


Instructions for Creating Facebook Social Fundraisers

Did you know that over 85 million people have contributed over *5 billion dollars* to charitable organizations through Facebook and Instagram fundraisers? Wow!

You can organize your own fundraiser for the John W. Brick Mental Health Foundation to celebrate your birthday, World Mental Health Day in October, Mental Health Awareness Week in May, on Giving Tuesday (every year at the end of November), or any time you feel moved to make a difference!

1. Log in to your Facebook account (or create one [here!](#))
2. On the left side column of your homepage, you should see a 'fundraiser' option under the 'explore' header.
3. Choose your charity - John W. Brick Mental Health Foundation
4. Set your fundraising goal and preferred time-frame. Successful fundraisers range from \$200 to \$1000+!
5. Invite people on your 'friends' list to join you in contributing & share often on your timeline. By inviting people, you are offering them an opportunity to join our global effort to change the way the world treats mental health.

Instructions for Creating Instagram Social Fundraisers

1. Starting in the Instagram app, tap  or your profile picture in the bottom right to go to your personal profile.
2. Tap "Edit Profile", then tap "Add Fundraiser".
3. Tap "Raise Money".
4. Choose a cover photo from your camera roll or your existing posts.
5. Add a title, select your currency, choose the appropriate category, and enter a description for your fundraiser.
6. Tap "Next" in the top right, then tap "Done".

Upon completion, your fundraiser will be under review. Once approved, you will receive a notification and will be able to start raising money for 30 days.

