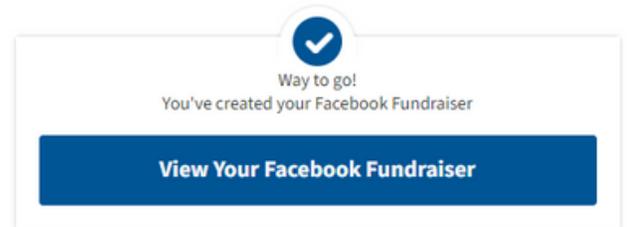


Use this guide for helpful tips to fundraise on Facebook!

When you start a Facebook Fundraiser through your St. Baldrick's dashboard, you can reach more friends and collect donations that still count toward your St. Baldrick's fundraising page. Follow these steps to get started:

1. Sign in to your [St. Baldrick's dashboard](#).
2. Click the blue 'Get Started' button next to "Facebook Fundraiser." If you're not already logged in to Facebook, it'll prompt you to log in before continuing.
3. Click "OK" to create your St. Baldrick's Facebook Fundraiser.
4. You're all set! You can make edits to your Fundraiser directly through your Facebook page.



Note: If you have an existing Facebook Fundraiser and would like to link it to your St. Baldrick's page, please email your Facebook Fundraiser link (URL) to Donations@StBaldricks.org. Once linked, only new donations received will be credited to your page.

*Per Facebook's donor policy, donations made on your St. Baldrick's Facebook Fundraiser will have a recognition name of "Anonymous" on our site. To find out who donated, go to your Facebook Fundraiser for a complete list of your donors. Pro tip - donors love being appreciated, so be sure to thank your donors and recognize them on Facebook! Tag them in a post or send them a message to share your thanks.

Customize your Facebook Profile. Whether you have a public or private one, you can help spread the St. Baldrick's mission with a simple refresh. Any update can allow people to see what's new.

- Update your cover photo with a St. Baldrick's one. Browse the [Press Room](#) to select an image.
- Add to Your Story so that you appear on your friends' News Feed.
- Create a new post (caption below) and include your fundraising link. You might be surprised who "likes" your efforts.

Set up a Facebook Live. Boost donations when you live stream your event. This allows your network to experience the event as if they're there with you. Here's some best practices when getting started: <https://live.fb.com/about/>.

- Build up the hype. Let your friends know in advance when you plan to go live.
- Check your network connection. The last thing you want is for your live stream to freeze during an emotional moment!
- Write an awesome description of your live stream. Include a link to your participant page.
Note: If you use the donate button on Facebook, all donations will go to the general fund.
- Engage with your viewers. It's best to keep the live stream short and sweet so your viewers remain interested. Show appreciation by giving personal shout outs, answering questions and asking for feedback.
- Set milestones for viewers. For example, "I'll only shave half of my head until I reach \$300 raised!"

Questions? We are here to help! Contact us at Fundraising@StBaldricks.org or check out our [FAQs](#) on Facebook Fundraising.