

# CONCUSSION

↑ Legacy Foundation

## 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**.

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](mailto:bboyd@concussionfoundation.org)