

# Social Media Fundraisers

Raise funds on Facebook or Instagram from your family & friends to support Youth Challenge!

Meta covers 100% of the processing fees on your fundraiser, so all proceeds go to YC!



## FACEBOOK

### → Get Started

1. Go to [www.YouthChallengeSports.com/FB](http://www.YouthChallengeSports.com/FB)
2. Set your goal and fundraiser end date.
3. Give your fundraiser a snazzy name.
4. Tell them why you're raising funds.  
Facebook has some information loaded in, but adding a personal anecdote or ask goes a long way.
5. Change the cover photo if you'd like.
6. Click "create!"

### → Tips for Success

1. Share your fundraiser on your profile - more than just once. Aim for 3-4 times during the fundraiser.
2. Invite your friends to your fundraiser.  
They'll receive a notification asking them to donate.
3. Thank your donors with a comment or message on Facebook.

## INSTAGRAM

### → Get Started

1. Open the Instagram app and start a new post. On the caption screen, click "add a fundraiser." Search and select @ycsports1976.
2. Click into the fundraiser to give it a snazzy name and goal.
3. Instagram fundraisers automatically last for 30 days, but you can edit the end date on your profile.
4. In your post caption, tell people why you're raising funds. Adding a personal anecdote or ask goes a long way!
5. Share your post and share your fundraiser to your story!

### → Tips for Success

1. Share your fundraiser on your story - more than just once. Aim for 3-4 times during the fundraiser.
2. Customize your fundraiser description from the link in your bio.
3. Share your fundraisers with others in their direct messages (DM) and encourage them to donate!
4. Thank your donors via DM or comment!

### Questions? Need help?

Contact Carolyn Palmer at

440.892.1001x13 or

[cpalmer@youthchallengesports.com](mailto:cpalmer@youthchallengesports.com)