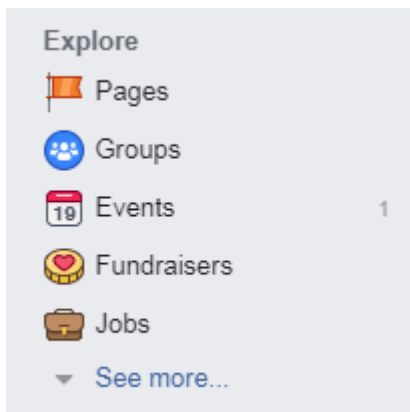
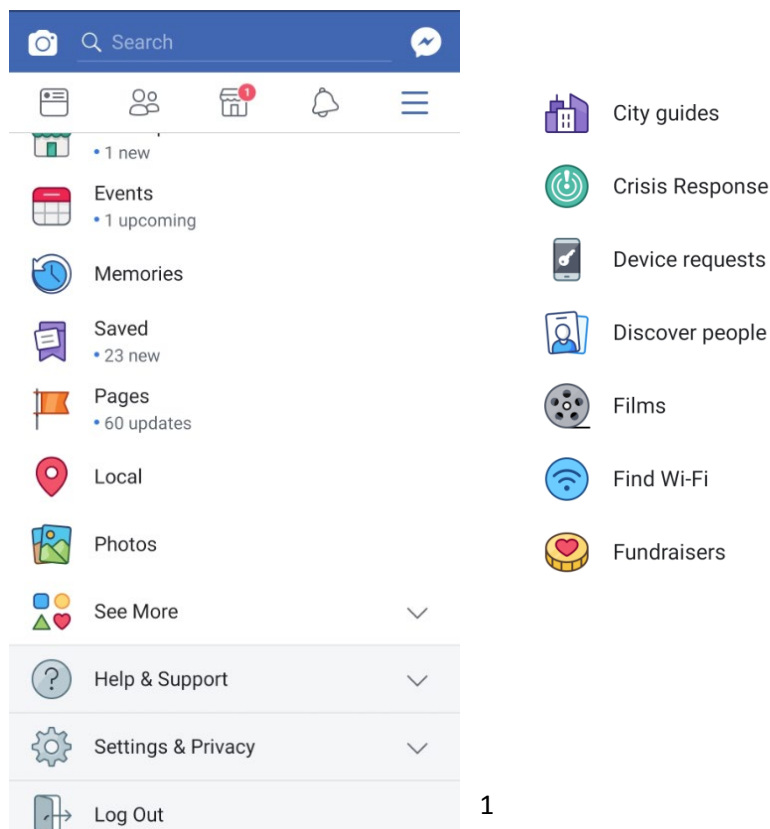


How to Set Up Your Fundraiser on Facebook

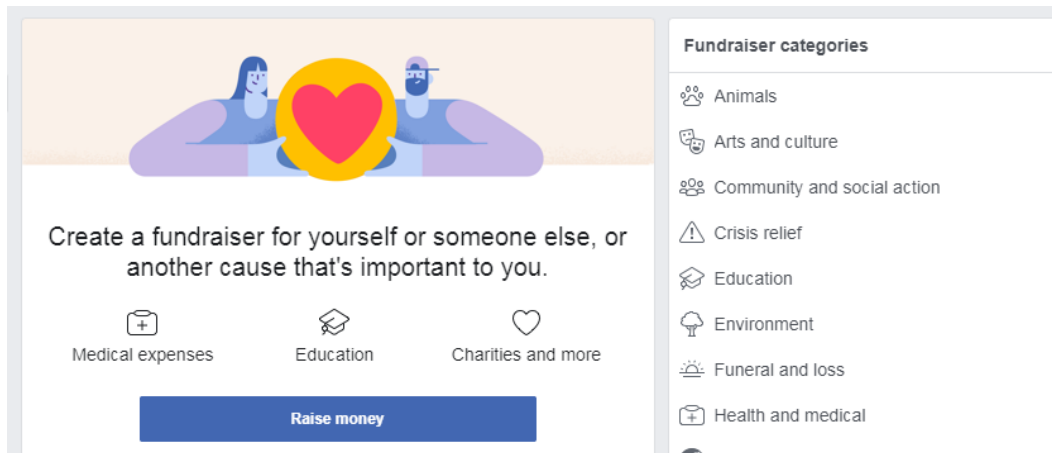
1. Open facebook.com and log into your account.
2. Navigate to 'Fundraisers'.
 - a. If you're on a computer, select 'Fundraisers' from the left-hand menu.



