



## How to set up a Facebook Fundraiser for Cheltenham Animal Shelter

It's really simple to set up a fundraiser with Facebook. They will guide you through each step to create your own fundraising page which you can share with friends and family to collect donations or sponsorship for your chosen event, in aid of the Shelter.

Facebook will collect the money on your behalf and forward it to us, along with any Gift Aid which adds 25% tax relief to any eligible donations.

1. To get started, visit [www.facebook.com/fund/cheltenhamanimalshelter](http://www.facebook.com/fund/cheltenhamanimalshelter)
2. You will need to sign-up if you are not already a member, or login to your existing account.
3. You will now have the chance to personalise your fundraising page. It is recommended to make your page as individual as possible to get the most donations.
  - I. Set your fundraising target! You can be as ambitious or cautious as you like as we will receive any money pledged to you regardless of the target you set here.
  - II. Choose the name of your fundraiser which might include your name and the event you are fundraising for i.e. 'Jack's 5k fun-run for Cheltenham Animal Shelter'.
  - III. You can now add a description of your event which should give more details of what you are doing and why you have chosen us as your charity. You can overwrite the pre-filled text or add yours to it. We would recommend telling a bit of a story here to help people know why this is important to you i.e. "I am taking on the Cheltenham 5k fun-run dressed as a dog in memory of my beloved Spot, who I adopted from Cheltenham Animal Shelter 10 years ago. They do such wonderful work with unwanted or abandoned pets who have nowhere else to go."
  - IV. Add your own cover photo or keep the default one. Generally, pages that feature a photo of the fundraiser receive more support as it gives people who know you the confidence that they have found the right page.
4. You can now decide whether you would like to receive information from the Shelter including news, fundraising opportunities, and events.

**That's it – you are ready to launch your fundraising page!**

Good luck and thank you for fundraising for us. Your support is truly appreciated.