

Fundraising on Facebook

How to celebrate your birthday (or other event) by raising money for the Uganda Humanist Schools Trust (UHST)

Setting up a fundraiser on Facebook is easy, with 100% of donations going to your chosen charity through the PayPal Giving Fund. Here's how to raise money for the UHST in four easy steps:

Step 1 – Create the fundraiser

1. Launch your fundraiser close enough to your birthday for it to be on your friends' radars, but sufficiently ahead of time to create a fundraising dynamic before your birthday. *(Two weeks before works well for a 'normal' birthday, or up to a month before for a 'significant' birthday.)*
2. It's best to create the fundraiser on a computer, so that you can preview what it will look like on desktops and mobile devices before launching it.
3. On your computer, login to your Facebook account, click on '+' (top right of the screen), then on 'Fundraiser'.
4. Click on 'Charity', search for 'Uganda Humanist Schools Trust (UK)' and select it.
5. In the 'Details' section (left-hand column on your screen), indicate:
 - How much money you want to raise *(start with an achievable sum and increase it if you reach it early)*
 - The currency *(choose the currency that most of your friends use)*
 - The end date of your fundraiser *(one week after your birthday gives time for those who forgot your birthday to donate)*
 - The title of your fundraiser *(e.g. "Ben's birthday fundraiser for Uganda Humanist Schools Trust")*
 - Why you are raising money (modify Facebook's proposed text to personalise it with your reason for choosing the UHST and include a link to the UHST website for those who wish to find out more, e.g. *"For my birthday this year, I'm asking for donations to the Uganda Humanist Schools Trust. I have supported humanist nursery, primary and secondary schools in Uganda for many years. The Trust helps schools in Uganda working to offer liberal, humanist education to needy children. I hope that you'll consider contributing. Every donation will help fund inclusive education based on reason, compassion, and tolerance. For more information about the Trust, please visit: <https://ugandahumanistschoolstrust.org>"*)
 - A cover photo *(replace the uninspiring generic image proposed by Facebook by a photo from the Trust's website, such as the one below, or from your own photo collection if you have visited the schools in Uganda)*



- Verify the 'Desktop preview' and 'Mobile preview' images in the centre of your screen and modify the 'Details' section if you see something in the previews that you want to change.
- Click on 'Create' in the 'Details' section to launch the fundraiser.

Step 2 – Publicise the fundraiser

1. Get the fundraiser going by being the first person to donate to it. On your fundraiser page, click on 'Donate', enter the sum you wish to donate and click on 'Donate' again to confirm your donation.
2. Your fundraiser will appear on your Timeline, but you can also invite friends individually if you wish to publicise it further. On your fundraiser page, click on 'See all friends' in the 'Invite friends' box and then click on 'Invite' for each friend you wish to invite to donate.

3. Each time a friend donates to your fundraiser, make sure to 'Like' their donation and to add a thank you in the comments under their donation. Only you can see how much each friend donated, so keep your thank you messages general and the same whether somebody gives a large sum or a smaller one – every penny counts.
4. Regularly publicise your fundraiser throughout its duration to give it more visibility in your Timeline and in your friends' feeds. The best way to do so is through the 'Share update' box on your fundraiser page. Updates are a good way to:
 - Inform about how the fundraiser is progressing and thank all those who have donated so far (e.g. "A big thank you to everyone who has already donated to my fundraiser for the Uganda Humanist Schools Trust. With your support we have reached 50% of our fundraising target in just three days!")
 - Provide more information about the great work of the UHST, some of its ongoing projects and how the money will be used (e.g. "Many thanks for all your donations to the Uganda Humanist Schools Trust, which will help fund the children's education and the schools' development. Here's an update on how the schools have been facing the Covid crisis, including progress that has been made on infrastructure improvements during the lockdown: <https://ugandahumanistschoolstrust.org/2020/07/the-covid-crisis-and-the-humanist-schools-in-uganda/>")

Step 3 – Reaching your fundraising goal

1. If you reach your fundraising goal with several days to go, consider increasing how much you wish to raise by editing your fundraiser page.
2. If you increase the goal, make sure to share an update to inform your friends of the new goal. (e.g. "A big thank you to everyone who has donated to my fundraiser for the Uganda Humanist Schools Trust. With your support we have already reached our fundraising target! I've increased the target so that others who want to donate can do so 😊")
3. If you don't wish to increase the goal, either because you previously increased it or because the fundraiser is almost over, make sure to share an update with your friends to inform them that the goal has been reached (e.g. "Thanks so much for your generous donations to the Uganda Humanist Schools Trust - we've reached our target four days early! There's still time to donate if you wish to do so.")

Step 4 – The end of your fundraiser

1. Just before your fundraiser ends, consider making a further donation to round-up the sum donated. (e.g. if your fundraiser raised £95, donate £5 to make the total sum raised £100)
2. Once your fundraiser has ended, share an update to inform your friends of the total sum raised and to thank them again. (e.g. "A big thank you to everyone who donated to my fundraiser for the Uganda Humanist Schools Trust - we raised an amazing £xxx! Facebook will transfer the money to the Trust through the PayPal Giving Fund, which will go towards financing many great projects such as providing toilets, rainwater harvesting and furniture for the new nursery and infant sections at Katumba village school and building a new primary school for the Kanungu Community. For more information on the Uganda Humanist Schools Trust, the schools supported and their latest projects, visit: <https://ugandahumanistschoolstrust.org>. Thanks again for all your support 😊")
3. Let the Uganda Humanist Schools Trust (stevehurd@uhst.org) know that your fundraiser has closed and how much you raised. This is important, as the PayPal Giving Fund transfers the money to the Trust without detailing who raised it.

Good luck and happy fundraising!

We should like to thank Ben Hagard, who lives in Belgium, for passing on this information, after running his own very successful birthday fundraiser using Facebook.