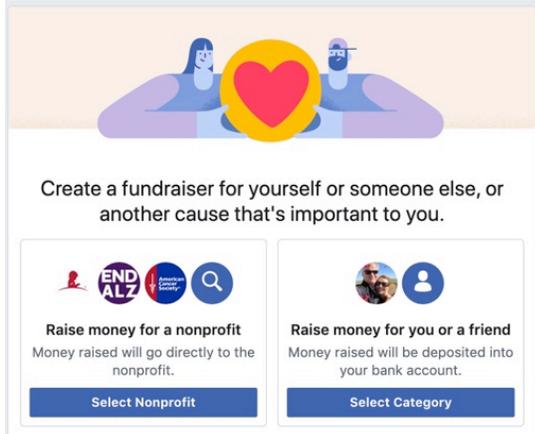


## How Candidates can create an Export Hope travel incidentals fundraiser on Facebook and Instagram:

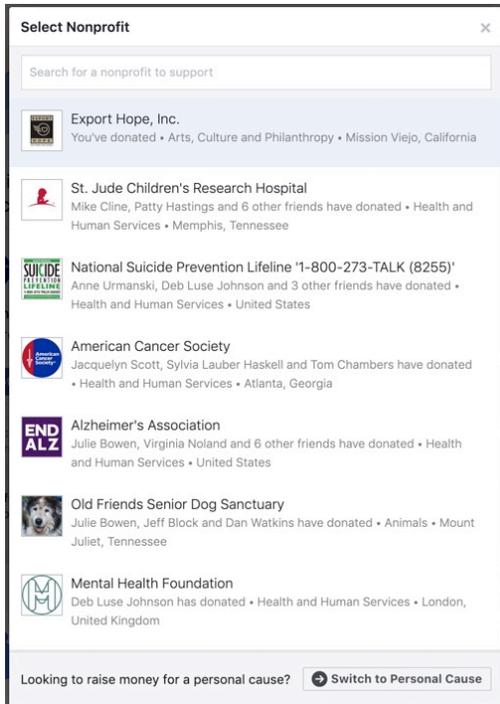
### To create a fundraiser on FACEBOOK (proceed to the end of document for Instagram):

In Google search for “Fundraise on Facebook” and in the results that list, open the link that should be on top, [Launch a Facebook Fundraiser | Easy to Start. No Facebook Fee \(or link to it here\)](#).

Your Facebook page (or a general page prompting you to sign in) will open when you select the above link and you should see a window that looks like this:



Sign in if you are not already signed in to Facebook. Choose the “Select Nonprofit” button. The window that will open next will look like this:



In the search box at the top of the window start typing “Export Hope” and soon the window will search and you should see the Export Hope, Inc. option appear near the top of the list. Select the Export Hope, Inc. option and the “Let’s start with the basics” window will open that will look like this:

(continued on the next page)

In this window you should see your name in the first field drop down that indicates who is organizing the fundraiser, if you do not change this so you see your name. This is important because it will let us know at Export hope that you did the fundraising so we can apply it towards your goal. (If someone else wants to help you raise money via Facebook because you do not have a Facebook account or because they want to additionally support your efforts this is ok too. Be sure their name appears in this first field and also to let us know at Export Hope that this person’s fundraising should apply towards your goal.)

In the second field, Export Hope, Inc. should appear.

In the third “How much money do you want to raise?” field, you should enter the number for the dollar amount that you want to earn via your Facebook fundraising campaign. The maximum you should enter should be your \$500 goal \$500 but you can enter a lower amount. You may decide to do one or two smaller fundraisers (this may be more effective) on Facebook, one with a “holiday theme” to raise \$100 and another closer to your departure date with an “It’s almost time for me to go” theme to try and raise another \$100. You can get creative to decide how to do these. Also, if you are going to fundraise directly by sharing the Export Hope, Inc. Candidates profile webpage or by sharing your PayPal button, you should enter a lower amount in the Facebook fundraiser.

