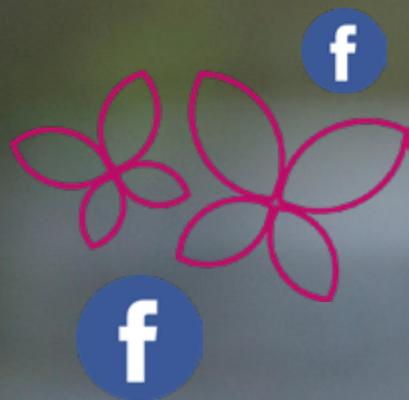


Fundraising on **FACEBOOK**

A GUIDE FOR SUPPORTERS





Thank you for supporting us with your fundraising.

Together we can make a difference to the lives of vulnerable children around the world.

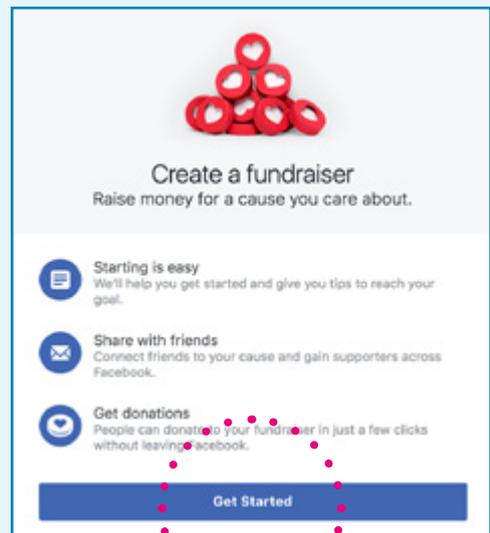
In this guide you'll find information and advice for fundraising for your birthday on Facebook, plus some top tips to help you make the most of your fundraising. Every pound you raise makes a real difference!

Follow these instructions to learn how to set up a page:

Visit [@lumos.at.work](https://lumos.at.work) and click 'Fundraisers' in the left hand menu.



Under the donate button on the right is a '+ Raise money' button, click here.



Visit our [Facebook downloads page](#) to download a cover photo and copy our sample text.



Set yourself a target and choose your preferred currency.

You can then fill in the fundraiser details and upload your chosen cover photo.



Click 'Create'





Sample text...



[Your name]'s Birthday Fundraiser for Lumos

For my birthday this year, I'm asking for donations to Lumos to make a huge difference to the lives of millions of children whose birthdays are forgotten.

Many children living in institutions do not know their date of birth because they have been abandoned at birth or the date has not been recorded properly. Even if they do, staff that look after them cannot provide the individual attention they desperately need and are not able to organise celebrations for each individual child's birthday.

Thanks to the generous support of J.K. Rowling and others, 100% of the money you raise for Lumos will go directly to Lumos projects and not to overhead or administrative costs.



Top tips

Personalise your fundraising page - add a photo of yourself and explain why you have chosen to support Lumos. We've provided you with some content about us, but people love to hear why you're passionate about our cause.

Promote, promote, promote! Make sure to share your fundraiser on your Facebook page and invite your friends to participate.

Remember to say thank you - whether it's for £1 or £1,000, make sure you take the time to personally thank all the people who have supported you. If you wall-post a thank you it acts as a thanks AND a reminder to others in the newsfeed that they need to sponsor you because other people are.

Tell us - Remember to tell us what you're up to! Facebook us, email us and help us to help you - we're here to work with you and help you on your way...

Consider your settings - Have a look at your privacy settings. If your settings are quite closed then it will be harder to share your fundraiser beyond your friends.

Facebook Messenger - Why not send your fundraiser to friends through Facebook messenger with a personal message asking them to donate.



Our 100% pledge

Thanks to the generous support of J.K. Rowling and others, 100% of the money you raise for Lumos will go directly to Lumos projects and not to overhead or administrative costs.

For any questions or to find out if your country of residence is eligible then visit the [Facebook FAQ page](#).

Thank you again for supporting Lumos with your fundraising. With your help, we can transform the lives of the estimated 8 million children living in institutions around the world.

For more information contact us at:
fundraising@wearelumos.org.

Eloise Martin

