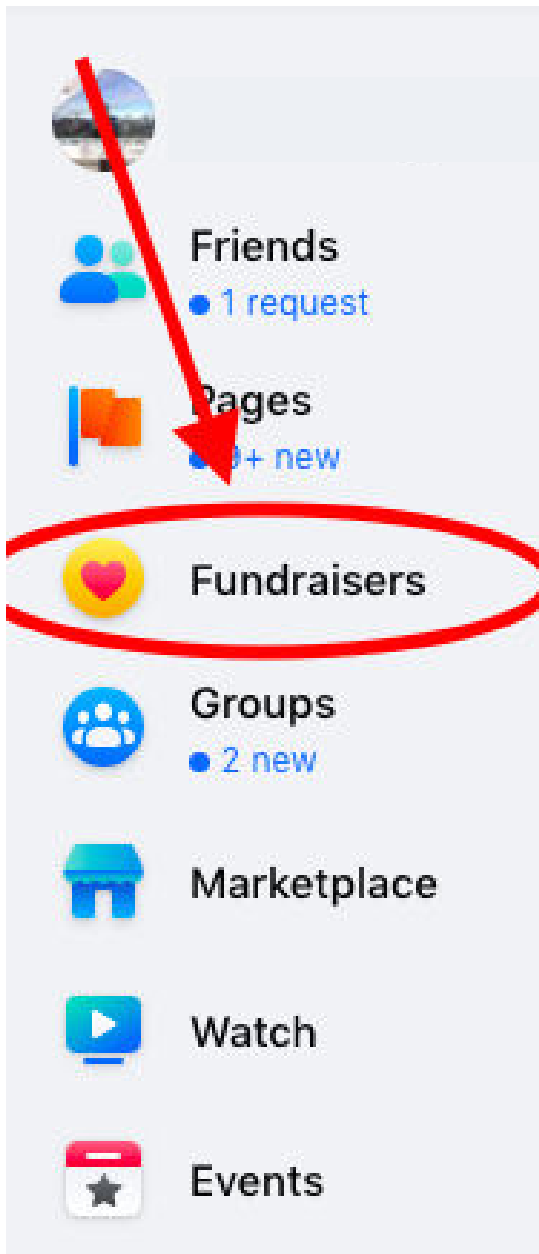


# FACEBOOK



## We love Facebook fundraisers for a few reasons. . .

**It is personal!** People often feel more comfortable when an individual reaches out to them, rather than organization - even one as awesome as the A-TCP!

**It has a ripple effect!** Facebook fundraisers encourage donation via a little friendly peer pressure. Friends can see who donated and how close you are to your goal. (There is an option to donate privately.) You may even inspire others to start a Facebook fundraiser or share yours.

## Starting your own Facebook fundraiser

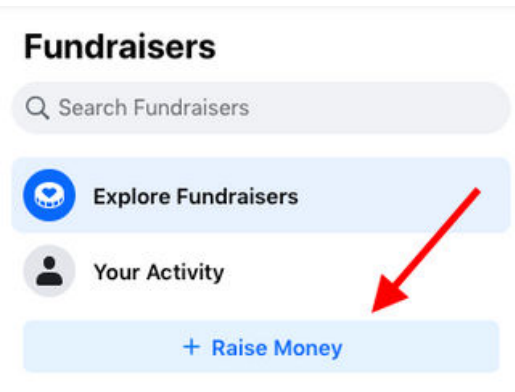


# Set Up a Facebook Fundraiser

Start on your Newsfeed. On the left, click Fundraisers. (You may have to select 'See More' first.)

Then, click the blue "+ Raise Money" on the left-hand side menu.

Select Non-Profit and then "Ataxia-Telangiectasia A-T Children's Project."



Fill in details about your goal. We see anywhere from \$100 to \$2,000 as goals. It's up to you!

Give your fundraiser a title - it can be as creative or as standard as you please.

Answer "Why are you raising money?" What personally connects you to A-T?

Pick a cover photo. It will need to be wide and long. (Feel free to copy our Facebook cover image.)

Click "Create"!!



Fundraisers are great for birthdays, marathons, Rare Disease Day and Giving Tuesday but you don't need a reason for a fundraiser. Any day is a good day to ask for support! After all, A-T affects families each and every day, not just the special ones.