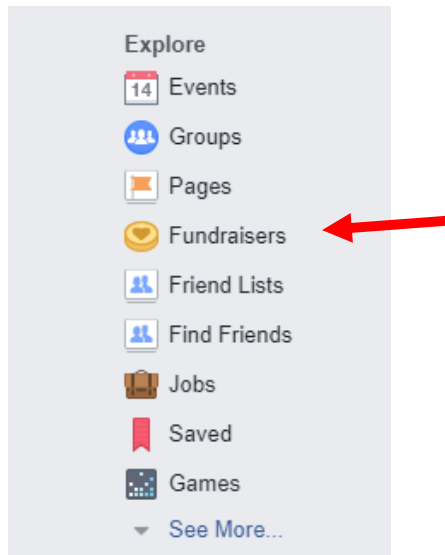
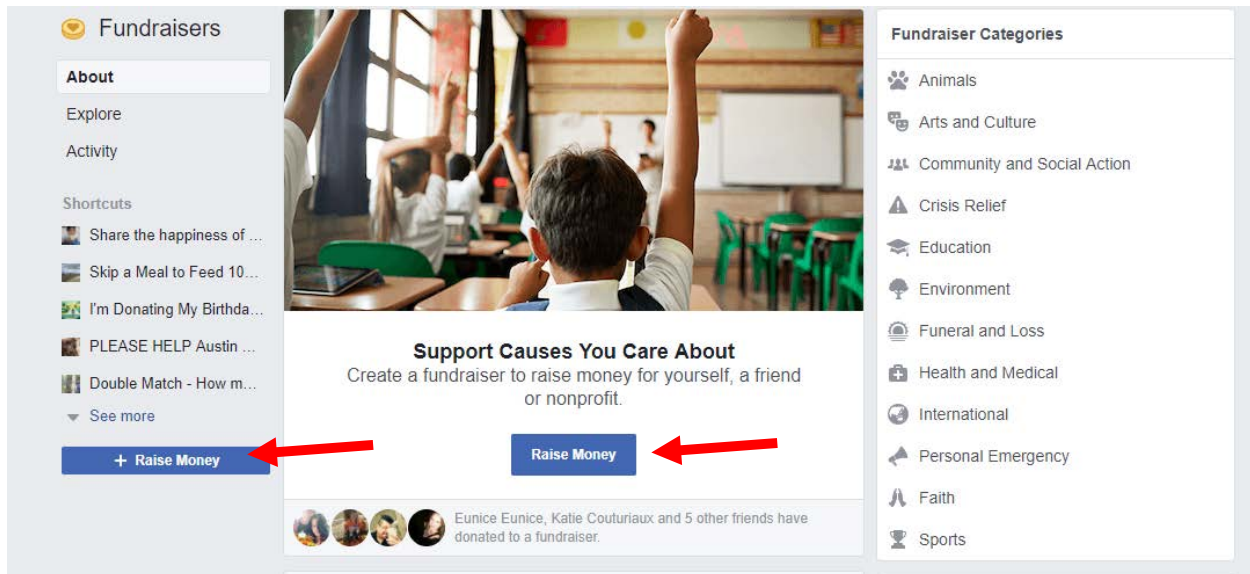


How to set up a Facebook Fundraiser

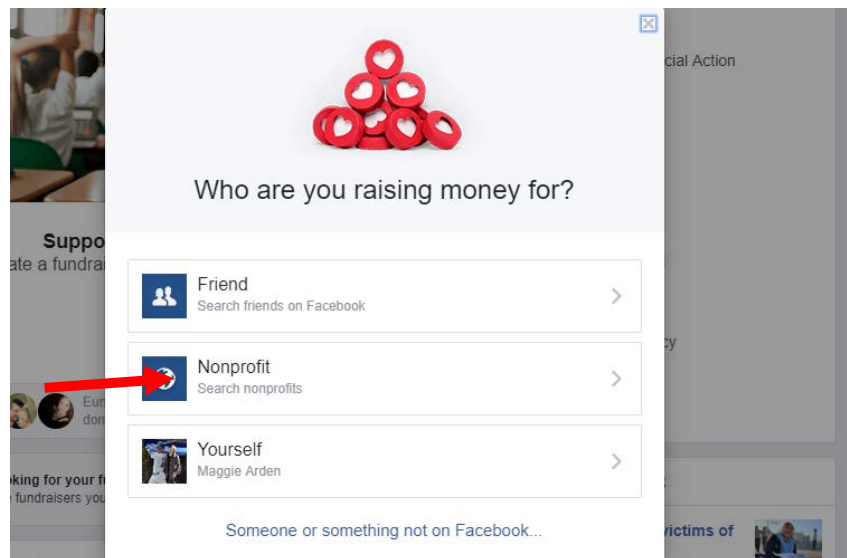
1. On the left side bar when logged in go under Explore



