

# How to Create a Facebook Fundraiser

## **Ready to spark some holiday generosity? Have a birthday coming up? Celebrating a major milestone or Pride month?**

Whatever inspires you, personal Facebook fundraisers are a high-impact, easy way to raise funds to support transgender and non-binary people in the fight to achieve full legal and lived equality nationwide.

Anti-transgender opponents have aggressively invested in sophisticated multichannel communications to promote dangerous narratives about transgender people. Their efforts have reached an alarming crescendo in 2021, with over 160 anti-transgender bills introduced in 35 states, most of which would explicitly ban transgender youth from K-12 school sports and criminalize gender affirming care to transgender minors.

**By creating a Facebook fundraiser, you are fighting discrimination and standing up for equality for trans kids!** There are multiple opportunities throughout the year to fundraise, including:

#GivingTuesday (November), Trans Day of Visibility (March), your birthday (woo-hoo), Give OUT Day and Pride Month (both in June).

You can encourage donations to TLDEF while stopping hateful misinformation and increasing visibility for our work and mission by inviting friends to support your fundraiser.

Facebook makes raising funds easy, collaborative, and secure. Fundraisers can set donation goals and track their progress, and donors can enter their payment information securely and easily from their laptops or phones. **With Facebook fundraisers, supporting transgender and non-binary kids, families, and individuals only takes a few clicks!**

## **Here's how to get started:**

- 1. Click on "Fundraisers" in the News Feed menu.**

Log into your Facebook account and click "Fundraisers" in the lefthand menu of your News Feed. The option to create a fundraiser also appears when you click on the downward arrow on the far right of the top toolbar.

- 2. Click on "Raise Money."**

**Click "Nonprofit" or "Charity" and search or select "Transgender Legal Defense and Education Fund."**

#### 4. Set up your fundraiser's page.

Decide on your personal fundraising goal as well as an end date for your fundraiser. For example, you could create a fundraiser that runs through the week of your birthday or the weekend. Most fundraiser creators reach their goal when their campaign has been running for a week or less. Next, give your fundraiser a descriptive title, and personalize your summary to explain why you think your Facebook friends should donate to TLDEF. Two to three sentences describing why TLDEF's work matters to you at the top of the pre-written information makes a significant difference.

#### 5. Choose a cover photo.

Keep it classic, or jazz things up. TLDEF's logo is the default cover photo. You can choose that or select a themed image by clicking the plus icon or "Edit" in the right corner and choosing "More Suggestions." To upload a photo of your own, click "Edit," select "Upload New Photo," and choose from your files.

#### 6. Click "Get Started."

Your fundraiser's page is now available for everyone to see!

#### 7. Spread the Word!

Use the search tool to look for the names of friends you think will support you. Even if this is the first time you are speaking up about equal rights for transgender and non-binary people, your friends will want to help you succeed, so invite them! Inviting all of your friends to participate will maximize your reach—and so will talking about your fundraiser. From TLDEF's Name Change Project and cutting-edge impact litigation to our Trans Health Project and public education efforts, [there's plenty you can say](#) about why your fundraiser is urgent and vital right now.

You can go the extra mile by emailing your contacts to notify them about your Facebook fundraiser, sharing the link to your fundraiser's page, and asking them to contribute and spread the word. Friends who donate and share your link triple your chances of reaching your fundraising goals. Everyone can make a difference!

#### 8. Say THANKS!!!

A sincere "thank you!" is what makes all the difference for anyone contributing their money, time or energy to a cause. A thank you from a friend means even more than one from us, so show the gratitude!

**And that's it!**

**As far as the fundraisers' efforts go, it's that simple.**