Tips for a Successful Facebook Birthday Fundraiser

Creating a Facebook Fundraiser for your birthday is a quick and easy way to help out your local bleeding disorder community. But posting about it once may not be enough to get you to your goal! Here are some ways to increase donations and engagement.

Time it Right
Schedule your fundraiser to start about two weeks before your birthday and end a few days after. This will give all your friends and family plenty of time to see your posts.

Set a Realistic Goal
If you aren't a regular Facebook fundraiser or aren't sure how much you can raise, it's better to aim low at first. Raising $2,000 would be awesome, but $200-$500 is probably more realistic. Having a reachable goal will make your friends feel like their donation is making a big impact. And remember, if you hit your goal early, you can always raise it!

Make it Personal
It's tempting to just use the template Facebook provides but try to add some personal touches so people can really see how important this cause is to you. Include a few sentences about why HoG is personally meaningful in your life or the life of a loved one. If you have pictures from an HoG event, include one as your cover photo.

Have a "Free" Option
Not everyone who sees your fundraiser will be able to donate. And that's ok! They can still celebrate your birthday by sharing the fundraiser with others. The more eyes you can get on your fundraiser, the more likely it is you will reach your goal. We suggest including a specific call to action in your posts. For example:

> **"My birthday is coming up and I'm asking my friends and family to help me raise money for those with inherited bleeding disorders. You can help by donating something OR by simply sharing this post!"**

Invite Your Friends
Did you know you can actually invite your friends to your fundraiser? This will give them a notification reminder about your fundraiser, just in case they haven't seen your posts. And hey, it's your birthday so they can't get mad!

![Hemophilia of Georgia]

Personal Contact

Most of your donations will be from personal interactions and messages. We suggest messaging some of your closest friends first to help you get the momentum going. Something like:

> **"Hey sis, I just started a birthday fundraiser and I want to get the momentum going early! Would you donate something & share it so that people get excited? Thanks, love you!"**

Don't be afraid to text the link to people who may not get on Facebook regularly. Every little bit helps!

On your actual birthday, you'll probably get a lot of people posting on your wall and sending you messages. If you're comfortable doing so, you can include the fundraiser link in your replies:

> **"Thanks for the birthday wishes! If you can, I'd appreciate if you donated a few bucks to my birthday fundraiser. I'm so close to my goal and it's for a good charity! [Insert Link Here]"**

Keep 'Em Updated

Post updates from time to time on your Facebook thanking & tagging everyone who donated. Update them on your progress toward the goal. Every time you post, more people may see it. And remember, you shouldn't feel embarrassed about posting too much. If raising this money makes you happy, then people will enjoy seeing you be happy and will want to contribute in honor of you special day!

The End

When your fundraiser is a few days from ending or if you reach your goal early, write nice thank you message to everyone who supported you. Tell them again about the organization they helped fund and the good their donations will bring. You may even get a few last-minute donations.

We hope these tips help you have a very happy birthday fundraiser. If you have any questions or comments, please feel free to email sarehberg@hog.org.

To start your own Facebook birthday fundraiser, click here!