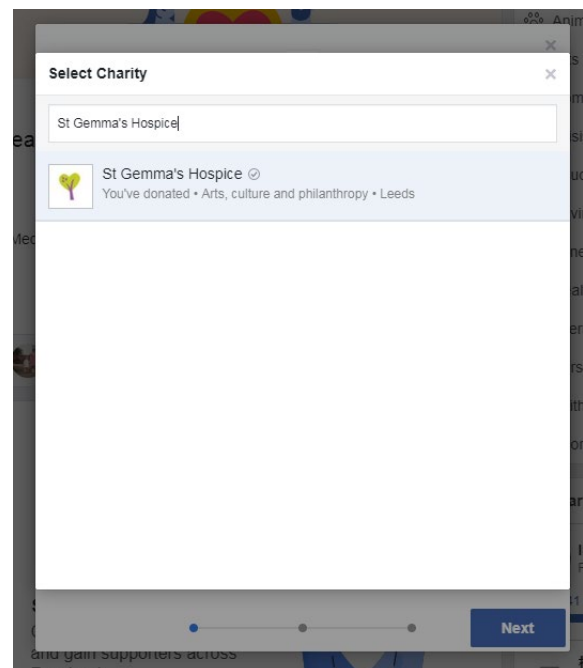
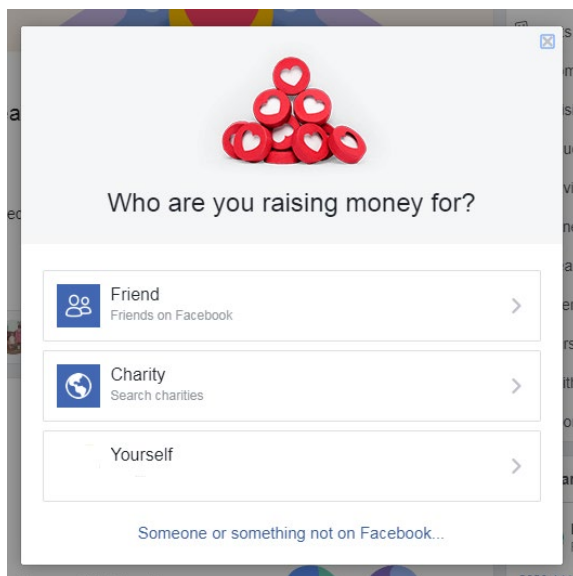
- b. If you're using your smartphone, press the 3 lines in the top right-hand corner and select 'Fundraisers' from the list (you may need to click 'see more' to reveal this option).



