



Raise Money for CORE On Your Birthday Through Facebook

If you have any questions, please contact CORE at info@coregives.org

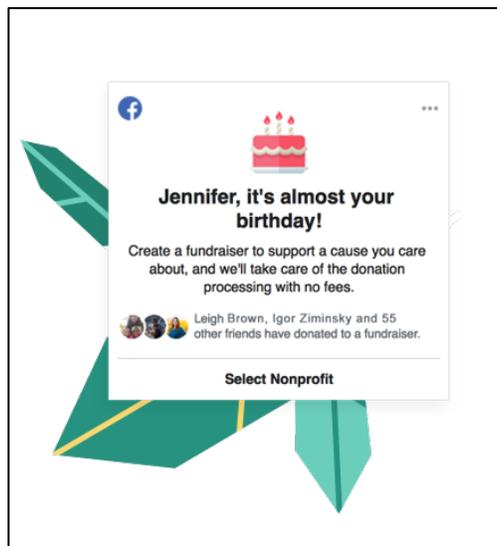
About Facebook Birthday Fundraisers

With very little effort you can use Facebook to raise money for CORE, here's how!

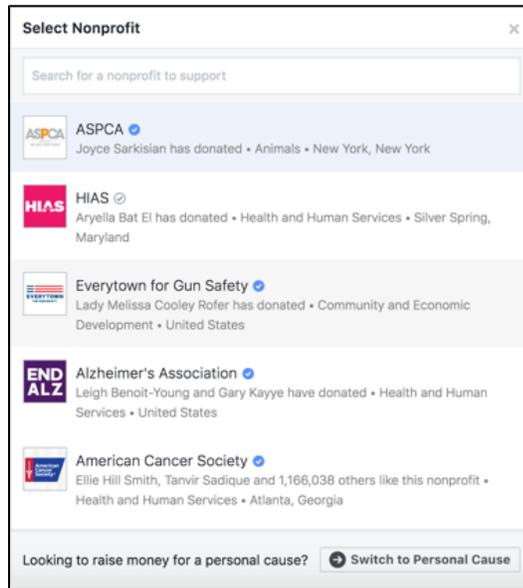
Two weeks before your birthday, you'll receive a notification in the upper right corner of your desktop Facebook screen giving you the option to create a fundraiser for your chosen nonprofit. Your friends will receive a notification inviting them to support the cause in honor of your special day.

How To Create a Birthday Fundraiser on Facebook Benefitting CORE

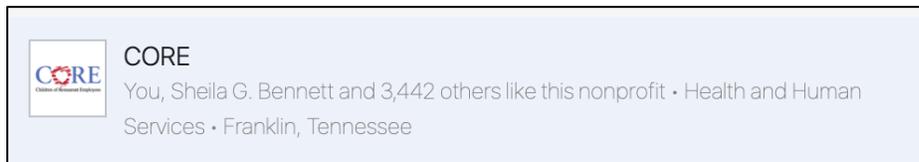
1. Two weeks before your birthday, you should receive a message from Facebook in your News Feeds giving you the option to create a fundraiser for your birthday as pictured below, click "Select Nonprofit."



2. You will be presented with numerous nonprofit options. Set CORE: Children of Restaurant Employees as your preferred charitable organization to receive donations.
 - To do so, type "CORE" into the search bar pictured below and click search.



- Click "CORE" located in Franklin, TN as pictured below.



3. Once the new page loads, you will be presented with a form prompting you to fill in how much money you want to raise, type of currency and an end date for your fundraiser. Enter this information and select "Next" in the bottom right-hand corner of the page.

A screenshot of a fundraiser setup form. At the top, there is a header with the text "Let's start with the basics" and an illustration of a person holding a red thermometer. Below the header, there are four sections: "Who is organizing the fundraiser?" with a dropdown menu showing "Mia Hink"; "Who are you raising money for?" with a dropdown menu showing "CORE"; "How much money do you want to raise?" with a text input field containing "100" and a currency dropdown menu showing "USD"; and "When should your fundraiser end?" with a date input field containing "Jul 28, 2020". At the bottom of the form, there is a progress indicator with three dots and a blue "Next" button.



4. Tell your story – let people know why you’re raising money for CORE and why they should donate. When finished, click “Next.”

A screenshot of a web form titled "Tell your story". At the top, there is a small icon of a person holding a flag. Below the title, there are two sections: "What's the title of your fundraiser?" with a text input field containing "Mia's fundraiser for CORE", and "Why are you raising money?" with a text area containing a paragraph about a birthday fundraiser for CORE. At the bottom, there are "Back" and "Next" buttons and a progress indicator.

5. You will then be given the option to choose a cover photo. You can use your own custom photo or the CORE photo provided. Once you are happy with your cover photo decision click “Create” in the bottom right-hand corner.

A screenshot of a web form titled "Pick a cover photo". At the top, there is a small icon of a person sitting at a desk. Below the title, there is a "Suggested photo" section showing a photo of a child in a red shirt with the CORE logo overlaid. Below this, there is a "More suggestions" section with a note about Facebook's donation policy. At the bottom, there are "Back" and "Create" buttons and a progress indicator.



6. Your birthday fundraiser has now been published. Invite your friends to donate to CORE!



Congratulations, your fundraiser has been published! Now it's time to raise money:

 **Invite your friends**
Build momentum by connecting friends to your fundraiser. People who invite friends are 4 times more likely to reach their goal.

 **Match Donations**
Motivate your friends and family by matching their donations up to a limit you choose

[Get Started](#)

The graphic is a white rectangular box with a thin black border. At the top center is a circular icon with a blue background and a white gear-like border, containing a white computer monitor with a red heart and a blue cursor. Below the icon is the text "Congratulations, your fundraiser has been published! Now it's time to raise money:". Underneath are two sections: "Invite your friends" with a red people icon and "Match Donations" with a red heart icon. At the bottom is a blue button with the text "Get Started".

7. You are FINISHED! At the end of the fundraiser Facebook will automatically make the contribution to CORE.