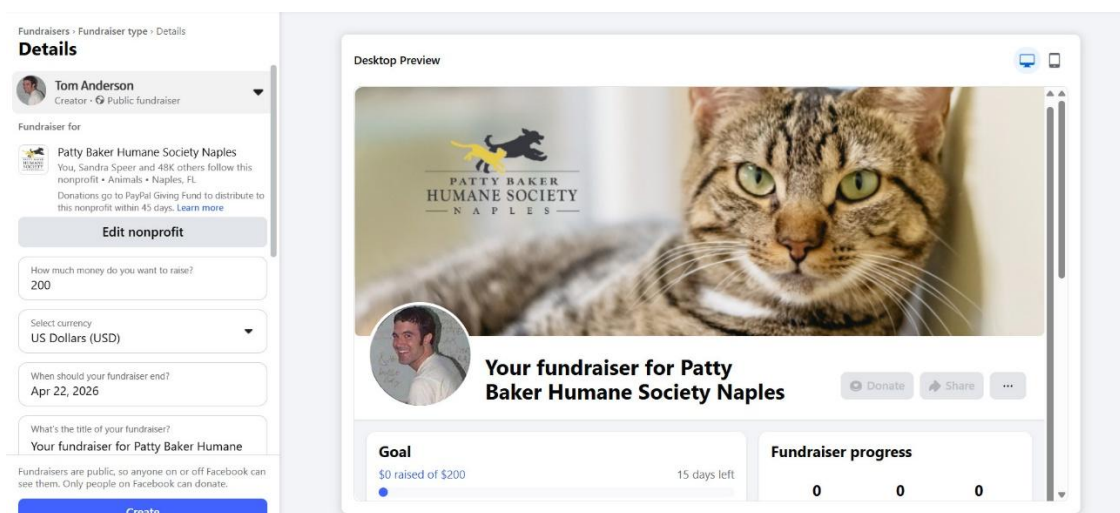


How to Create a Facebook Fundraiser

Creating a Facebook Fundraiser is one of the easiest ways to rally your friends and family around homeless animals in our community. Whether you're celebrating a birthday, honoring a beloved pet, or simply want to make a difference... here's how to get started.



Getting Started

1. Go to <https://www.facebook.com/fund/PBHSNaples> or tap the Fundraisers option in your Facebook menu.
2. **Set your fundraising goal.** Pick an amount that feels achievable but meaningful. \$250, \$500, and \$1,000 are popular choices.
3. **Choose your end date.** Fundraisers tied to a specific event (like a birthday) typically run 1-2 weeks. Ongoing fundraisers can run up to 30 days.
4. **Write your "why."** This is the most important part. Tell your friends why you chose PBHSN and what their support means to you. Personal stories resonate most.
5. **Add a cover photo.** Use a photo of your own pet, a favorite PBHSN memory, or an image that represents your connection to our mission.
6. **Launch and share!** Post your fundraiser to your timeline, share it in groups, and send it directly to friends who you know care about homeless and adoptable animals.

Tips for Success

Update your fundraiser as donations come in. Thank donors publicly, share milestone updates, and remind your network as the deadline approaches. Fundraisers that post updates raise significantly more than those that don't.

Make it personal. "I'm raising money for PBHSN" is fine, but "I'm raising money for PBHSN because they saved my dog Max three years ago" is better. Your story is what moves people to give.

Ask directly. A personal message to close friends asking them to donate (or share) goes a long way. Don't be shy... you're doing a good thing.

Remember: 100% of your Facebook fundraiser goes to helping our mission of saving homeless and adoptable pet's lives!