

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

- 1. Get started.** For a quick setup, visit 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 (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:
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