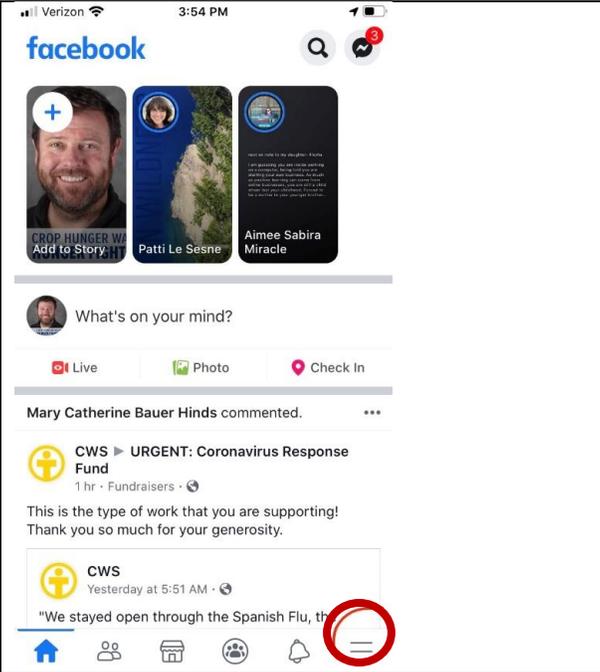
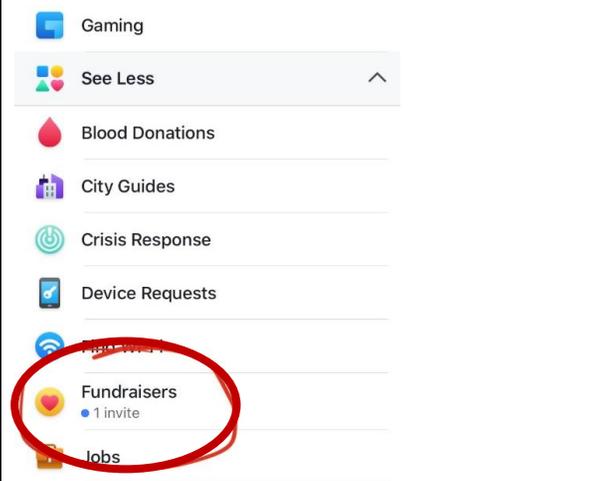




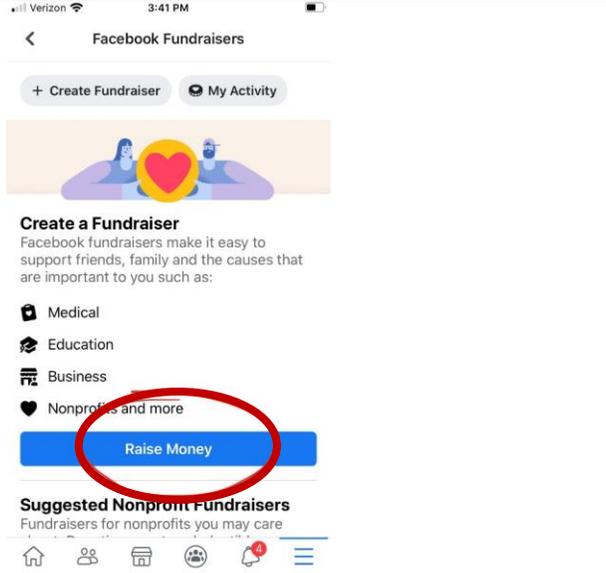
Facebook Fundraising

Wondering how you can use social media to its greatest capacity for your CROP Hunger Walk and potentially raise even more critical funds to end hunger at home and around the world? Facebook Fundraisers are a great tool that lets your friends and family easily donate to you while you walk to end hunger! All you need is a Facebook account! We'll walk you through how to do it on your app, but it's very similar on a desktop/laptop format.

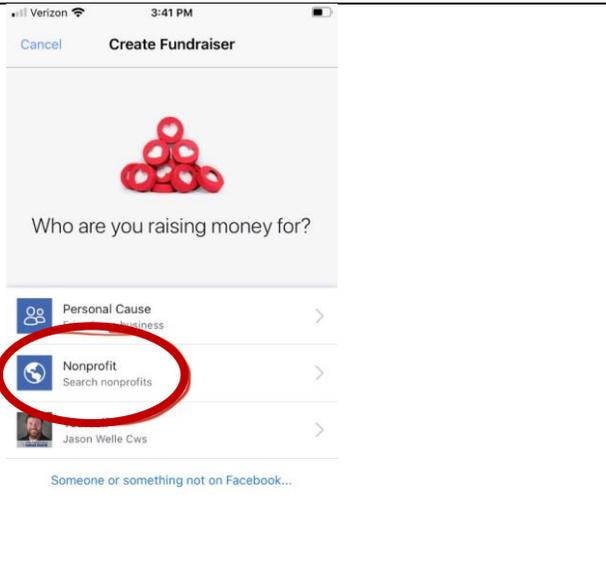
Here's a handy guide to setting up your Facebook Fundraiser in a few easy steps:

<p>1. On the bottom right of your home screen, tap on the three lines to get the menu.</p>	
<p>2. On the menu, scroll down until you see Fundraisers. You may have to tap on See More.</p>	

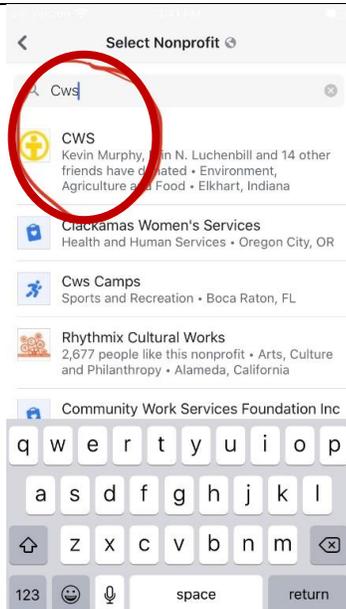
3. Tap on **Raise Money**.