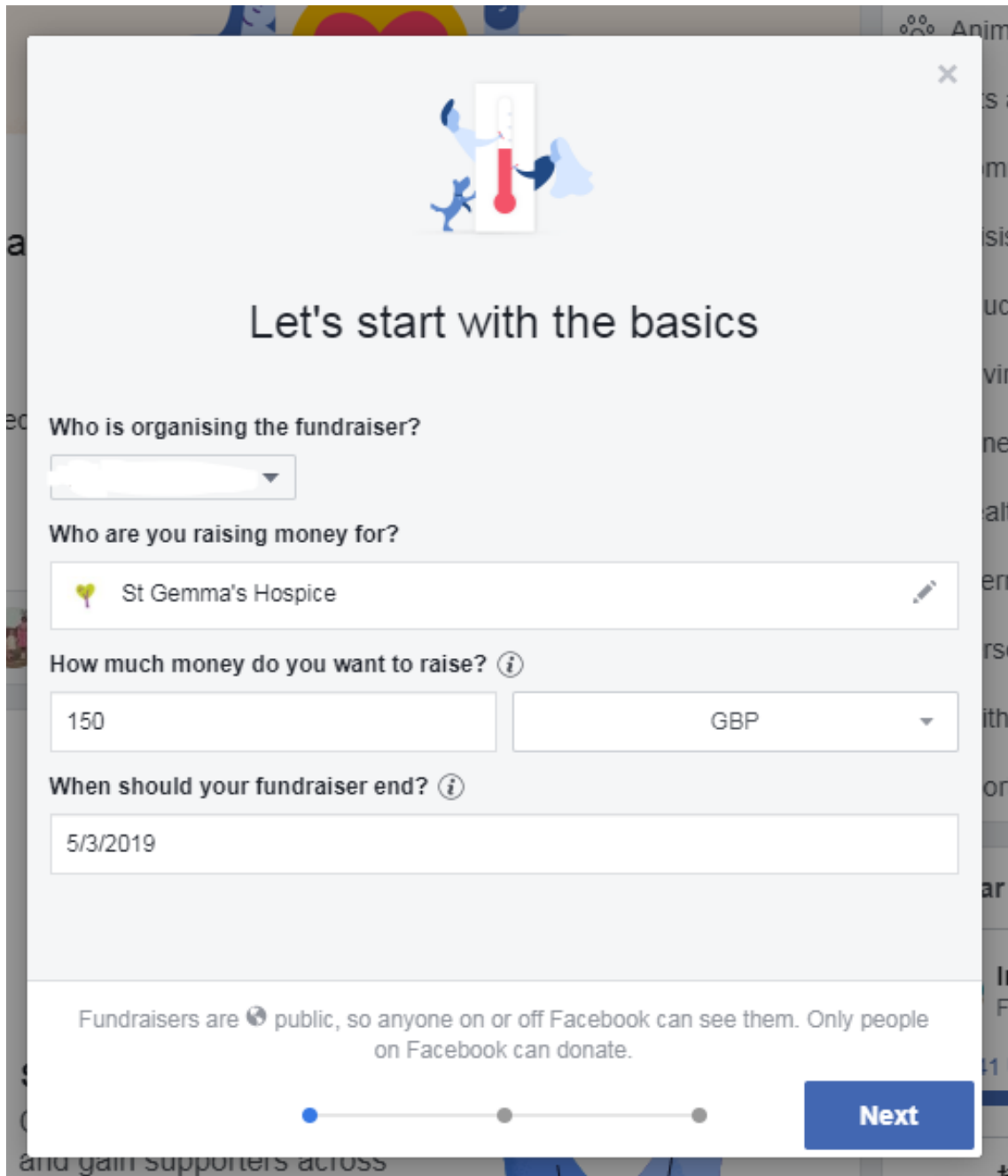
3. Click the 'Raise money' button.



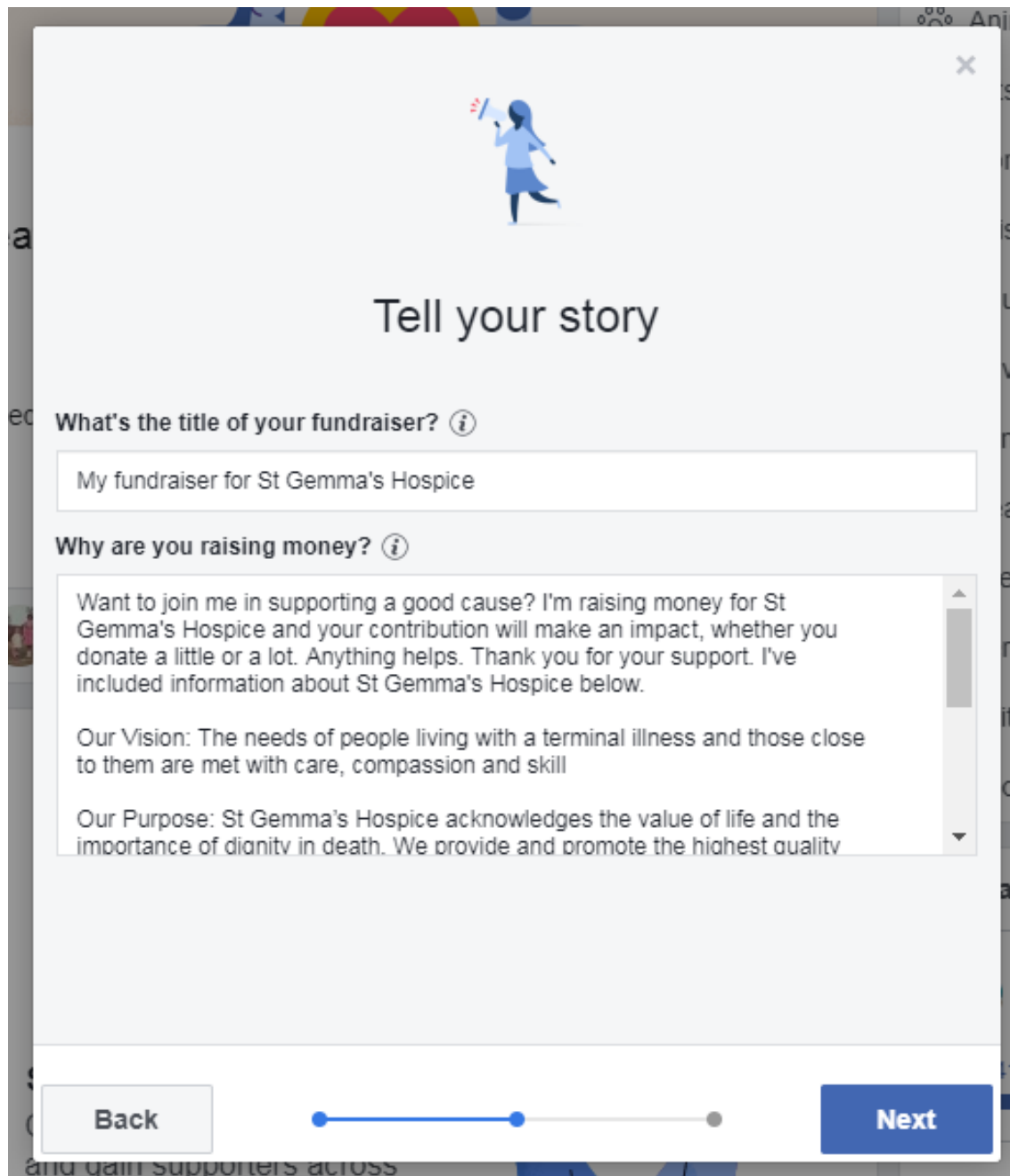
4. From the options, choose 'Charity' and search for 'St Gemma's Hospice'. Select St Gemma's then click 'Next'.



