can add to your Instagram bio- then, anytime you Walk- record a brief message on your Instagram story inviting your followers to donate at the link in your bio. Don’t have Instagram? “Stories” is also a feature on Facebook and you can post to that- or make a Live video for when you Walk.

Want credit for your fundraiser on your webpage? Log-in to your crophungerwalk.org page, click the “reports” tab and then click the blue button just under the tabs “+ ADD OFFLINE DONATION.” In the “message” field, type “Facebook Fundraiser” and select “Pledge” as the donation type. Make this simple by waiting until your Facebook Fundraiser has ended - the date you select as the final donation date - to make sure you don’t have to do this more than once.

RAISING *animals*; GROWING *communities*.