Every gift made to Mosaic supports the needs, goals and dreams of the people we serve. Dedicating a Facebook fundraiser to Mosaic on your birthday—or any occasion—helps our mission succeed.

How to create a Facebook Fundraiser for Mosaic

   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 (around $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 succeed.

3. **Title your fundraiser.** Update the title of your fundraiser to reflect the name of the agency where you’d like the donations to go (e.g. [Your Name’s] Fundraiser for Mosaic in Western Iowa).

4. **Tell your story.** Add a personal connection to the “Why are you raising money?” part of the fundraiser. This information gives supporters a reason to donate.

5. **Spread the word.** Active fundraising results in success. Invite your friends to the fundraiser—start with close friends and those likely to support the giving opportunity.

6. **Show appreciation.**
   - Each time a friend gives, you can tag them in a thank-you post so their friends see it. For example: “Thanks for your generous support @SallyHansen! Now I am even closer to reaching my $500 goal to support Mosaic’s services.”
   - If you’d rather thank friends privately, you can direct message them to send notes of thanks instead.

For more information please contact:
September Symens-Lacroix, *Digital Marketing Coordinator*
[september.symenslacroix@mosaicinfo.org](mailto:september.symenslacroix@mosaicinfo.org)