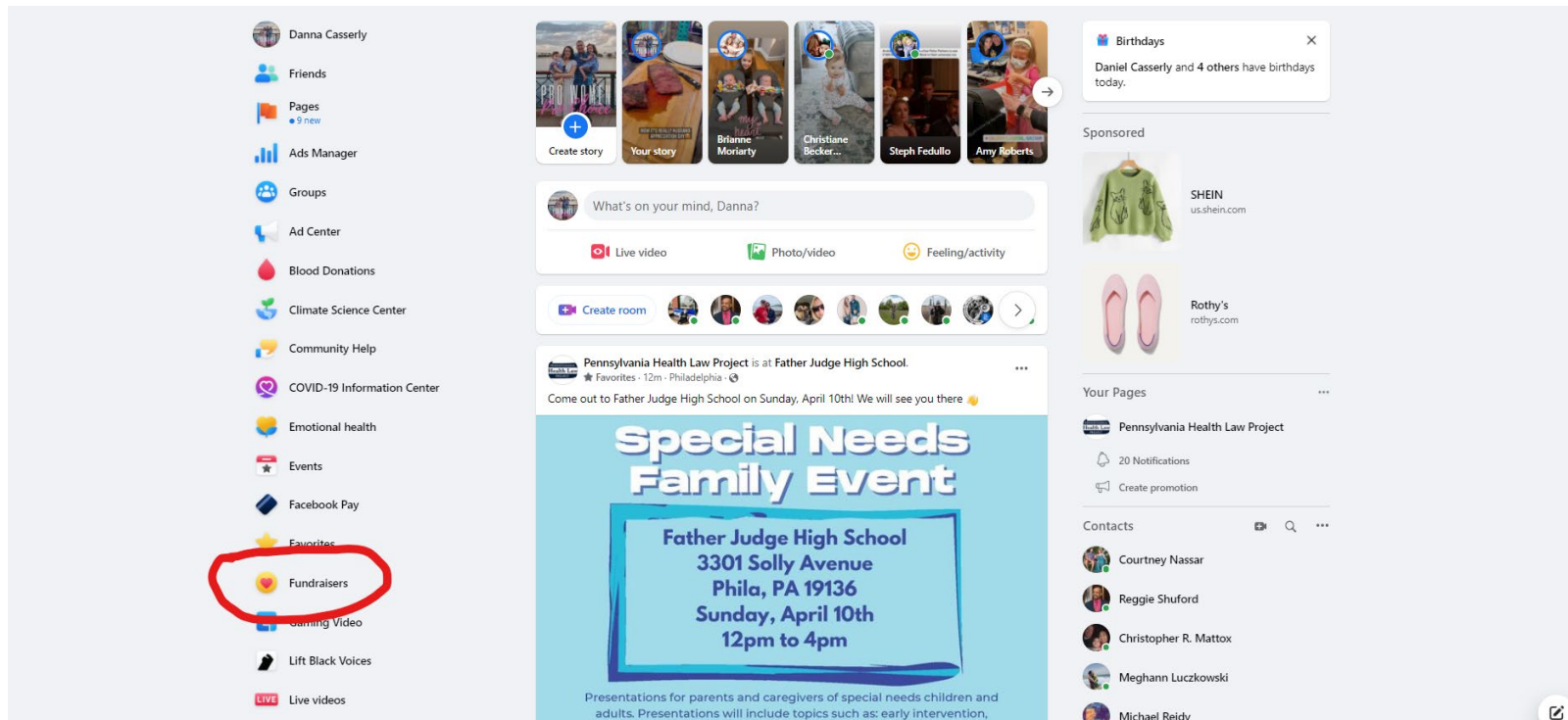


Launch a Facebook Birthday Fundraiser for PHLP!

Step by Step Instructions

1. First, make sure you have your birthday listed on Facebook. If you don't want to give Facebook that much information then you're better off starting a general fundraiser not tied to your birthday, which is perfectly fine. Note that every fundraiser is open to the public.

2. Go to your Facebook 'home' page, and look on the left side column. Click "Fundraisers". You may need to click "See More" on the list in order to see the Fundraisers option.



3. Click "Select Nonprofit" under "Raise Money for a Nonprofit".






The screenshot shows the Facebook 'Raise money' interface. At the top, there is a search bar and navigation icons. The main content area is titled 'Raise money' and includes a 'Learn more' link. Below this, there are two main options: 'Raise money for a nonprofit' and 'Raise money for you, a friend or business'. The 'Raise money for a nonprofit' option is circled in red and includes a search icon and a 'Select nonprofit' button. The 'Raise money for you, a friend or business' option includes a search icon and a 'Select category' button. Below these options, there is a section for 'Browse categories' with various icons representing different causes: Popular, Animals, Arts and Culture, Business, Community and social action, Crisis relief, Education, Environment, Faith, and Funeral and loss. At the bottom, there are five empty boxes for additional categories, with a right arrow and a share icon.

