



# HOW TO CREATE A FACEBOOK FUNDRAISER

## to support Phoenix Zones Initiative

PHOENIX  
ZONES  
INITIATIVE

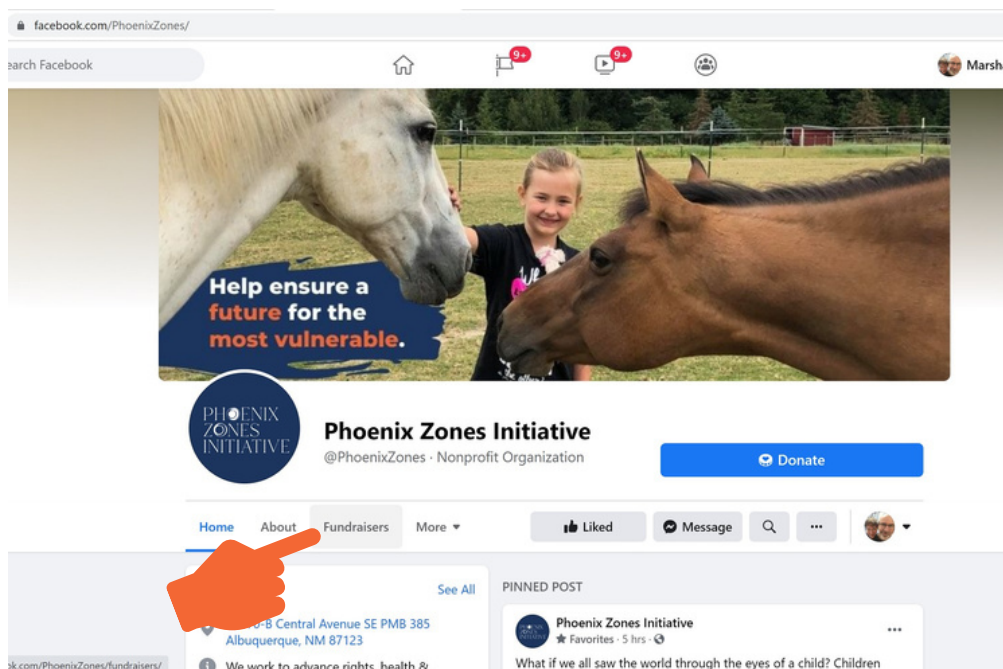
Your passion for creating a just, healthy, compassionate world for people, animals, and the planet got you here. Welcome!

We have a great opportunity for you to expand your support for vulnerable children and animals—and Phoenix Zones Initiative—by doing a Facebook fundraiser for us!

Launching a Facebook Fundraiser to benefit Phoenix Zones Initiative for your birthday, anniversary, other special day, or just because you're passionate about creating a better world for for all beings is a quick and easy way to support Phoenix Zones Initiative's essential, worldchanging work.

### Here's how to do it:

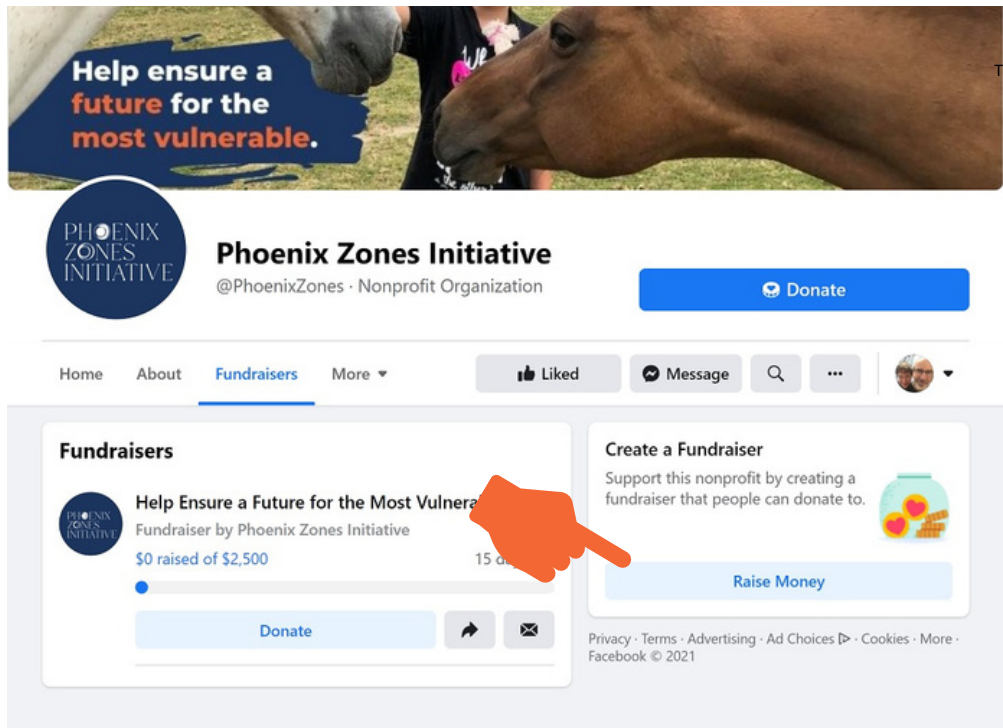
**1. Go to the Phoenix Zones Initiative Facebook page:**  
<https://www.facebook.com/PhoenixZones/>  
**and click on the “Fundraisers” tab under our name.**



