

Create a Facebook Fundraiser to Help Cochlear Implant Children




4 QUICK STEPS

STEP 1: GO TO THE FUNDRAISERS SECTION

- **On Desktop:** Go to facebook.com/fundraisers/.
- **On Mobile:** Open the Facebook app, tap **Menu** (3 horizontal lines) and click **Fundraisers**.

STEP 2: SELECT THE CAUSE

- When asked **"Who are you raising money for?"**, select **"Nonprofit"**.
- In the search bar, type **Listen Foundation, Inc.** and look for the logo  to select the correct organization from the list.

STEP 3: GOAL, DEADLINE, & PERSONALIZATION

- Set a **Fundraising Goal** (the amount you hope to raise). This can be adjusted later.
- Select the **Currency**.
- Choose an **End Date** for your fundraiser.
- Pick a compelling **Title** (e.g., "[Your Name]'s Birthday/Holiday Fundraiser to Support Cochlear Implant Children").
- **Tell Your Story** – Facebook provides an AI generated description, **please customize it** to explain **why you personally support Listen CI Camp**. Include that camp results in improved language, educational, social, and emotional outcomes for cochlear implant children. People are more likely to donate to a cause their friends are passionate about.
- Select a compelling **Photo Cover**. You may use the Listen CI Camp cover photo provided by Facebook or upload a more personal, high-quality photo that illustrates the importance of Listen CI Camp.

STEP 4: LAUNCH & SHARE

- Click the **Create** or **Publish** button. Congratulations, your fundraiser is now live!
- **Share on your News Feed.** Create a post to announce your fundraiser and encourage people to donate and share with their contacts.

PRO TIPS

- **Make the First Donation:** This encourages others and shows you are invested.
- **Re-Share:** Share the fundraiser link on your other social media platforms and via email. Ask your friends to re-share it on their social media platforms too!
- **Regular Updates:** Post progress updates, milestones hit, and how the funds will be used.
- **Thank Donors:** "Like" and comment on donations or send a personal thank you via messenger. Publicly celebrating donors encourages others to give.
- **Celebrate the End:** Post a final update to thank everyone and share the total raised.