



## BIRTHDAY AND EVENT FUNDRAISERS ON SOCIAL MEDIA

If it's your birthday, or you've got an upcoming event, there are many ways you can fundraise for us both on [Facebook](#) and [Instagram](#). One of our supporters even completed a Wing Walk for her 50<sup>th</sup> birthday, raising £1,173!

If you're not sure what event to raise money for, we have 10 suggestions for [how you can get involved with SeeKenya and have fun!](#)

### SETTING UP A FACEBOOK FUNDRAISER

Facebook fundraisers are a brilliant way of raising money for SeeKenya for your birthday or any occasion, and so easy to set up!

You can easily create your own in minutes and share it on your social media so all of your friends and family can help you reach your goal. What's more, unlike other fundraising platforms, Facebook doesn't charge us for using it!

Facebook should automatically suggest setting up a Facebook fundraiser when it's near your birthday. However, if you don't get a notification or if you'd like to fundraise for a different occasion, it's quick and easy to do.



Mandisa (pictured) raised £110 for SeeKenya via her Facebook fundraiser for her 50<sup>th</sup> birthday

### STEP 1

Go to <http://www.facebook.com/fund/SeeKenya/>

## **STEP 2**

The fundraiser will appear. You can personalise it to you – here are some suggestions;

- Add a descriptive title for your fundraiser and tell your friends why you're raising money – the more emotive and personal your story the better.
- We suggest setting a target of £100 (if you want to raise more you can increase the target by small increments when you hit it!)
- Add a relevant cover photo for your fundraiser – a photo of you for example.

## **STEP 3**

Click 'Create' to set the fundraiser live.

## **STEP 4**

Once it's all set up, don't forget to share it with your friends and family to let as many people know as possible and smash your targets!

## **STEP 5**

While your fundraiser is live, thank the people donating to it and ask your friends to share it on their own Facebook pages so more people see it.

When your fundraiser has closed, Facebook will automatically transfer the money to us.

**THANK YOU!**

If you have any questions, please email us at [info@seekenya.org](mailto:info@seekenya.org)

## SETTING UP AN INSTAGRAM FUNDRAISER

Instagram fundraisers are a brilliant way of raising money for SeeKenya for your birthday or any occasion, and so easy to set up!

You can create your own in minutes and share it so all of your friends and family can help you reach your goal. What's more, unlike other fundraising platforms, Instagram doesn't charge us for using it!

### STEP 1

In your Instagram account, click the add button to create a new post.

### STEP 2

Add a photo. This will be the fundraiser cover photo – so you could add a photo of you for example. Continue to select any relevant filters.

### STEP 3

In the 'write a caption' box, add a few sentences to tell your friends why you're raising money – the more emotive and personal your story the better. This description will appear on the fundraiser page.

### STEP 4

Click 'Add Fundraiser' once you added location/any tags. Search for 'seekenyacharity' in the list and click on it.

### STEP 5

Change the goal amount if you'd like to set a different target - we suggest setting a fundraiser goal of £100 (if you want to raise more you can increase the target by small increments when you hit it!).

Click 'Done'.

## **STEP 6**

Click the tick to share your post and fundraiser. This will add your fundraiser to your bio for 30 days and shared to your followers in your feed. You can edit or end it any time.

Once it's all set up, don't forget to share it with your friends and family to let as many people know as possible and smash your targets!

When your fundraiser has closed, Instagram will automatically transfer the money to us.

**THANK YOU!**

If you have any questions, please email us at [info@seekenya.org](mailto:info@seekenya.org)