



A GUIDE FOR MOTHER'S HEART FUNDRAISERS

A black and white photograph of a woman sitting on a large, light-colored cushion, holding a baby in her arms. The woman is wearing a striped, short-sleeved top. The baby is looking up at her. In the foreground, there are several small, light-colored flowers scattered on the floor. The background is softly blurred, showing some foliage.

FACE BOOK

HOW TO PROMOTE YOUR EVENT



BASIC INFO

1 FACEBOOK IS FREE

Just set your account and you are good to go.

2 ONLINE GROUPS

It is useful for creating online groups. This helps you build a fundraising community.

3 PROMOTE EVENTS

You can create events, advertise for them.

Use it to show off those events once they have taken place, by posting photos, videos, feedback and other information.





A FACEBOOK GROUP?

ONCE YOU HAVE CREATED A FACEBOOK PROFILE, YOU CAN CREATE A FACEBOOK GROUP.

Click on the more tab underneath your profile banner and click on the Groups tab.

This will lead you to information on your groups, in the top right hand corner of the page click on the 'Create Group' tab, which will enable you to create a group.

When creating a group, you can assign administrators who will be able to control page features, security etc..



When creating your group you can choose whether to keep it closed, open or secret.

This is entirely up to you, as a fundraising group, it can be useful to keep your group open.

Group Administrators are able to control this function

An open group is open to all Facebook members to join and post content

A closed group will mean that members have to be approved by administrators before they can join.

A secret group's membership is by invite only.

A Facebook group is a great way to enhance your fundraising community and interact with other fundraisers. It is also extremely useful for posting about your activities.

OUR RECOMMENDATIONS

FROM OUR HEART TO YOUR SCREEN

Make sure you stay in communication with members of your Facebook group.

Post videos/ photos (and 'tag' people in them if this is appropriate).

Link to other social media outlets from your profile/page. Such as posting a video from You Tube. This can encourage interaction with people outside your circle.

Encourage a response to content that you post, by asking questions or encouraging friendly debates.

If you receive abuse on any social media, then report it to the providers. If you are unsure of anything or would like a bit of help, get in touch!

Remember you can ask us for any material you might need, just let us know at least 2 weeks prior so we can meet your deadline!



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"GIVING IS NOT
JUST ABOUT
MAKING A
DONATION. IT'S
ABOUT MAKING
A DIFFERENCE."

Kathy Calvin

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