

Facebook Fundraising: How-to Guide

Did you know you can easily create a Facebook fundraiser to raise funds for your favourite charity? Facebook fundraising has arrived in Australia, and our **#mybirthdaywish** fundraisers are super easy to set up.

Where does my donation go?

Facebook takes absolutely no fees. 100% of your donation goes to the [Sanfilippo Children's Foundation](#) via the [PayPal Giving Fund](#), a registered not-for-profit which will issue your donors with a tax-deductible receipt.

Any doubts? Read more about Facebook fundraisers in this [FAQ](#) or in this [Forbes article](#).

Case Study: Our Sanfilippo employee Ingrid recently made use of the new Facebook fundraising function which she says was “easy to use and generated unexpected results”.



Ingrid said: “I have fundraised for many years – both online and offline via fun runs, BBQs and cakes stalls – but this has been one of the easiest fundraisers I have ever done. I was delighted by the numbers I saw coming in and surprised by just how many people responded. Who would have thought a birthday could help children battling this devastating disease.”

Like many of our supporters Ingrid said she has no need for more possessions and at her stage in life finds more meaning in helping to progress research in the Sanfilippo field.

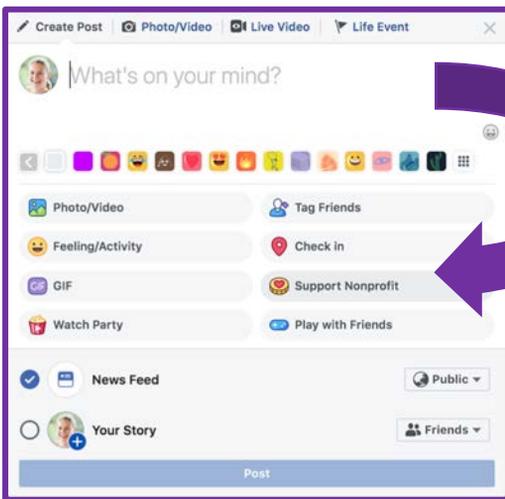
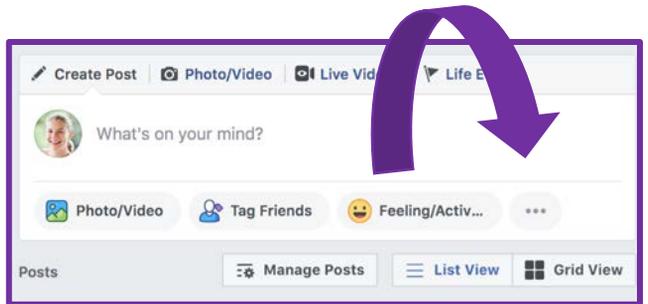
You can set up your own birthday fundraiser whenever you like (a month before perhaps), or you can wait for Facebook to prompt you (this happens to anyone who's listed their birthday on Facebook).

Ingrid's concerns about fundraising via Facebook were allayed and she raised an awesome **\$1,573** for research into Sanfilippo Syndrome. She was able to view the 22 donors via Facebook (donors can also remain anonymous) and send a quick thank you via Facebook Messenger.

Got a birthday coming up? Set up your Facebook fundraiser for your special day with these four easy steps:

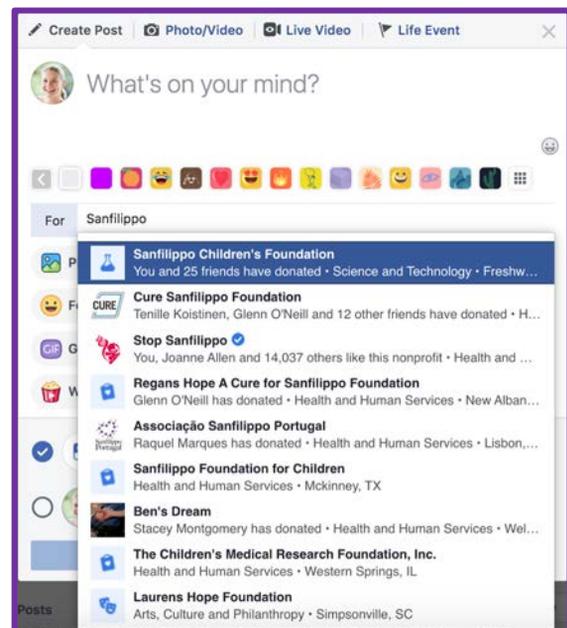
1 Click on the ellipsis (3 dots)

2 Click on the Support Non-profit button



3 Type in Sanfilippo Children's Foundation

Don't be alarmed by the missing logo or image. Facebook displays a blue icon for all Australian charities. US charities have logos displayed and this functionality will hopefully roll out here soon too!





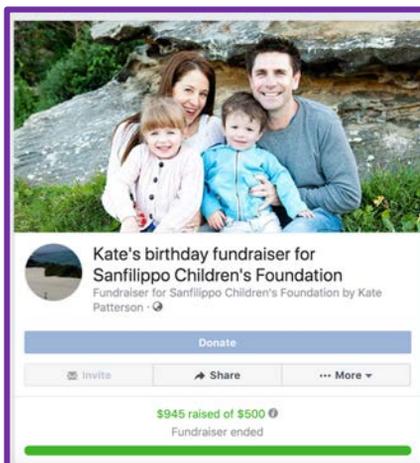
4 Don't forget to share your fundraiser to your personal Facebook page!

You can choose to invite people directly by clicking on their names or just post and watch how it spreads!

The Facebook algorithm currently loves these fundraisers and will often place your fundraiser at the top of your friends and family's Facebook feeds.

You can be sure that all your generous donations will come to the Sanfilippo Children's Foundation.

Some of our awesome supporters have already kickstarted their own birthday campaign. You can too!



Any questions email info@sanfilippo.org.au but really what's stopping you? Follow the above steps and away you go! Facebook will notify us of your fundraiser and we look forward to seeing your successful campaign.