

Step-by-step guide on how to set up a Facebook Fundraiser:



1. Decide What the Fundraiser Is For

- **Nonprofit/charity** (like the NWT SPCA or another registered group)

Note: When searching for our charity, **please write** out the full legal name of the NWT SPCA.

(Northwest Territories for the Prevention of Cruelty to Animals)

2. Go to the Fundraiser Tool

1. Log in to your Facebook account.
 2. Click Fundraisers on the left sidebar (desktop) or under the menu (mobile).
 3. Select **Raise Money**.
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3. Choose the Type

- **Nonprofit** → pick the registered charity.
 - **Type** “Northwest Territories for the Prevention of Cruelty to Animals” NWT SPCA **will not be recognized.**
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4. Fill in the Details

- **Fundraising Goal** → set a realistic dollar amount.
 - **End Date** → how long you want the fundraiser to run.
 - **Title** → short and clear (e.g., “*Help the NWT SPCA Care for Rescued Animals*”).
 - **Description** → explain the need, why it matters, and how the funds will be used. Keep it warm and personal.
 - **Cover Photo/Video** → use an eye-catching image that relates to the cause.
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5. Launch & Share

- Click **Create**.

- Share the fundraiser on your timeline, in groups, and directly with friends.
 - Add updates (photos, stories, milestones) throughout the fundraiser to keep people engaged.
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6. Thank Your Donors

- Reply to donations with a thank-you comment.
 - Post updates on progress and outcomes so supporters see their impact.
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Tips for Success

- Start with a smaller goal and raise it if momentum builds.
 - Post updates regularly.
 - Use emotional storytelling and real photos.
 - Encourage close friends/family to donate early to build traction.
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