2. Click on "Raise Money"

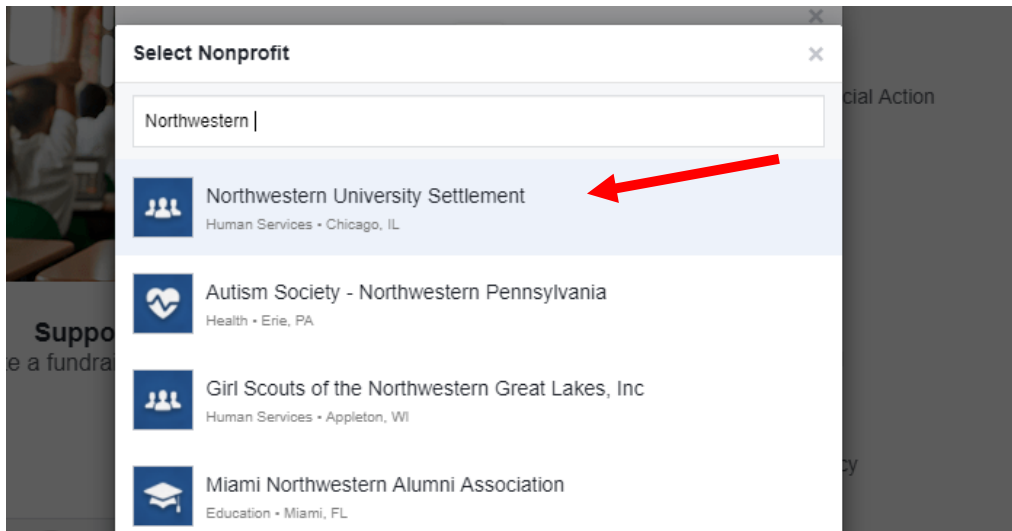


3. When the box pops up select nonprofit

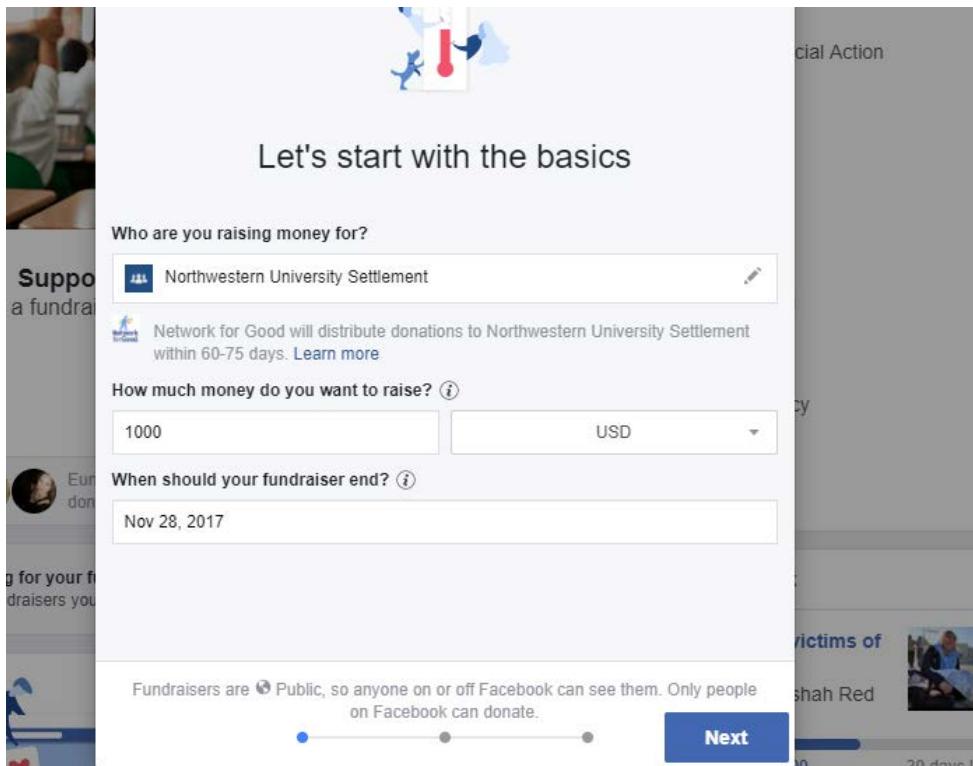


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4. Type in Northwestern Settlement



5. Set the goal amount and end date. You can change these to whatever you want. The fundraiser will automatically end when at the end of the date chosen.

