FACEBOOK FUNDRAISER GUIDELINES

1. Click **this link** to start your Facebook fundraiser.

2. Select **how much money you’d like to raise**.
   People will want to support you, so aim high!

3. Select **how long you’d like your fundraiser to be open**.
   Giving your friends a clear end-date to reach a goal will increase urgency to contribute.

4. **Name your fundraiser**.
   Giving your fundraiser a custom title will help explain why you care about this cause and why others should as well. A fundraiser with a custom title increases the average dollars raised by **7%**!

5. **Explain why you’re supporting CLF**.
   The best thing you can do to hit your fundraising goal is to tell your friends exactly **why** you’re raising money for CLF. Of our fundraisers who raised over $1,000, 91% of them told a specific story about why CLF means so much to them.
   
   Thinking about how to tell your story? Here are some great examples:
   - Audrey Holt
   - Chris Markowitz
   - Kelly Gautreaux

6. **Pick a cover photo for your fundraiser**.
   A custom photo that is relevant to your fundraiser will help it stand out from others.

7. **Invite your friends to your fundraiser**.
   For every person you invite, your amount raised increases by an average of **$43**.
   Fundraisers that reached their goal invited, on average, **158 people**.

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Thank you for helping spread awareness and raise money for the Concussion Legacy Foundation.

Questions? We’re happy to help!

Email Brandon at **bboyd@concussionfoundation.org**