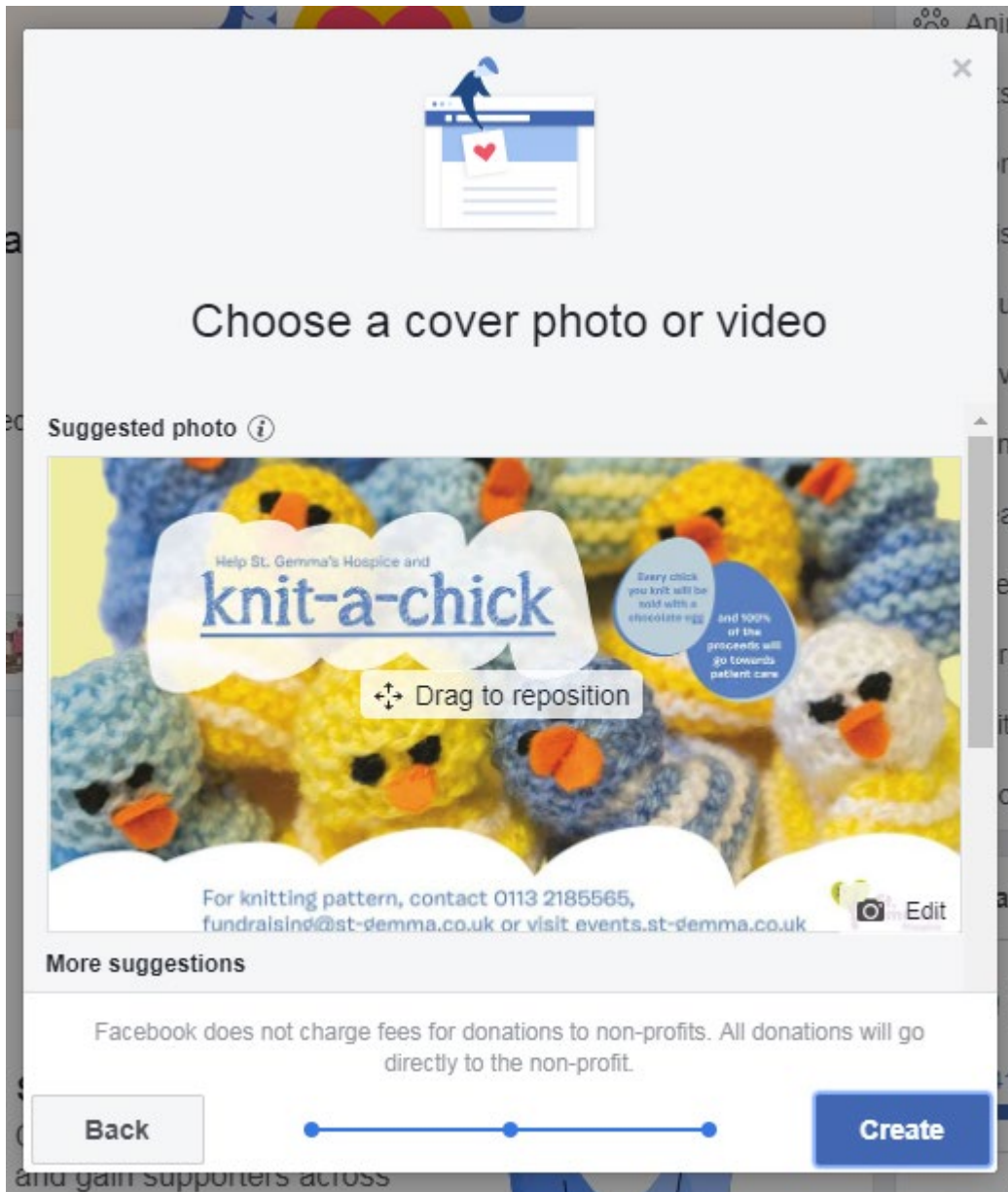
5. The next step is to fill in your fundraising target. On this page you can set your fundraising target and the end date for your fundraiser. Click 'Next'.

