

# HOW TO CREATE A PERSONAL FUNDRAISER

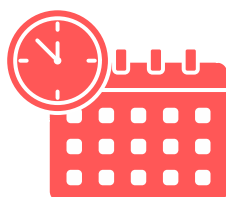
Helping Victims of the Earthquake in Albania

**#GlobalAlbanians #DonateforAlbania**



## FACEBOOK FUNDRAISER

Create your Facebook Fundraiser and choose *Global Albanians Foundation* as the recipient.



## TIMING

Create your fundraiser as soon as possible and please keep it open until January 1 because most giving occurs at the end of the year



## AMOUNT

Choose a reasonable amount that you think your network will be able to support, and increase the goal every time the threshold is reached.



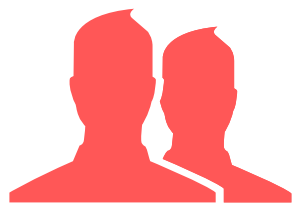
## TITLE YOUR FUNDRAISER

Pick an attractive title and cover image or photo since this is the first and most important step for making your fundraiser attractive to your friends and other potential donors.



## PERSONALIZE

Personalize your fundraiser to attract more people to donate, and engage and thank donors since it's not just about raising money, but also about engaging people who care and want to help.



## NETWORK

Ask your friends and colleagues to publicize your fundraiser by donating, inviting, sharing, and liking your campaign since this is the only way we will go viral



## UPDATE

Update your fundraiser with new posts and ask others to do the same for you



## QUOTE

Include a quote by a renowned Albanian writer or historical figure that inspires people to give.



## PAYPAL

If people tell you they cannot donate on Facebook tell them they may donate with *Paypal*



## GUIDELINES

If you need a step-by-step guide on how to create a fundraiser please click the *link in caption*.

[www.globalalbanians.org](http://www.globalalbanians.org)