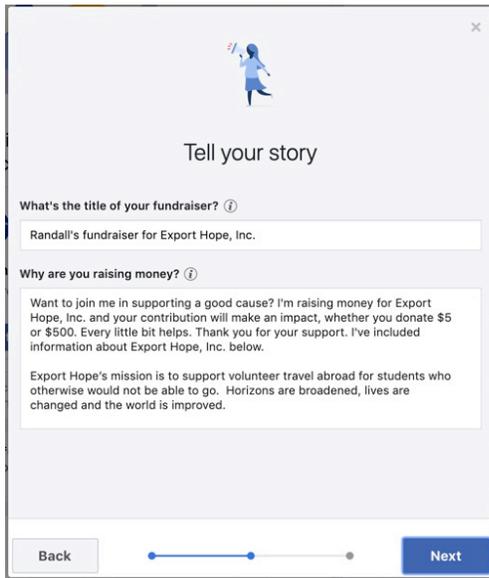
Export Hope will work to keep you updated on how you are doing towards your goal. Also, if you do smaller fundraisers on Facebook that help you towards your goal, you will know if those fundraisers reach their goal and this will help you to know how you are working towards your goal.

In the fourth field be sure it indicates USD for United States Dollars.

In terms of the end date for the fundraiser – use this as part of your strategy. If you do a smaller Holiday fundraiser you may choose to end it on Dec. 26<sup>th</sup>. If you do a small Happy New Year fundraiser you may choose to end it January 1<sup>st</sup>. If you do an “It’s almost time to go” fundraiser you may choose to end it a few days before you leave. It’s up to you how you decide to use the tools.

Choose the “Next” button and the “Tell your story” window will appear:

(continued on the next page)

A screenshot of a Facebook fundraiser 'Tell your story' form. At the top, there is a small icon of a person with a speech bubble. Below the icon, the text 'Tell your story' is centered. 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 'Randall's fundraiser for Export Hope, Inc.'. The second section is titled 'Why are you raising money?' and contains a text area with the following text: 'Want to join me in supporting a good cause? I'm raising money for Export Hope, Inc. 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 Export Hope, Inc. below.' Below this text is a smaller text block: 'Export Hope's mission is to support volunteer travel abroad for students who otherwise would not be able to go. Horizons are broadened, lives are changed and the world is improved.' At the bottom of the form, there are three elements: a 'Back' button on the left, a progress indicator in the center (a horizontal line with a blue segment and a dot), and a 'Next' button on the right.

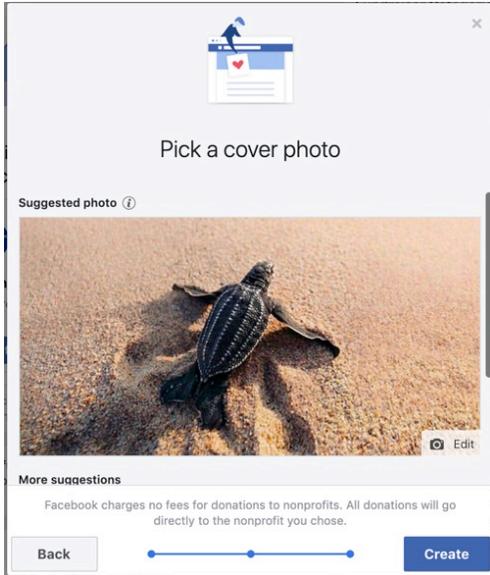
In the first field, “What’s the title...” put in a title that you think will motivate your Facebook friends to support your cause. An example would be “Help me offset my incidental travel costs!” If a friend or relative is creating a fundraiser for you be sure they put your name in the title.

Next in the second field, “Why are you raising money?” you can tell your potential contributors more. An example of what you might say could be “I am so happy that to let you all know I recently received Export Hope’s Ambassador Award to volunteer abroad this summer. I am planning to travel to <INSERT COUNTY WHERE YOU WILL TRAVEL> to <INSERT THE ACTIVITY YOU WILL PARTICIPATE IN WHILE THERE>.

To make this happen I need your help. Even though Export Hope will provide the primary support for this opportunity, I need to fundraise a small amount (about 10% of the total cost of the trip) to offset my incidental travel costs. Thanks for any support you can provide!

