



## How to Create a Social Media Fundraiser

### To create your Facebook Fundraiser:

1. Visit <https://www.facebook.com/fund/JFCSorg/>
  - If you are not already logged in to Facebook, you may be redirected and need to search for our page (“Jewish Family and Children's Services”) to create your fundraiser.
2. Add your goal amount -- aim high! We recommend anywhere from \$500 to \$5,000.
3. Add a title and a message, the more personal and important to you, the more effective.
4. We also recommend updating the default text to reference your personal reason for supporting JFCS.
5. Follow the prompts Facebook offers to invite friends, share a post, and make a seed donation to your campaign to get it off the ground!

### To create your Instagram Fundraiser:

Decide to create a “Post” fundraiser, a “Story” fundraiser, or both! [Imagery is available at this link for both types.](#)

To create a “Post” (image) Fundraiser:

1. Create a new post and navigate to the final screen before posting (where you tag, add location etc) and select “Add fundraiser”.
2. Search for and select “jfcs\_sanfrancisco”
3. Select “Share” to post your photo with the fundraiser!

To create a “Story” Fundraiser:

1. Create a new story and open the “Stickers” menu
2. Look for the “Donation” option, then search for and select “jfcs\_sanfrancisco”
3. Add an image from our library linked above and/or share why you support JFCS!