



Stepping Up

May 2018

Creating a Fundraiser -- Detail Sheet
(Supplements the document "50 Volunteers Needed")

THE 3 WAYS OF CREATING A FUNDRAISER FOR THIS CAMPAIGN ARE:

Option 1: Create a "Facebook Fundraiser"

Option 2: Create a regular Facebook post

Option 3: Send an email to everyone you know (even if they don't know Focusing)

HERE'S HOW:

Option 1: Create a "Facebook Fundraiser"

This is the best option, available in the USA, Spain,, the United Kingdom, Ireland, the Netherlands, Austria, Belgium, Denmark, France, Germany, Italy, Luxemburg, Norway, Poland, Portugal, Sweden, and Finland.

Note that we have a video which walks you through making a Facebook Fundraiser (found at focusing.org/steppingup click where there's a box saying "We need 50 volunteers.")

Here's how this works in the USA (might be a little different in other countries):

- 1 - Open Facebook
- 2 - Along the left-hand side, you'll see "Fundraisers" -- click on that
- 3 - Write the invitation to give. Facebook has language pre-loaded. Their wording is OK, but we suggest this language (cut and paste, and edit as you wish). Obviously, translate to your language as appropriate.

Want to join me in supporting a good cause? I'm raising money for The International Focusing Institute and your contribution will make an impact, whether you donate \$5 or \$500. Every little bit helps. Thank you for your support. You can learn all about it at focusing.org/steppingup, but here are the basics:

Focusing is a process grounded in experiential listening. This powerful mind-body connection process can lead to mutual respect, authenticity and compassion. The International Focusing Institute is an international, cross-cultural organization dedicated to supporting individuals and groups world-wide who are practicing, teaching and developing Focusing and its underlying philosophy. They are running special campaign called Stepping Up, and need to raise \$75,000 by August 31. Please help me help them to reach their goal!

- 4 - Set the amount you hope to raise. In the USA, Facebook sets it automatically at \$200, but you can adjust to choose an amount that feels right to you.

5 - Select a photo. Facebook should automatically insert the photo TIFI has as its banner. Please select our graphic with the words "Stepping Up" and the stones in the water. If that doesn't work, our banner photo is fine.

6 - Select a matching gift amount. Look for the option to create a matching gift. If you were planning to give \$100 to the campaign, turn that into your matching gift! It really does motivate people to give a little more. This option might not be available in all countries.

7 - Publish!

8 - Email TIFI at steppingup@focusing.org to let us know you've created your fundraiser

Option 2: Create a regular Facebook post

Take this option if the "Facebook Fundraiser" described in Option 1 isn't working for any reason.

With this option, you'll just make a post like any other post. Here is the language we suggest; because we wrote in the web address, a link should automatically be created to our Stepping Up webpage. If you alter the language, there are two important things to keep: (1) say to go to focusing.org/steppingup to donate, and (2) say that when they donate, they should write your name when asked who their volunteer fundraiser is.

Want to join me in supporting a good cause? I'm raising money for The International Focusing Institute and your contribution will make an impact, whether you donate \$5 or \$500. Every little bit helps. Please go to focusing.org/steppingup and make a donation. It's easy! When you give, please write in my name when asked who your volunteer fundraiser is. My goal is to raise \$200. Thank you!

Here's a little more information: Focusing is a process grounded in experiential listening. This powerful mind-body connection process can lead to mutual respect, authenticity and compassion. The International Focusing Institute is an international, cross-cultural organization dedicated to supporting individuals and groups worldwide who are practicing, teaching and developing Focusing and its underlying philosophy. They are running special campaign called Stepping Up, and need to raise \$75,000 by August 31. Please help me help them to reach their goal!

Option 3: Send an email to everyone you know (even if they don't know Focusing)

This is an option if you don't use Facebook (or prefer not to). You could also do this *in addition to* your Facebook campaign, to catch people who aren't on Facebook.

Here is the language we suggest. Alter the wording, (such as the goal amount) there are two important things to keep: (1) say to go to focusing.org/steppingup to donate, and (2) say that when they donate, they should write your name when asked who their volunteer fundraiser is.

Want to join me in supporting a good cause? I'm raising money for The International Focusing Institute and your contribution will make an impact, whether you donate \$5 or \$500. Every little bit helps. Please go to focusing.org/steppingup and make a donation. It's easy! When you give, please write in my name when asked who your volunteer fundraiser is. My goal is to raise \$200. Thank you!

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More information is available at focusing.org/steppingup