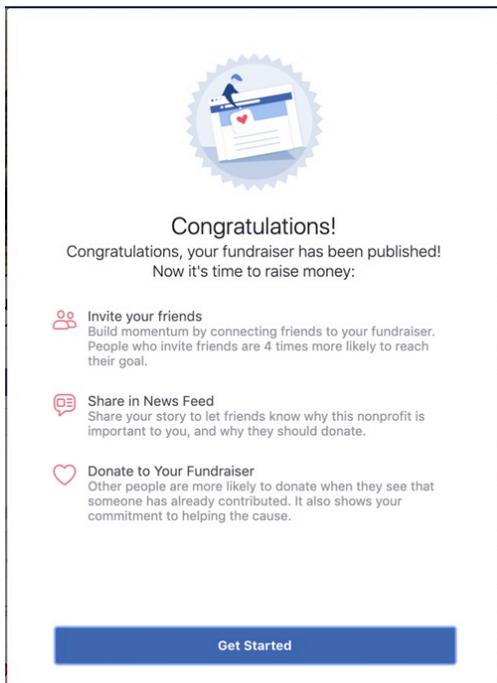
Once the Title and “Why...” fields are complete, select the Next button and the “Pick a cover photo” window will appear that looks like this:

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Be sure you choose an eye catching photo that will get the attention of people. The photo should relate to the kind of volunteer activity you will participate in when you travel. You can visit the website for the Volunteer program you plan to travel through and copy one of their photos as one idea, or search for a photo on the web.

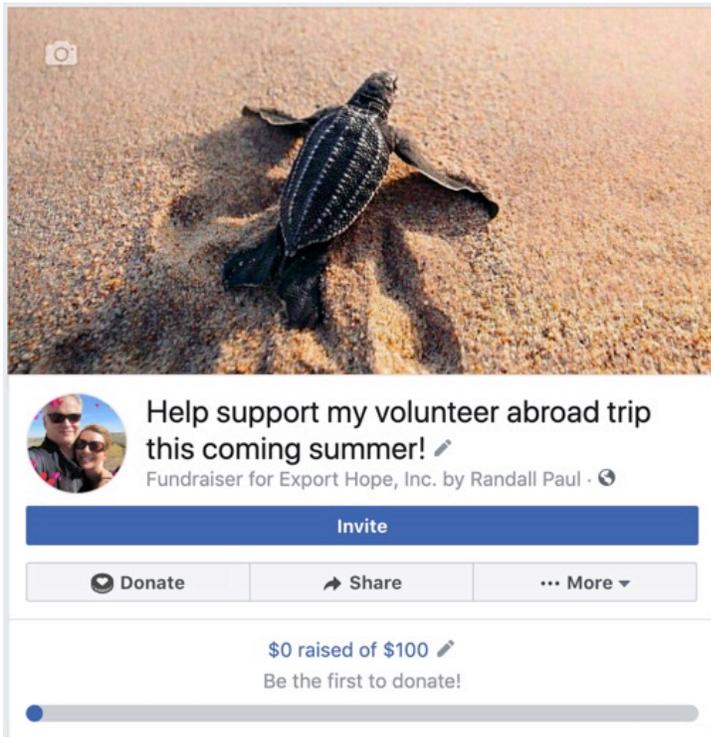
When you click the “Create” button you will see a window like this:



When you click the “Get Started” button there are good tips Facebook will suggest and prompt you through to help the fundraising campaign be more successful. Invite friends, encourage friends to share it for you. Take advantage of these suggestions.

(continued on the next page)

Your resulting post on Facebook will look something like this:



If you make a \$5 donation as part of following through the suggestion's prompts, it may encourage others to get involved. If you do this it will show \$5 raised of \$100 of course! You will be able to track the fundraiser progress by going back to the post and checking the status.

If followers and friends click on the fundraiser post, they will see more of the details you entered about it, where you plan to go, etc. We hope this helps, Good luck with your fundraising!

#### To create a fundraiser on INSTAGRAM:

- 1 Swipe up to select a Photo relevant to your planned travels. You may want to visit your planned travel program's website to first copy a good photo to your camera roll.
- 2 Swipe up again and in the search field type the word Donation until you see the "Donation" sticker. Select the "Donation" sticker.
- 3 Search for Export Hope, Inc. as the nonprofit you want to link to your "Donate sticker. Once you select Export Hope, it will prompt for a title with a suggested title of "HELP SUPPORT EXPORT HOPE, INC.", **edit this title** to something like HELP JOHN (your name or "me") VOLUNTEER IN MEXICO (country where you plan to travel) SUMMER 2020 (your travel year)!
- 4 Select "Send To" and choose who you want to send the post to, good luck!

Note: Stories disappear from your profile, Feed and Direct inbox after 24 hours, unless you add them to your profile as [highlights](#).