4. Tap on **Nonprofit**.



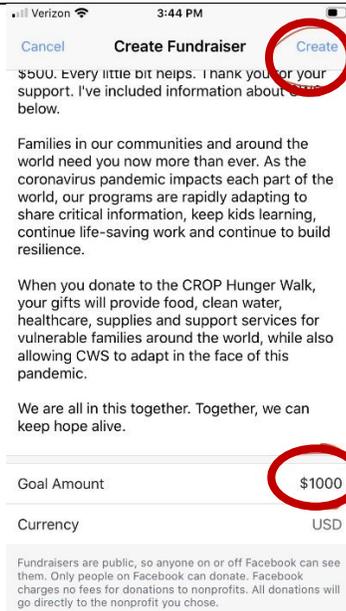
5. In the field at the top, type **CWS** (it must be CWS and **NOT Church World Service** or **CROP Hunger Walk**). You should see the CWS logo come up. Tap on it.



6. Now you'll provide the details of your fundraiser. It's important to be precise here so we know how to credit your fundraising. The title should be **First and Last Name/[City] CROP Hunger Walk**, as shown to the right. You can add an image of yourself in a CROP Hunger Walk shirt or cap by tapping on **Edit** in the photo. Tap in the field below the title and write your personal story about why CROP Hunger Walk matters to you. The more personal, the better! People are more likely to give when their hearts are moved by personal stories.

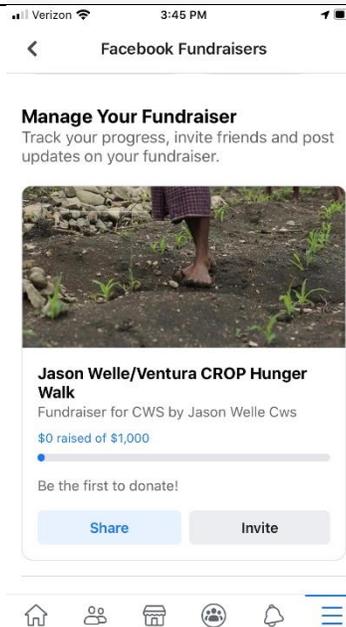


7. Tap on the very bottom field to update your goal. Be bold! The strongest fundraisers challenge themselves! What did you raise last year? Aim at least 10% higher this year. Finally, tap on **Create** on the top right.

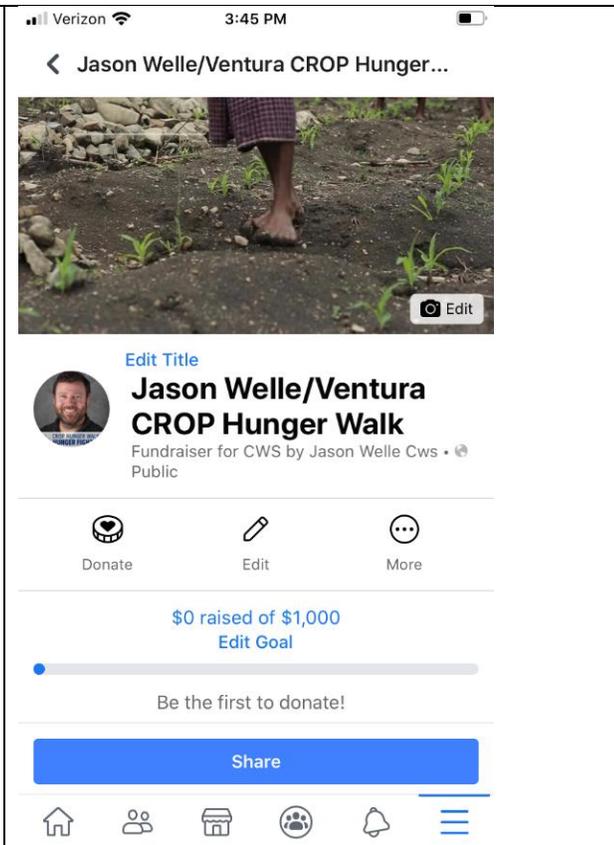


8. Voila! You've created your fundraiser! Now you'll want to promote by doing two things:

- A. Tap on **Share** to share it to your Friends' Newsfeeds on Facebook. You'll want to share again at least two times a week.
- B. Tap on **Invite** to specifically invite individuals to sponsor you.



9. Finally, you'll want to kick off your fundraising by donating yourself. New sponsors are more likely to donate if they see that someone else has already given. Just click on the **Donate** button when you go into your fundraising page. And once you blow through your fundraising goal, you can easily update your goal by clicking on the **Edit** button.



And that's it! You've begun your Facebook Fundraiser for your local CROP Hunger Walk. As with any other fundraising platform, be sure to thank those who donate and remember to have fun with it. People want to help and you're giving them one more opportunity to do just that through a cause that you care about!