



Looking for ways to support us?

GIVE YOUR *Birthday* **TO VBF**

Together, we can make a difference.

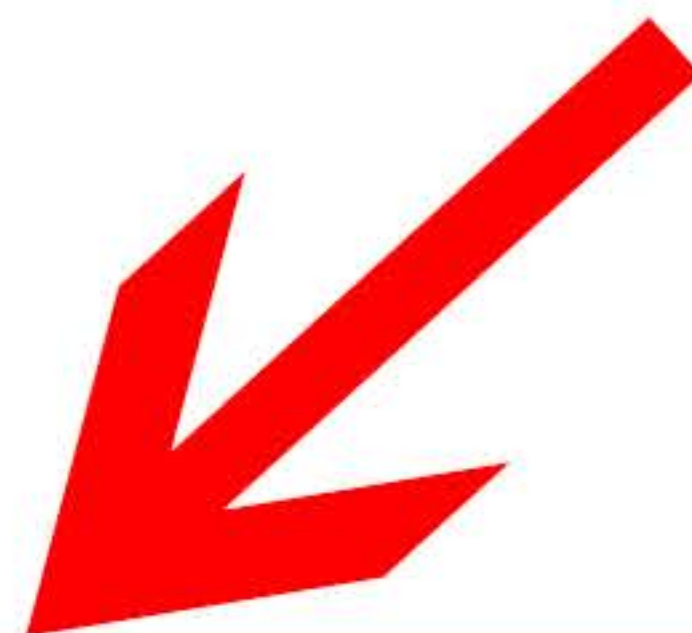
**INSTRUCTIONS FOR CREATING A
FACEBOOK FUNDRAISER**



STEP #1:

Visit our Facebook page at link below

<https://www.facebook.com/VascularBirthmarksFoundation/>



The screenshot displays the Facebook profile of the Vascular Birthmarks Foundation. The header includes the URL <https://www.facebook.com/VascularBirthmarksFoundation/> and the page name. The cover photo promotes the 2020 Vascular Birthmarks Foundation Conference / Clinic in New York on December 12. The left sidebar lists navigation options: Home, Fundraisers, About, Events, Photos, Videos, Community, Groups, Reviews, Posts, and Subscribe. The main content area features a 'Create Post' section, a 'Fundraisers' section with a featured fundraiser by Liezel Horn Huber, and a 'Community' section showing 10,720 likes and 11,109 followers.

STEP #2:



From the options menu on the left side
click on “Fundraisers”

https://www.facebook.com/VascularBirthmarksFoundation/

Vascular Birthmarks Foundation
@VascularBirthmarksFoun
dation

Home
Fundraisers
About
Events
Photos
Videos
Community
Groups
Reviews
Posts
Subscribe
Create a Page

2020
VASCULAR BIRTHMARKS FOUNDATION
CONFERENCE / CLINIC
NEW YORK
DECEMBER 12
www.birthmark.org/conference

Like Follow Create Fundraiser Donate Send Message

Create Post
Write a post...
Photo/Video Tag Friends Get Messages

Fundraisers + Create

Liesel's Birthday Fundraiser for Vascu...
Fundraiser for Vascular Birthmarks Foundation by Liesel
Horn Huber
\$521 / \$500 · Only 37 hours left!

5.0 5 out of 5 · Based on the opinion of 27 people

My Birthmark. My Story.
The awareness movement continues this May. 125,000 networked into treatment.
See More

Community See All
Invite your friends to like this Page
10,720 people like this
11,109 people follow this

STEP #3:



