

SOCIAL MEDIA

SOCIAL MEDIA IS THE EASIEST WAY TO BROADCAST YOUR CRUSADE MESSAGE TO A WIDE AUDIENCE

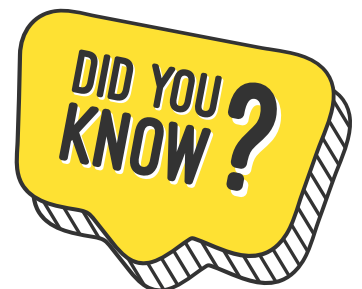


- Always tag the WHAS Crusade for Children in your posts so that we will be alerted and can share your information to a broader audience.
- If you create a Facebook Fundraiser, it is *pertinent* to include your fire department's name in the **TITLE OF THE FUNDRAISER** so that you will receive proper credit for any donations made.

The WHAS Crusade for Children has
received

\$109,000

from Facebook Fundraisers!






SOCIAL MEDIA

HOW TO CREATE A FACEBOOK FUNDRAISER

On your computer, login to Facebook.

- On the left, click on  Fundraisers
 - Tip: If you don't see Fundraisers on the left, click on “see more”.
- Select Nonprofit
 - Type **WHAS CRUSADE FOR CHILDREN** into the search bar
- On the left, enter:
 - Your fundraising goal
 - The end date of your fundraiser
 - Edit the title to include the name of your fire department*
- Click Create.

****Entering your fire dept. name in the title will ensure that your Facebook donations get credited back to you!***



THE NAME OF YOUR FUNDRAISER MATTERS:

Including your fire department's name in the fundraiser title will allow the Crusade to tie those donations back to your fire department. Example below displays a report that Facebook sends to us. As you can see, *not* listing your fire dept. name provides us with limited information.

Donation amount	FB fee	Charge date	Fundraiser title
25	0	3/6/2022	
20	0	3/25/2022	New Chapel Fire & EMS's fundraiser for WHAS Crusade for Children
10	0	3/25/2022	New Chapel Fire & EMS's fundraiser for WHAS Crusade for Children
60	0	3/26/2022	New Chapel Fire & EMS's fundraiser for WHAS Crusade for Children
50	0	3/26/2022	Pewee Valley Fire Protection District's fundraiser for WHAS Crusade for Children
50	0	3/31/2022	Prosser Fire Rescue fundraiser for WHAS Crusade for Children
5	0	4/3/2022	Meade County Fire District's fundraiser for WHAS Crusade for Children
25	0	4/3/2022	Meade County Fire District's fundraiser for WHAS Crusade for Children
100	0	4/3/2022	Meade County Fire District's fundraiser for WHAS Crusade for Children
25	0	4/3/2022	Meade County Fire District's fundraiser for WHAS Crusade for Children
50	0	4/13/2022	Pewee Valley Fire Protection District's fundraiser for WHAS Crusade for Children
20	0	4/17/2022	Valley Creek Fire Department fundraiser for WHAS Crusade for Children
20	0	4/17/2022	Valley Creek Fire Department fundraiser for WHAS Crusade for Children
25	0	4/17/2022	Valley Creek Fire Department fundraiser for WHAS Crusade for Children
10	0	4/27/2022	Muldraugh Fire Department fundraiser for WHAS Crusade for Children
10	0	4/28/2022	Muldraugh Fire Department fundraiser for WHAS Crusade for Children

SETTING A GOAL:

Don't make the Facebook goal your fire department's overall goal. Generally between \$1,000-\$5,000 works best!

ISSUE A CHALLENGE:

Do you have 1,000 Facebook followers? If each of them were to donate just \$5, you will quickly raise \$5,000!

SHARE YOUR POST REGULARLY

Share the post to your page at least once a week to keep everyone updated and to increase your chances that the fundraiser will be seen.

