Fundraising for NBCF on Facebook or Instagram is a great way to engage your social network. Get your fundraiser started today with the step-by-step instructions below!*

**Set up a Fundraiser on Facebook**

1. Open Facebook, tap the menu. Scroll down and tap **Fundraisers**

   ![Facebook menu](image1)

   Note: To find the Fundraisers option, you might have to tap **Fundraisers**

2. On the search bar, type **fundraisers on facebook**, then tap **Fundraisers**

   ![Search bar](image2)

   See results for **fundraisers on fac**

   **Facebook Shortcuts**

   ![Facebook shortcuts](image3)

   Create a fundraiser to raise money for yourself, a friend or nonprofit. Explore fundraisers you care about.

*Note: To find the Fundraisers option, you might have to tap **Fundraisers**.*
Set up a Fundraiser on Facebook

2. Tap RAISE MONEY
3. Select Nonprofit
4. Search National Breast Cancer Foundation
5. Add a cover photo and fill in details for your fundraiser. Set a fundraising goal
6. Once you’re ready, tap Create

You will be able to fundraise through Facebook for 30 days.
Create a Donate Post on Facebook
If you don’t want to set up a fundraiser, you can encourage your followers to give to NBCF through a one-time donation post.

1. Open Facebook, tap to post and select Raise Money option

2. Search for National Breast Cancer Foundation and select as your charity

3. Share about your cause connection and add a photo
Tip: Sharing your story and why you’re fundraising for NBCF will increase your chances of receiving donations.

4. Once you’re ready, tap Post to share with your Facebook friends
Set up a Fundraiser on Instagram

1. Open Instagram and tap the Add Post button
2. Add a photo and share about your cause connection
   Tip: Sharing your story and why you’re fundraising for NBCF will increase your chances of receiving donations. If you need a photo, refer to our photo options at the end of the document.
3. Choose the Add Fundraiser option and search for NBCF
4. Set a fundraising goal and tap Done
5. Once you’re ready, tap Share

You will be able to fundraise through Instagram for 30 days.

nbcf.org
Create a Donate Instagram Story

If you don’t want to set up a fundraiser, you can encourage your followers to give to NBCF through a one-time donation story.

1. Open Instagram and swipe right to add a new story

2. Choose to go live, add a photo, or video
   *If you need a photo, refer to our photo options at the end of the document.*

3. Tap the 📌 sticker button, choose Donation Sticker and search for NBCF

4. Share about your cause connection or list the impact your fundraiser can make
   *Refer to impact statements at the end of this document.*

5. Once you’re ready, tap Send To, then Share by Your Story

You will be able to fundraise through an Instagram Story for 24 hours.

nbcf.org
Fundraising on Social Media

Impact Statements
Share on social media to support your fundraiser

National Breast Cancer Foundation's mission is to help women now by providing help and inspiring hope to those affected by breast cancer through early detection, education and support services.

By fundraising for NBCF, your donation will directly help women that have been impacted by breast cancer. NBCF is focused on meeting the needs of women wherever they are on their breast cancer journey and helping right now – from getting a mammogram to life after treatment.

Every donation—big or small—makes a difference.
- $2 can provide resources to one of the thousands of women in need of breast health education.
- $25 can provide one woman with the life-saving help of a patient navigator.
- $50 can provide one woman with a HOPE Kit filled with comforting items to be used during treatment.
- $150 can provide one woman with a free mammogram.

Photo Options
Share a photo of the survivor you’re fundraising in honor of, or choose a photo from NBCF.

Fundraising Ideas to Get You Started

1. Try our Keep Hope Alive Fundraiser:
Promote on your Instagram Story that you are selling Keep Hope Alive stickers for $3 to fundraise in support of NBCF.

To learn more about the Keep Hope Alive Fundraiser, click here.
Fundraising on Social Media

Fundraising Ideas to Get You Started

2. Play Bingo: Create a bingo card with donation amounts. Invite your friends and followers to play and send funds directly to your Venmo for you to donate to NBCF.

Update your bingo card each time someone donates and thank them publicly. Be sure to post your donation receipt from NBCF after your fundraiser is complete so your followers see the end result.

To download your bingo card, click here.

3. Make a Pledge: Pledge to do something BIG once you reach your fundraising goal with your social media followers.

Pledge ideas include: Shaving your head, eating a hot pepper on stream, dying your hair pink, or showing up to work in a ridiculous outfit.

*If you’re unable to see fundraising options, update your Facebook or Instagram app. If you have any questions, reach out to fundraising@nbcf.org.