



# Facebook Fundraising

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## Introduction to Facebook Fundraising

Thank you for choosing to fundraise for Motiv8, we truly appreciate the hard work you are doing to raise money for vulnerable young people.

We understand it may be difficult to find the right fundraising channel for you, but with the power of social media, we have created this easy guide to **Facebook fundraising** so you can create your own fundraiser online!

As well as our step-by-step video tutorials, we have included some easy tips to help push your engagement even further.

Do not forget to include our organisation page in your posts [\(Motiv8 South\) on Facebook.](#)  
[\(@motiv8south.org\)](#)

## Setting up your page for Facebook Fundraising – A Guide:

1. [Set up a Facebook Fundraising page – please click here to our tutorial video on how to set your page up](#)
2. [If someone wants to donate but doesn't have Facebook to make a donation, watch this video on some of the other ways they can donate online](#) *(don't forget you must keep a list of names / donations of those who donated on our website instead of Facebook – this is so we can add it to your fundraising total)*
3. The most engaging content online is video. We recommend you share and use some of Motiv8s videos online to give your donors a full story about what we do and who we help.

Please feel free to use the following:

- [Motiv8 - How do we support young people?](#)
- [I Give to Motiv8 - Alex's Story](#)
- [Meet Jana – Motiv8 Young Person](#)

## What to Write? Captions, bios and #hashtags

We want to give you the freedom to express Motiv8s message and mission however you want.

However, if you would like some guidance and prompts to help you write some engaging posts, here are some examples below of what you can use.

### What is Motiv8 / Fundraising activity or Birthday:

**What is Motiv8:** *'Motiv8 are a local youth charity operating around Gosport, Fareham, Havant and Portsmouth. Their mission is to provide mental health and wellbeing support, safe spaces in youth hubs, as well as one-to-one mentoring for vulnerable young people.'*

**Fundraising Activity:** *'I am raising money for Motiv8 this year by doing (enter your activity). I would like to ask my amazing friends, family and colleagues to help me reach my fundraising goal of £X so they can continue on their mission to help vulnerable young people get the help they need.'*

**Birthday Fundraiser:** *'For my birthday this year I would like to raise money for Motiv8. To help me do achieve this goal, I am kindly asking for donations. Motiv8 are a local youth charity who help support vulnerable young people...'*

### **Hashtags (Facebook recommend between 1 – 5 hashtags per post):**

#youthcharity #youngpeople #support #fundraising #portsmouth #gosport #fareham #helpingyoungpeople  
#community #fundraiser #charity #charityfundraiser #birthdaygiving #nonprofit #lifechancesforyoungpeople

## Good Luck!

Do not forget to keep sharing your fundraising page, get others to like & share it too and keep posting content!

We wish you the best of luck in starting your fundraiser and thank you again for picking Motiv8 as your chosen charity.

If you need further information on Facebook Fundraising, please visit:

[https://www.facebook.com/business/learn/lessons/what-you-need-to-get-started-fundraising-on-facebook?course\\_id=560871468098672&curriculum\\_id=1855777264527194](https://www.facebook.com/business/learn/lessons/what-you-need-to-get-started-fundraising-on-facebook?course_id=560871468098672&curriculum_id=1855777264527194)

Our digital fundraising team will always be on hand to help! If you are stuck, need more content or have any further questions, please contact our Digital Fundraiser Layla, at [Layla.mohsen@moitv8.org.uk](mailto:Layla.mohsen@moitv8.org.uk) or email [fundraising@moitv8south.org.uk](mailto:fundraising@moitv8south.org.uk) with your query, name and information about your fundraiser.