Creating a Fundraising Facebook Event

Here are some steps to help with your fundraising by setting up a Facebook page!

**Steps:**

1. Create a Facebook event. You can make the event as long as you choose, but 24 hours is a good amount because it forces people to commit and not procrastinate. Put in the dates and times for your event.

2. Create a catchy name for the event.
   - **Example:** $100in1Day

3. Add a photo.
   - **Example:** This could be a picture with the kids, a general BuckeyeThon photo, an old DM photo, every kid deserves photo, etc.

4. Add some info about your event.
   - **Example:** As most of you probably know, I am involved in @BuckeyeThon at Ohio State, the largest student-run philanthropy in the state of Ohio. I will be dancing all night, with all proceeds benefiting the kids of Nationwide Children’s Hospital’s Hematology/Oncology and BMT Department. Last year, Ohio State raised $1,231,290.11 For The Kids! With this accomplishment, we are striving for even greater heights for 2016; my personal fundraising goal to contribute to the movement is $1,000!

   $1,000 may seem ambitious, but with your help we can make it a reality! To achieve this goal, I am reaching out to you all to make a donation of just $5 to help me reach my personal fundraising goal of $100in1Day today! You have the ability to make the biggest impact on not only my experience as a BuckeyeThon dancer, but on the lives of so many families undergoing treatment here in Columbus, Ohio. Any amount can make a huge difference in the life of a sick kid!

   If you are interested in making a donation to my personal fundraising, you can visit my personal fundraising page with a link at the bottom of this page! You can also visit buckeyethon.osu.edu for information regarding our cause and event! And don't forget, every donation is tax deductible!

   Thank you all so much in advance for your consideration and donations to this cause that means so much to me and the kids!!
5. Invite your Facebook friends.
   • **Example:** Invite family members, friends from home, friends at Ohio State who aren’t dancing, etc. You never know who might donate to you!!

6. If you make a 24-hour event, make sure that you post in it again around 5 or 6 p.m. This post will make everyone invited get a notification from your event and will remind them of what you’re doing, especially if they only took a quick glance the first time. This will also be good for adults who are getting off work and now have time to donate!
   • **Example:** Friends and Family, I am only $___ away from reaching $250, the minimum required to attend @BuckeyeThon’s Dance Marathon. There are still a little over 2 hours left in my $100in1Day initiative, please help me reach this goal by midnight and help Ohio State raise as much possible FOR THE KIDS! Thank you to everyone who has already given such generous donations; your support in a cause that I love means more than you know! #OSUFTK

7. Get creative.
   • **Example:** You can post multiple pictures in the event and explain more about why you fundraise and how the cause relates back to you. Make it personal and have fun!