



# FACEBOOK FUNDRAISER TOOLKIT

## Thank you!

Thanks for choosing to fundraise for Brown Dog Coalition and help save more deserving dogs. Follow these steps to start your Facebook fundraiser and get the pawty going! To start out click “Fundraisers” in the left menu of your News Feed and then click the green “Raise Money” button.

### Step 1: Choose Brown Dog Coalition

Set the bar high! No donation is too little or too much. Every \$20 raised helps save one more dog!

### Step 2: What does Brown Dog mean to you?

Write a personal message about why Brown Dog Coalition is special to you. Did you adopt a Brown Dog? Foster? Want to help more dogs in need of life-saving medical care? Share your story!

### Step 3: Pick a pic!

Choose an eye-catching fundraiser picture. Check out the folder with pictures for most fundraising occasions and pick your favorite! If you are fundraising for a specific dog, make sure to add a picture of them.

### Step 4: Invite all your friends

Invite your friends! Let people know that you are fundraising and ask them to donate.

### Step 5: Let us know!

Fundraisers don't pop up on our radar until \$50 is raised but we want to make sure to give you a special thanks!

**Get a \$5 Donation**  
After you create your fundraiser, we'll donate \$5 toward your fundraising goal. US charities only. Other restrictions apply.

Who are you raising money for?  
Brown Dog Coalition

How much money do you want to raise? ⓘ  
1000 USD

When should your fundraiser end? ⓘ  
Jan 1, 2020

Fundraisers are Public, so anyone on or off Facebook can see them. Only people on Facebook can donate.

Next