

Every gift made to Mosaic supports the needs, goals and dreams of the people whom we work tirelessly to empower. Dedicating your birthday—or any occasion—to Mosaic will give the gift of hope to those that we support.



### How to create a Facebook Fundraiser for Mosaic

- 1. Get started.** For a quick setup, visit [bit.ly/fbmosaicfundraiser](https://bit.ly/fbmosaicfundraiser)  
OR  
Click on “Fundraisers” in the menu on the left side of your Facebook Newsfeed. Choose “Select Nonprofit” and search for Mosaic.
- 2. Set your goal.** Start small, then build up. Start somewhere that is comfortable (\$200); you can always increase your goal at a later time. Setting a goal gives each donor a sense that they are able to help you reach incremental goals, rather than feeling like their gift is a small drop in a big bucket.
- 3. Title your fundraiser.** Update the title of your fundraiser to reflect the name of the agency (e.g. *Mosaic in Western Iowa*) you want the donations to go directly to. A fundraiser to *Mosaic* will go to where it is needed most.
- 4. Tell your story.** Add a personal connection to the “Why are you raising money” part of the fundraiser. You can tie the story, videos or images to our mission and values. This gives supporters a reason to donate.
- 5. Spread the word.** Active fundraising proves success better than sharing on your page alone. Invite your friends to the fundraiser. Start with close friends and those likely to support the giving opportunity. Each time a friend gives, tag them in a post so their friends see it.
- 6. Show appreciation.**
  - Post and tag your friend in a thank you immediately following a gift. “Thanks for your generous support @Sally Hansen, now I am even closer to reaching my \$500 goal to help support services that empower people to live their life fully.
  - Direct Message to send a note of thanks.

For more information please contact:

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