A screenshot of a Facebook fundraiser setup form. The form is titled "Let's start with the basics" and includes several input fields. At the top, there is an illustration of a person and a dog looking at a thermometer. The form fields are: "Who is organising the fundraiser?" (a dropdown menu), "Who are you raising money for?" (a text field containing "St Gemma's Hospice" with a heart icon and an edit icon), "How much money do you want to raise?" (a text field with "150" and a currency dropdown with "GBP"), and "When should your fundraiser end?" (a date field with "5/3/2019"). Below the form, there is a note: "Fundraisers are public, so anyone on or off Facebook can see them. Only people on Facebook can donate." At the bottom right, there is a blue "Next" button. A progress indicator at the bottom shows three dots, with the first one filled in blue.

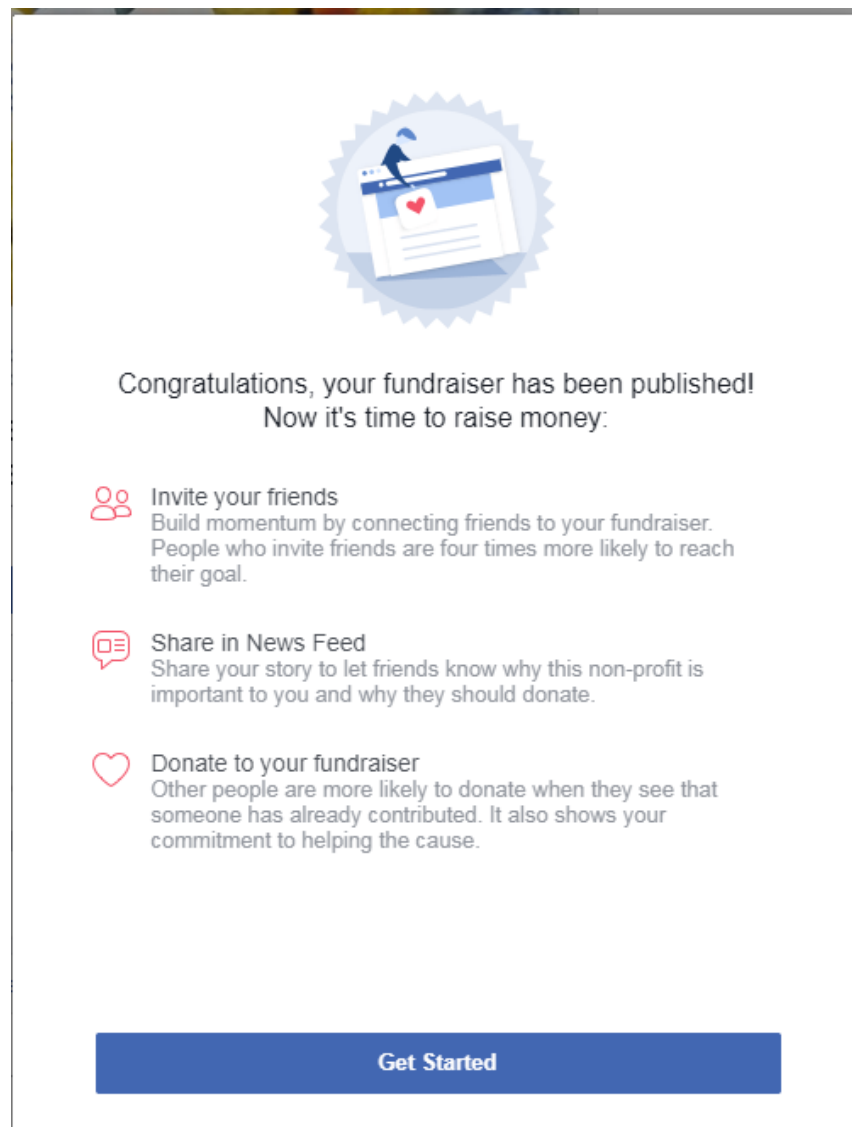
6. On the next page, you can write the title for your fundraiser and add a description. This is a great opportunity to let your friends know why you have chosen to support St Gemma's. After writing your description, click 'Next'.