4. Search for and select Pennsylvania Health Law Project from the list in the pop-up.

Choose a nonprofit ✕

Want to raise money for a personal cause instead?
Get support for things like medical, memorial or education costs by creating a personal fundraiser. **Switch to a personal cause**

🔍 Search for a nonprofit to support

-  **Pennsylvania Health Law Project**
You, Pete Singh and 1.1K others like this nonprofit • Community and economic development • Philadelphia, Pennsylvania
-  **Children First**
You, Jayme Carreras Scali and 4.5K others like this nonprofit • Health and human services • Philadelphia, Pennsylvania
-  **Victim Services Center of Montgomery County, Inc.**
You, Joe Gale and 1.7K others like this nonprofit • Health and human services • Norristown, Pennsylvania
-  **Pennsylvania Legal Aid Network**
You, Caitlin Nagel and 1.6K others like this nonprofit • Community and economic development • United States of America
-  **Elmwood Park Zoo**
You, Caitlin Nagel and 82K others like this nonprofit • Education • Norristown, Pennsylvania

5. In the column on the left, specify your fundraiser details. Mainly, here you need to choose how much money you want to raise for your birthday, indicate how many days the fundraiser should last, and explain to your followers WHY you are raising money for PHLP. Below in Step 6 we've provided some suggested wording for this section.

The image shows a screenshot of the Facebook fundraiser creation interface. On the left, the 'Details' section is visible, with a red circle highlighting the 'Edit nonprofit' button and the 'Why are you raising money?' text area. The 'Why are you raising money?' section contains the following text: 'The mission of the Pennsylvania Health Law Project (PHLP) is protecting and advancing health care rights through free legal services, community education, and systemic advocacy. PHLP is the oldest and only legal aid...'. Below this, there is a note: 'Fundraisers are public, so anyone on or off Facebook can see them. Only people on Facebook can donate. Facebook charges no fee for donations to nonprofits. All donations will go directly to the nonprofit you chose.' At the bottom of the details section is a blue 'Create' button.

On the right, the 'Desktop Preview' section shows a preview of the fundraiser page. It includes a progress bar for '\$0 raised of \$200' with '15 days left'. The 'About' section contains the text: 'Want to join me in supporting a good cause? I'm raising money for Pennsylvania Health Law Project 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 Pennsylvania Health Law Project below. The mission of the Pennsylvania Health Law Project (PHLP) is protecting and advancing health care rights through free legal services, community education, and systemic advocacy. PHLP... See more Danna Casserly • March 30, 2022'. The 'Benefiting' section shows the 'Pennsylvania Health Law Project' logo and text: 'US 501(c)(3) nonprofit organization. The mission of the Pennsylvania Health Law Project (PHLP) is protecting and advancing health care rights through free legal services, community education, and systemic advocacy. PHLP is the oldest and only legal aid group in Pennsylvania dedicated to protecting and advancing health care rights. For more than 25 years, PHLP has provided legal counseling and representation to tens of thousands of individuals from across the state, helping them get and keep health care coverage... See more'. It also shows '1,170 people like this', 'Based in Philadelphia, Pennsylvania', and 'Learn more at Guidestar.org'. The 'Fundraiser progress' section shows '0 donated', '0 invited', and '0 shared'. The 'Created by' section shows 'Danna Casserly', '1,347 friends', and 'On Facebook since 2005'. At the bottom of the preview are links for 'Privacy', 'Terms', 'Advertising', 'Ad Choices', 'Cookies', and 'More', along with 'Meta © 2022'.

6. Here is suggested wording for your Facebook birthday fundraiser. Feel free to choose which type of content will appeal to your friends/contacts.

Want to join me in supporting a good cause? For my birthday this year, I'm raising money for the Pennsylvania Health Law Project, where **[I serve as a board member/work as a/n TITLE]**, and your contribution will make an impact. Every donation matters; no matter how small. I am raising funds to support the great work PHLP is doing to protect access to health care for the most vulnerable Pennsylvanians.

If you'd like to include more detail feel free to pull from here (including ALL of this info is NOT recommended!):

PHLP advances its mission through free legal services, community education, and systemic advocacy.

PHLP is the oldest and only legal aid group in Pennsylvania dedicated to protecting and advancing health care rights. For more than 25 years, PHLP has provided legal counseling and representation to tens of thousands of individuals from across the state, helping them get and keep health care coverage and services. Taking what is learned from individual cases, PHLP advocates for large-scale policy changes that help others across the state, and engages in community education that builds capacity among healthcare consumers, providers, and other advocates.

[Include an anecdote about what working at PHLP or serving on PHLP's board means to you, or your proudest moment as a PHLP staff/board member.]

PHLP needs your support to advance their mission of helping people in need get the healthcare they deserve. I am donating \$XXX and I hope you will join me in supporting this critically important work.

7. Click "Create" to start your fundraiser. You're all done! Thank you for helping us raise money.

Choose a short and clear title to get the attention of friends and supporters.

Why are you raising money?

The mission of the Pennsylvania Health Law Project (PHLP) is protecting and advancing health care rights through free legal services, community education, and systemic advocacy.

PHLP is the oldest and only legal aid

Fundraisers are public, so anyone on or off Facebook can see them. Only people on Facebook can donate. Facebook charges no fees for donations to nonprofits. All donations will go directly to the nonprofit you chose.

Create