

## **SOCIAL MEDIA**

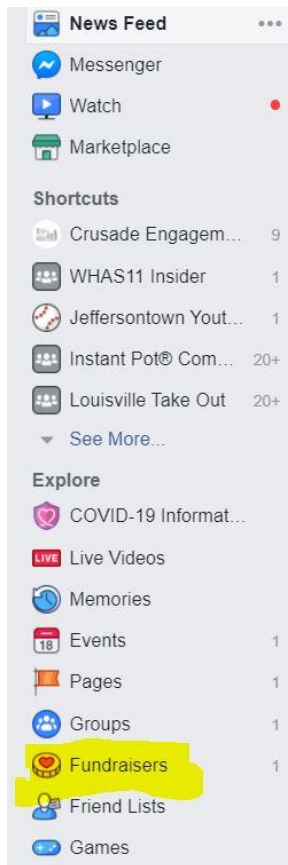
Social media is the easiest way to get your Crusade message out to the masses. Be sure to tag the WHAS Crusade for Children in your posts so that the option of creating a Donate Now button will pop up. Plus, we might share your post to gain a broader audience!



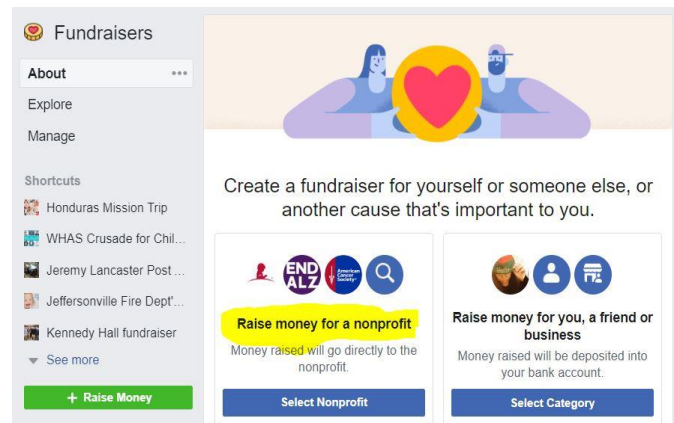
## **FACEBOOK FUNDRAISERS**

The easiest way to raise \$ on social media! Follow the steps below to set up a fundraiser for your fire dept.

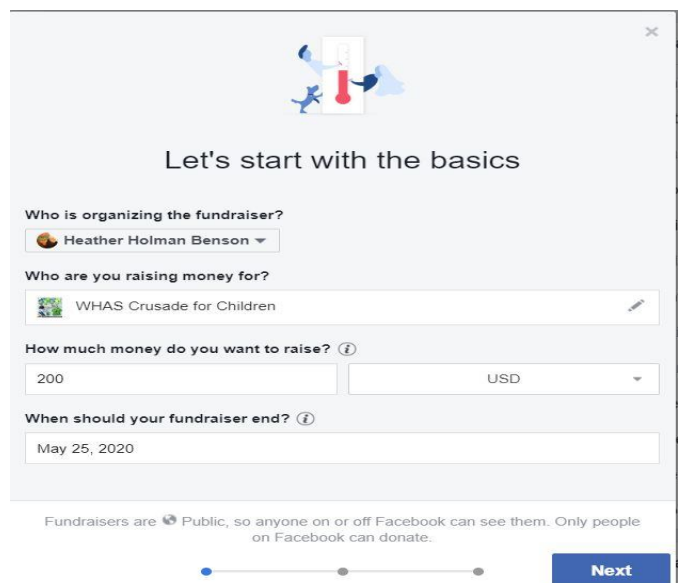
### **STEP 1: FIND “FUNDRAISERS ON LEFT HAND SIDE OF NEWSFEED**



### **STEP 2: SELECT RAISE MONEY FOR A NONPROFIT**



### **STEP 3: SELECT WHAS CRUSADE FOR CHILDREN AND FOLLOW THE STEPS TO COMPLETE SETUP OF FUNDRAISER**



Let's start with the basics

Who is organizing the fundraiser?  
Heather Holman Benson

Who are you raising money for?  
WHAS Crusade for Children

How much money do you want to raise? 200 USD

When should your fundraiser end? May 25, 2020

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

Next

## SAMPLE SOCIAL MEDIA POSTS

"Help our fire department show the world that our community is full of generosity! Crusade Weekend is coming up August 8th & 9th. 100% of your donation in honor of {insert fire dept. name} goes to the kids! Donate today at [www.whascrusade.org](http://www.whascrusade.org)"

"We are doing things a little differently this year for our WHAS Crusade for Children collections. Since we can't come to you, we are asking you to come to us (virtually)! Click on the Donate button, Venmo @CrusadeForChildren, CashApp \$CrusadeChildren or text CRUSADE to 50155 to give a gift digitally. Be sure to credit our fire department!"

"220+ schools, hospitals and organizations rely on Crusade funding each year to provide life-changing programming to children with special needs in our communities. Let's come together to keep the movement going! Donate today at [www.whascrusade.org](http://www.whascrusade.org) in honor of our fire department."



"Crusade Weekend is August 8th & 9th! Thousands of children with special needs are relying on us to come through for them. Will you help? [www.whascrusade.org](http://www.whascrusade.org)" #Crusade67

"A little can go a long way when we get together and give together! Give online at [www.whascrusade.org](http://www.whascrusade.org)" #Crusade67"

"100% of your donation goes to the kids! [www.whascrusade.org](http://www.whascrusade.org) #Crusade67"