Look for the blue box labeled “Raise Money”
on the right side and click on it

A screenshot of the Vascular Birthmarks Foundation Facebook page. The page header shows the Facebook logo, the name 'Vascular Birthmarks Foundation', and navigation links for Home, Create, and notifications. The main cover image features a large graphic for the '2020 VASCULAR BIRTHMARKS FOUNDATION CONFERENCE / CLINIC' in New York on December 12, with a red silhouette of the city skyline. Below the cover image are buttons for 'Like', 'Follow', 'Create Fundraiser', 'Donate', and 'Send Message'. A red arrow points to a blue button labeled '+ Raise Money' in the 'Fundraisers' section. Below this, three fundraising posts are visible: 'Liesel's Birthday Fundraiser for Vascular Birthmarks Foundation' by Liesel Horn Huber, 'Gabriel's Birthday Fundraiser for Vascular Birthmarks Foundation' by Gabriel Garcia, and 'Michael's Birthday Fundraiser for Vascular Birthmarks Foundation' by Michael Sugar. Each post includes a 'Donate' button and an 'Invite' button. The left sidebar contains navigation links for Home, Fundraisers, About, Events, Photos, Videos, Community, Groups, Reviews, Posts, and Subscribe, along with a 'Create a Page' button.



STEP #4:

LET'S START WITH THE BASICS

1. Under “How much money do you want to raise?”
Enter your fundraising goal
2. Under “When should your fundraiser end?”
Enter the ending date of your choice
3. Double check that the information that you inserted is correct.
Click the blue box labeled “Next”

Let's start with the basics

Who are you raising money for?
Vascular Birthmarks Foundation

How much money do you want to raise? ⓘ
[Input field] USD

When should your fundraiser end? ⓘ
[Date picker]

Fundraisers are Public, so anyone on or off Facebook can see them. Only people on Facebook can donate.

Next

\$100 / \$200 · 2 days left

STEP #5:

TELL YOUR STORY



1. Under “What’s the title of your fundraiser?”

Edit the information to let others know it’s for your birthday.
For example, “Jane Doe’s Birthday Fundraiser for the Vascular Birthmarks Foundation.”

2. Under “Why are you raising money”

A message from VBF will be auto-generated, but feel free to add any additional information.

3. Double check that the information that you inserted is correct.

Click the blue box labeled “Next”

