

## 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 'search' option. You may also visit the John W. Brick Mental Health Foundation's page [here](#) and select 'Fundraisers' from the top navigation tabs.
3. Select 'Raise Money' and 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 the + sign in the top right corner and select the 'Fundraiser' option.
3. Choose your nonprofit - John W. Brick Mental Health Foundation (@johnwbrickfoundation).
4. Choose a cover photo from your camera roll or your existing posts and add a description of the fundraiser.
5. Select the fundraiser goal.
6. Tap 'Share Fundraiser' to share with your followers!

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.