TAG

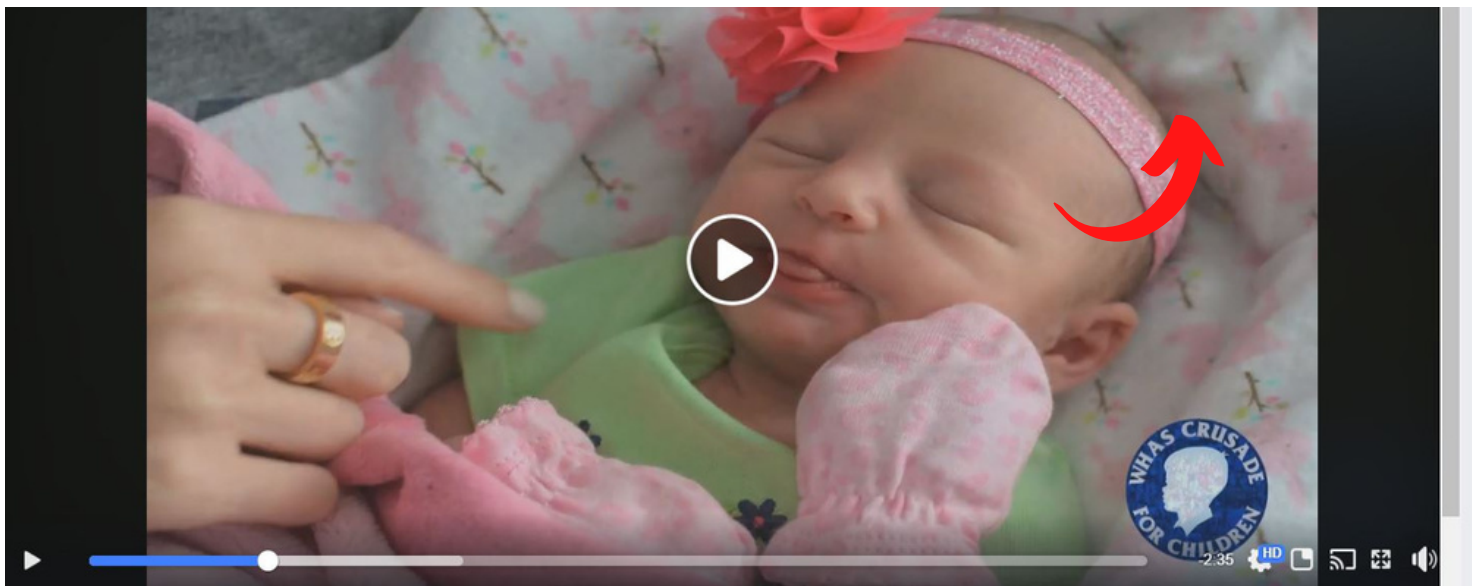
Tag the WHAS Crusade for Children in your posts so that we will receive an alert and can share your message.

SOCIAL MEDIA POST EXAMPLES



- Help our fire department show the world that our community is full of generosity! Crusade Weekend is coming up June 1st & 2nd. 100% of your donation in honor of **{insert fire dept. name}** goes to the kids! Donate today at www.whascrusade.org
- 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 in honor of our fire department.

SHARE POSTS



Support the WHAS Crusade for Children and help children with special needs

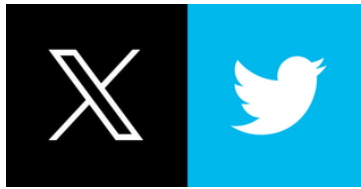
 WHAS Crusade for Children

 Like  Comment  Share  ...

  12  Comment 25 Shares



RETWEET



- Crusade Weekend is June 1st & 2nd! Thousands of children with special needs are relying on us to come through for them. Will you help? www.whascrusade.org #WHASCrusade #Crusade71
- A little can go a long way when we get together and give together! Give online at www.whascrusade.org #WHASCrusade #Crusade71
- 100% of your donation goes to the kids! www.whascrusade.org #WHASCrusade #Crusade71



RETWEET

SHARE