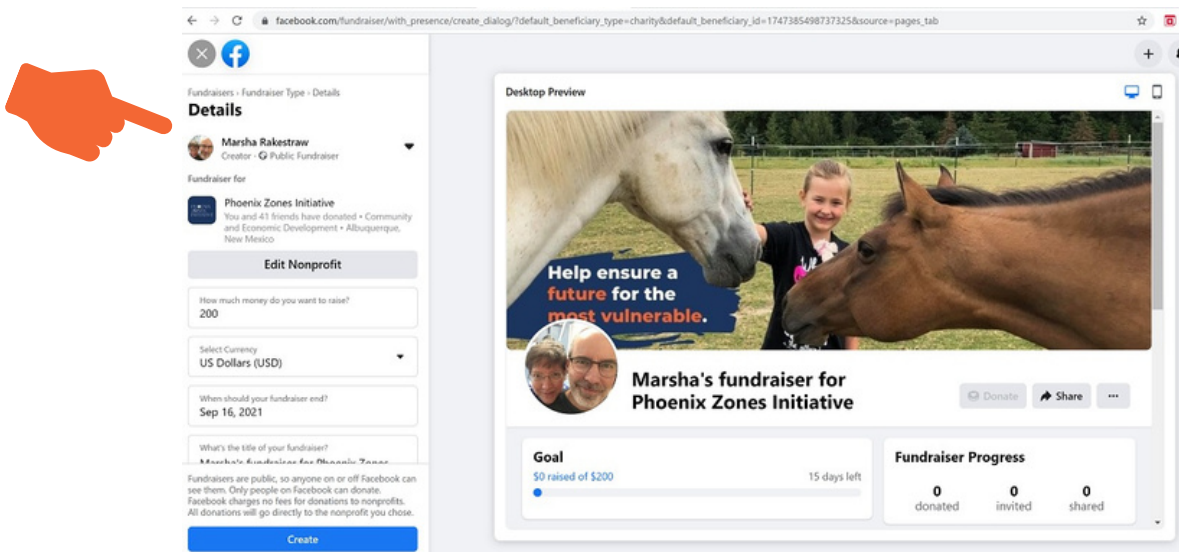
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### 2. Click on the "Raise Money" button:



### 3. You'll then see all the content details to fill in. Be sure that you are listed as the creator and that Phoenix Zones Initiative is listed as the organization you're doing a fundraiser for.





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## 4. Fill in the content. See below for recommendations:

### How much money do you want to raise?

Add whatever amount you'd like. Strive for something that feels achievable. You can always edit your fundraiser and increase the amount if you reach your initial goal. We've seen many successful fundraisers at \$200 or \$500 or more!

### Select currency

Choose US Dollars

### When should your fundraiser end?

A good period for a Facebook fundraiser is two or three weeks. If you're doing a fundraiser for your birthday, consider launching it two weeks before and ending it a week after.

### What's the title of your fundraiser?

Call it something that includes our name and an action. For example: "Support [your name's] Fundraiser for Phoenix Zones Initiative!"