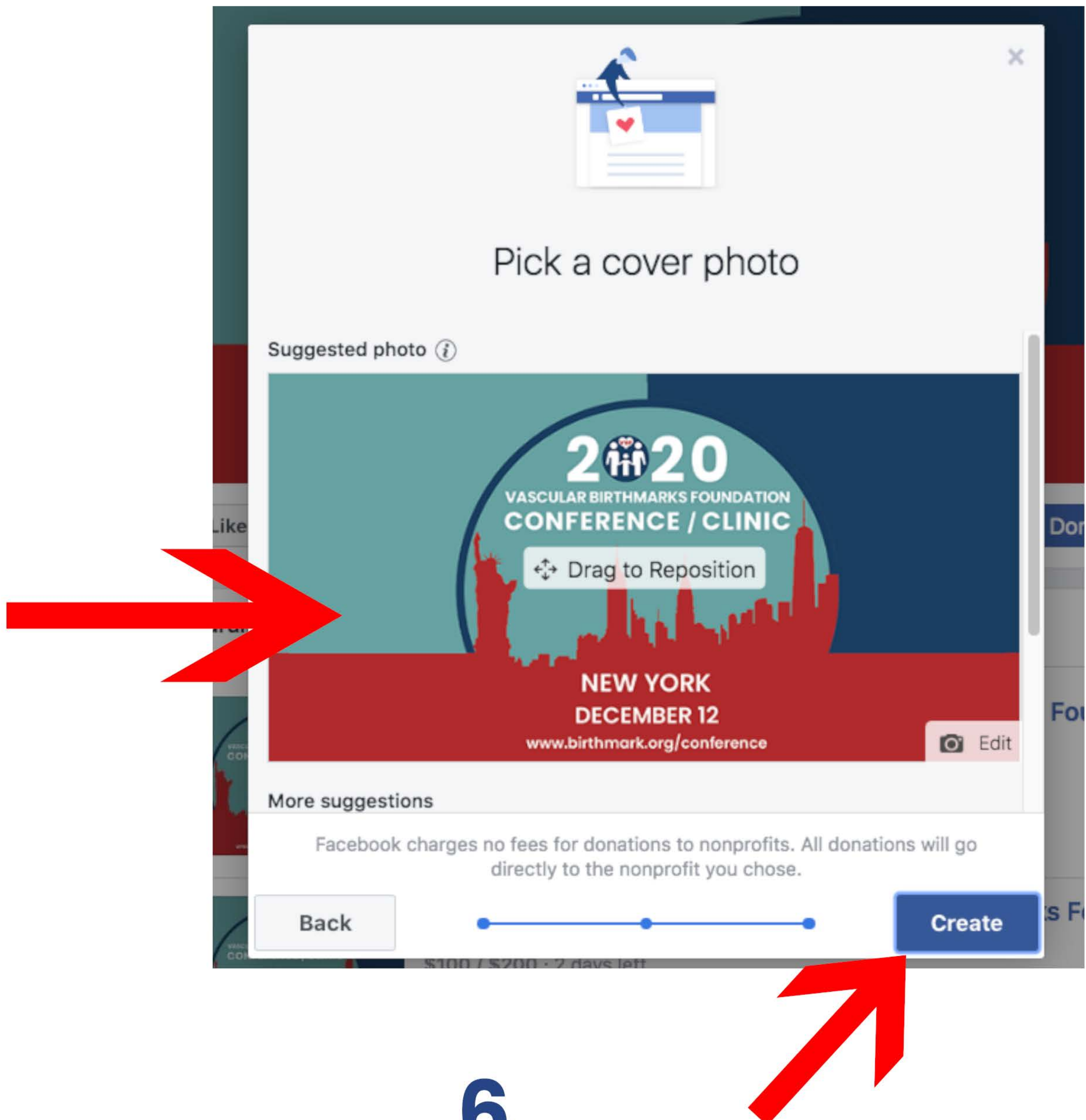
A screenshot of a web form titled "Tell your story" with a small illustration of a person shouting into a megaphone. The form has two main sections. The first section is titled "What's the title of your fundraiser?" and contains a text input field with the text "fundraiser for Vascular Birthmarks Foundation". A red arrow points to this field. The second section is titled "Why are you raising money?" and contains a text area with a pre-filled message: "Want to join me in supporting a good cause? I'm raising money for Vascular Birthmarks Foundation and your contribution will make an impact, whether you donate \$5 or \$500. Every little bit helps. Thank you for your support. I've included information about Vascular Birthmarks Foundation below." followed by a paragraph: "An international charitable organization that networks families affected by a vascular birthmark, tumor, or syndrome to the appropriate medical professionals for evaluation and/or treatment and provides informational resources as well as sponsors physician education, research, and programs that promote acceptance for living with a birthmark." A red arrow points to this text area. At the bottom of the form, there are two buttons: a grey "Back" button and a blue "Next" button. A red arrow points to the "Next" button. A progress bar is located between the two buttons.



STEP #6:

PICK A COVER PHOTO

1. Choose a cover photo for your fundraiser or simply use the one that is provided.
2. Double check that your cover photo is correct.
Click the blue box labeled "Create"



STEP #7:



YOUR FUNDRAISER IS NOW CREATED!

Click on the blue box labeled “Get Started”

1. Invite Your Facebook Friends to your Fundraiser page.
2. Share your fundraiser to your news feed
3. Donate to your own fundraiser. People are more likely to donate when they see that donations have already been made.



Congratulations!

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.



Share in News Feed

Share your story to let friends know why this nonprofit is important to you, and why they should donate.



Donate to Your Fundraiser

Other people are more likely to donate when they see that someone has already contributed. It also shows your commitment to helping the cause.



Get Started



HAPPY BIRTHDAY!

**THANK YOU FOR
GIVING YOUR
SPECIAL DAY TO VBF!**

**If you have any difficulties
creating your Facebook fundraiser
please contact us at the email address
listed below or send us a message on facebook.**

info@birthmark.org