



Thank you so much for hosting a Facebook Fundraiser for Wily! Facebook Fundraisers are an incredible tool for spreading the word about Wily to new audiences, and we are so appreciative of your support and ambassadorship. We hope this toolkit helps as you build your fundraiser.

To **start your fundraiser**, click below:

<https://www.facebook.com/fund/TheWilyNetwork/>

Facebook will automatically fill in every category for you. But before you hit 'create,' take the opportunity to tell your story and make this fundraiser yours.

### **1. How much money do you want to raise?**

Here are some goals you might aim for:

\$250 will fund mental health services for a Scholar

\$300 will buy quality winter coats for three Scholars

\$500 will buy a Scholar's textbooks for the semester

### **2. How long should your fundraiser last?**

We think 1-2 weeks makes a good timeline, but set an end date that makes sense for you! You may want to time your fundraiser so that it ends on an important date, like your birthday, a holiday, or Giving Tuesday.



### **3. What should you call your fundraiser?**

Some sample title ideas:

- Help me donate my birthday to the Wily Network
- Every student deserves a support system
- Help Wily supply a student with their textbooks this semester

Or, if in doubt, you can always go with Facebook's default: '[your name's] fundraiser for The Wily Network'

### **4. Why are you raising money?**

Facebook will set up a default description for you, and we think it's pretty good on its own. But this space is also your opportunity to connect with people and help them understand why they should donate. Consider adding a few words to explain:

- Why Wily's mission is important to you (e.g. "I don't know how I would have made it through college without a strong support system, and Wily helps provide that for students.")
- Why you chose your specific fundraising goal (e.g. "\$400 can help Wily make sure four students have warm coats for Boston's winters")

### **5. Choose a cover photo**

Facebook's default is our logo, which works great! But if you'd like to upload a different cover photo, we've got a few options for you.

- [Hands in](#)
- [Rely on the strength of your pack](#)
- [Where Wily works](#)



To change your cover photo, first download your favorite image. Then in your facebook fundraiser, click on the circle icon in the top right corner of our logo.



Once you're happy with your settings, all that's left to do is **hit 'create'** to publish your fundraiser! Facebook may ask you to invite friends – anyone you invite will get a notification that you've started a fundraiser when they log in to Facebook. We recommend inviting lots of people.

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Here are three **tips for success** once you've made your fundraiser public:

- **Don't forget** to post your fundraiser on your own Facebook page's timeline! Click on the 'share' button on your fundraiser to do this.
- Ask close friends or family to help you **get started** by liking or commenting on your fundraiser, or making a donation – even a very small one. Facebook's algorithm circulates your fundraiser more when people interact with it!



- **Share updates** occasionally to keep friends engaged and to help new people find your fundraiser. Write a short post for some key milestones, and make sure to include a link to your fundraiser in those update posts! Some templates you can work from:
  - I'm so grateful to everyone who has already donated to my fundraiser: thanks to you we are  $\frac{3}{4}$  of the way there! Please help me support Wily Scholars as they work towards their goal of graduation.
  - With 5 days down and 5 days to go, we are halfway through my fundraiser for the Wily Network. They rely on donations – let's continue to make their work possible!
  - Thanks everyone for the birthday wishes, and thank you to those who have donated to my fundraiser! There is one day left – it's not too late to make an impact.