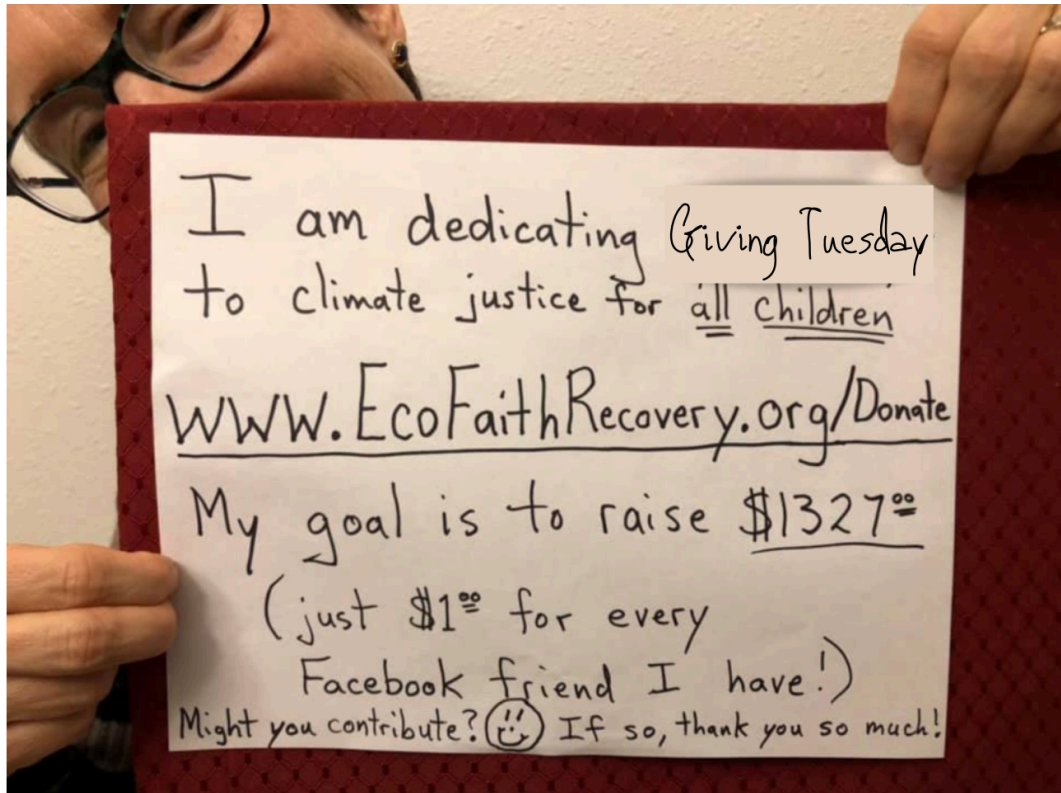


## Facebook Giving Tuesday Fundraiser Steps

Instructions and best practices for those that would like to raise funds for EcoFaith Recovery on Giving Tuesday. Facebook has had fundraisers for a while, so it is familiar to folks on this platform. The only difference is that because EcoFaith has a fiscal sponsor, people have to give via the EcoFaith website using their credit card rather than directly through Facebook so you have to provide them with that link.

1. As early as possible on the morning of Giving Tuesday or at any point in advance of that day, change your profile picture temporarily to something like this:



a.

I JUST DONATED TO  
WWW.ECOFAITHRECOVERY.ORG  
FOR "GIVING TUESDAY"  
WILL YOU JOIN ME IN  
SUPPORT OF A LIFE-GIVING CLIMATE?

- b.
2. Write a brief post about why you chose EcoFaith Recovery as a focus for your Giving Tuesday donations and asking your Facebook friends to help you meet a particular fundraising goal you have set. Example: *"This year I am dedicating my Giving Tuesday participation to the children of the world and asking friends like you if you'd contribute \$5 or more towards mobilizing adults to support them (as EcoFaith did for the youth-led Climate Strike on Friday). Would you join me by offering the equivalent of a cup of coffee (or more) at [www.EcoFaithRecovery.org/Donate](http://www.EcoFaithRecovery.org/Donate)? Thank you so much!!!"*
  3. Depending upon how much time you can give to this effort during the day, consider as many of the following as you can work into your schedule as every one of these draws more attention to your personal fundraiser:
    - a. In the afternoon, change your Facebook banner photo to something that references your fundraiser with an additional link to EcoFaith's donate page: Example: fundraising goal you have set. Example: *"Thank you to everybody who is helping me raise \$300 to help EcoFaith Recovery engage more people in support of a future for the children of the world. Whether you can give \$5 or \$50, thank you so much! [www.EcoFaithRecovery.org/Donate](http://www.EcoFaithRecovery.org/Donate)."*



- b. You can post throughout the day on the progress of the fundraiser if you choose. Please email [PastorRobyn@ecofaithrecovery.org](mailto:PastorRobyn@ecofaithrecovery.org) and [coordinator@ecofaithrecovery.org](mailto:coordinator@ecofaithrecovery.org) in advance telling them that you will be doing an EcoFaith fundraiser that day and that you would appreciate regular fundraising status updates throughout the day.
- c. Tag friends in a thank you if you know they donated.
- d. Remember that Facebook is a social media platform so people expect posts to be relational, friendly and fun. You can playfully tease people with whom you have a close relationship in the comments section of any of your posts inviting them to give. Example: "Hey Dad, here is an easy way you can give me a Christmas gift without even leaving home!" Or "Hey Julie, Paul, Mary and Steve, I know you want to!" Or "This is so awesome that two of my three siblings have already given to EcoFaith! David? ;-)" "So my spouse is begging me to go out to a movie but I am glued to my computer screen eagerly anticipating the final \$50 that will enable me to meet my personal Giving Tuesday fundraising goal! Anybody out there ready to help save my marriage and get me out to the movies?! [www.ecofaithrecovery.org/donate](http://www.ecofaithrecovery.org/donate)
- e. The following day, post a thank you and an update about the amount raised. You can include a link to the donation page, as people who missed it will often still give later especially to help you meet a goal you have not yet achieved. Example *"Thank you to the many of you who contributed to my fundraiser at [www.EcoFaithRecovery.org/donate](http://www.EcoFaithRecovery.org/donate) in honor of all the children of the world that EcoFaith seeks to support through its leadership development work for climate justice!!!! Together you've offered \$586 towards my Giving Tuesday fundraising goal*

*of \$1328 for EcoFaith (a silly goal chosen as an average of \$1 from my 1328 Facebook friends 😊)! Thank you so much to all of you for the caring shown to me and your generosity to EcoFaith! 😊”*

**4. If you run into linking issues from Facebook:**

- a. Encourage folks to copy and paste the link from the post text rather than clicking on it. OR
- b. Encourage folks to type in the website into their browser (just [www.ecofaithrecovery.org](http://www.ecofaithrecovery.org)) and then go to the Donate page from there (in the top menu)

**Thanks so much!! Please send any questions to [Office@ecofaithrecovery.org](mailto:Office@ecofaithrecovery.org)**