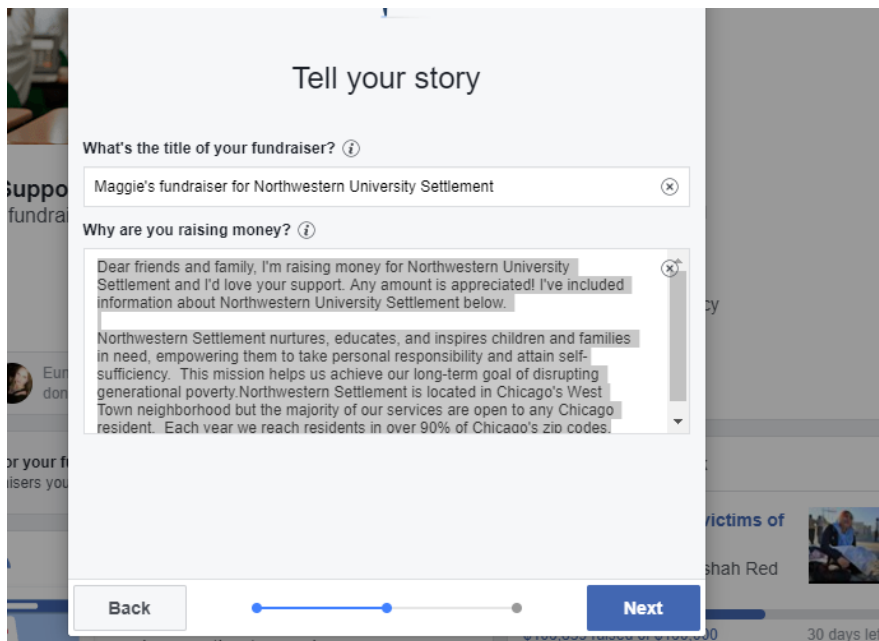


How to set up a Facebook Fundraiser

6. Customize your message. Here is sample copy.

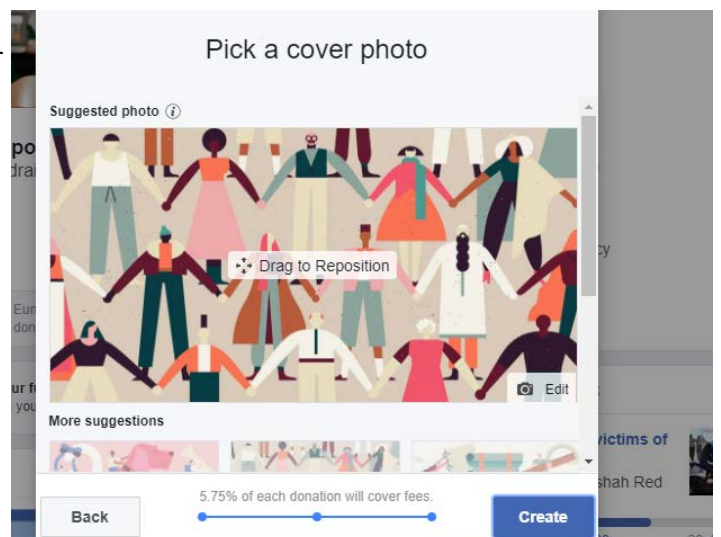
Dear friends and family, I'm raising money for Northwestern University Settlement and I'd love your support! Northwestern Settlement nurtures, educates, and inspires children and families in need, empowering them to take personal responsibility and attain self-sufficiency. This mission helps us achieve our long-term goal of disrupting generational poverty. Northwestern Settlement is located in Chicago's West Town neighborhood but the majority of our services are open to any Chicago resident. Each year we reach residents in over 90% of Chicago's zip codes.

This #GivingTuesday Facebook is partnering with the Bill and Melinda Gates Foundation to match up to a \$1,000 per fundraiser, up to \$50,000 per organization. Help me by making a donation and see your gift doubled by the Bill and Melinda Gates Foundation!



The screenshot shows the 'Tell your story' step of a Facebook fundraiser setup. The title field contains 'Maggie's fundraiser for Northwestern University Settlement'. The 'Why are you raising money?' field contains the sample text provided in the previous blocks. At the bottom, there are 'Back' and 'Next' buttons, and a progress indicator.

7. Pick a cover photo and create your fundraiser



The screenshot shows the 'Pick a cover photo' step of a Facebook fundraiser setup. A suggested photo of a diverse group of people holding hands is displayed. Below it, there are 'More suggestions' and a 'Create' button. A progress indicator shows '5.75% of each donation will cover fees.' At the bottom, there are 'Back' and 'Create' buttons.