### Why are you raising money?

Below is some recommended text, though we encourage you to also add your own reasons for supporting Phoenix Zones Initiative:

NOTE: Facebook will automatically add text to this area, so be sure to delete that text and include your own.

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Sample text (customize it, or use your own!):

*Join me in taking the impact of your compassion to the next level!*

*I'm a proud supporter of Phoenix Zones Initiative. They are unique in their focus on transforming systems and empowering citizen advocates to create a kinder world for people and animals.*

*Join other people like me who are passionate about dismantling the systems that support child and animal trafficking and exploitation, and who are dedicated to creating a world in which the most vulnerable can thrive.*

*Your generous donation will fund key advocacy efforts, such as Phoenix Zones Initiative's efforts to stop child and animal trafficking.*

*Donate now and make a difference!*

*Your support matters!*

**5. Click on the "Cover Photo" image to upload a relevant image. (Recommended size is 1080 x 400 pixels.) We're happy to provide one, if needed.**

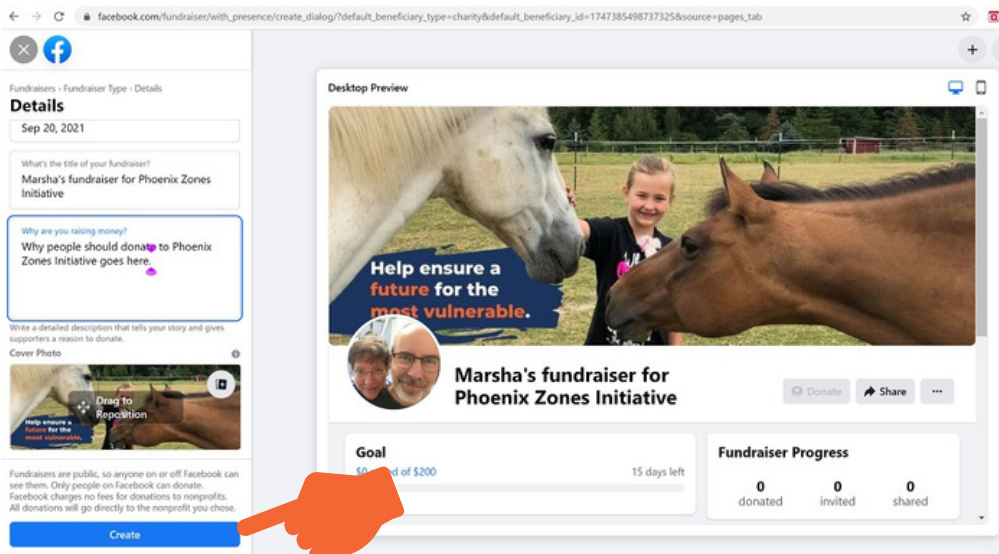
The screenshot shows the Facebook fundraiser creation process. On the left, the 'Details' section includes the fundraiser title 'Marsha's fundraiser for Phoenix Zones Initiative', the start date 'Sep 20, 2021', and a 'Cover Photo' section where a photo of a woman with horses is being uploaded. The main preview area shows the desktop view of the fundraiser page, featuring the same cover photo and the text 'Help ensure a future for the most vulnerable.' Below the cover photo, the fundraiser title 'Marsha's fundraiser for Phoenix Zones Initiative' is displayed, along with a 'Donate' button and a 'Share' button. At the bottom, the 'Goal' section shows '\$0 raised of \$200' and '15 days left', and the 'Fundraiser Progress' section shows '0 donated', '0 invited', and '0 shared'. A red hand icon points to the cover photo image in the preview area.

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### 6. Double check that everything is correct, and then click the "Create" button!



### Once you've created your fundraiser:

- Launch your fundraiser to your own Facebook page and include a comment inviting people to participate.
- Go to the fundraising page you've created and invite your Facebook contacts to participate.
- Be sure to thank everyone who donates.
- At least once during the fundraiser, post an update (there's a place for that on your main fundraising page) to thank everyone who has donated and to encourage others to donate.

Please contact [marsha@phoenixzonesinitiative.org](mailto:marsha@phoenixzonesinitiative.org) if you have any questions or need assistance.

Thank you so much!

The Phoenix Zones Initiative Team