A screenshot of a web form titled "Tell your story" for St. Gemma's Hospice. The form is displayed in a light gray window with a close button in the top right corner. At the top center of the window is an illustration of a person in a blue shirt and skirt holding a megaphone. Below the illustration, the title "Tell your story" is centered in a large, dark font. The form contains two main sections: "What's the title of your fundraiser?" with an information icon and a text input field containing "My fundraiser for St Gemma's Hospice"; and "Why are you raising money?" with an information icon and a large text area. The text area contains a paragraph: "Want to join me in supporting a good cause? I'm raising money for St Gemma's Hospice and your contribution will make an impact, whether you donate a little or a lot. Anything helps. Thank you for your support. I've included information about St Gemma's Hospice below." followed by two sub-sections: "Our Vision: The needs of people living with a terminal illness and those close to them are met with care, compassion and skill" and "Our Purpose: St Gemma's Hospice acknowledges the value of life and the importance of dignity in death. We provide and promote the highest quality". At the bottom of the form, there is a "Back" button on the left, a progress indicator in the center (a blue line with a dot at the current step), and a "Next" button on the right.

7. On the next page you can choose to add your own photo or use the St Gemma's default image. You may wish to use an image that represents why you are raising money or, if you are raising in memory of a loved one, you may wish to use a photo with them in.

A screenshot of the Facebook cover photo selection interface. At the top, there is a close button (X) and a small icon of a person sitting at a computer. Below this is the heading "Choose a cover photo or video". Underneath, there is a section titled "Suggested photo" with an information icon (i). The main area displays a suggested photo of several knitted chick toys. Overlaid on the photo is a white cloud-shaped graphic with the text "Help St. Gemma's Hospice and knit-a-chick". To the right of the cloud is a blue circular callout that says "Every chick you knit will be sold with a chocolate egg and 100% of the proceeds will go towards patient care". Below the photo, there is a "Drag to reposition" instruction with a four-way arrow icon. At the bottom of the photo area, there is contact information: "For knitting pattern, contact 0113 2185565, fundraisind@st-gemma.co.uk or visit events.st-gemma.co.uk" and an "Edit" button with a camera icon. Below the photo area is a section titled "More suggestions" with a disclaimer: "Facebook does not charge fees for donations to non-profits. All donations will go directly to the non-profit." At the bottom of the interface, there are "Back" and "Create" buttons, with a blue progress bar between them.

8. Click 'Create' to make your fundraiser live.
 - a. Select 'Invite your friends'. Click invite next to the friends you want to ask to donate to the fundraiser.
 - b. Select 'Share in News Feed' to share your fundraiser with your friends more widely. You can also share along the way to remind your friends and let them know about your progress.



9. Once your fundraiser has finished, 100% of the funds will automatically be sent to St Gemma's Hospice by Facebook. Thank you for your support!