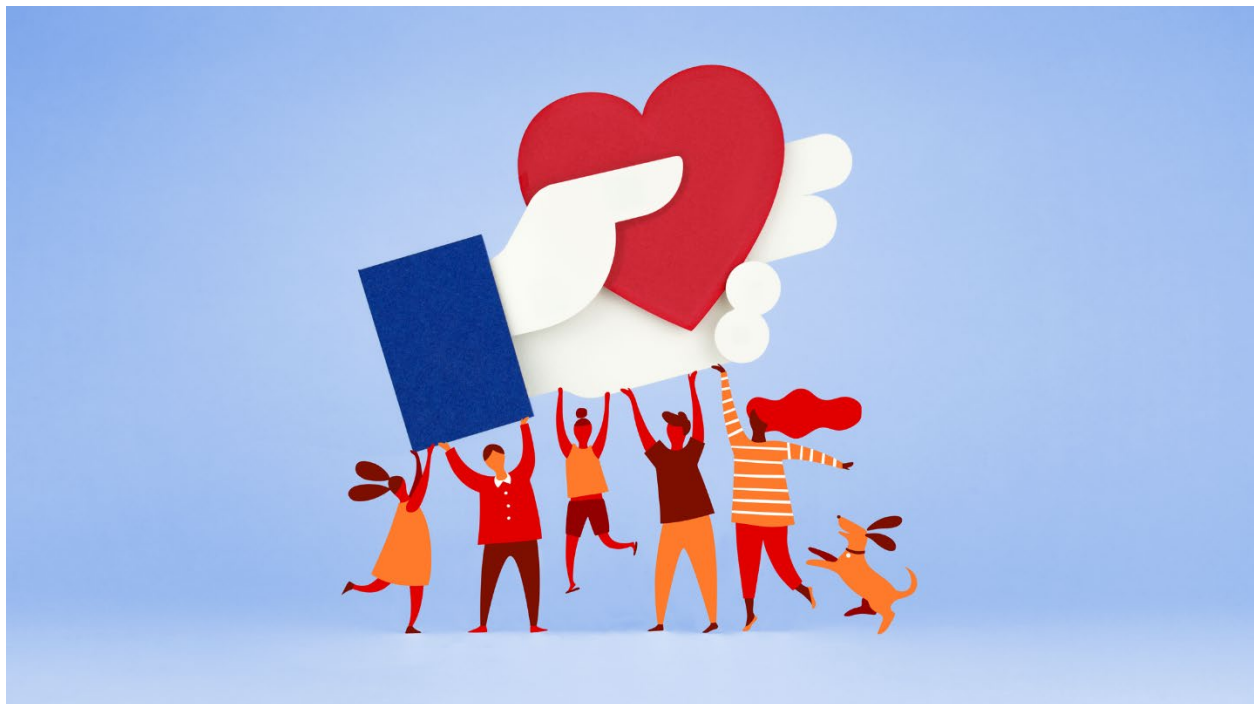




JEWISH HOME & SENIOR LIVING FOUNDATION

SAN FRANCISCO CAMPUS FOR JEWISH LIVING

FACEBOOK FUNDRAISERS



Facebook and Instagram helped people raise over \$5 billion through their fundraising tools last year!

The simple truth is that people like to give to people...they know. We're inviting you to join the community of supporters who are using the power and reach of Facebook to raise money for the San Francisco Campus for Jewish Living.

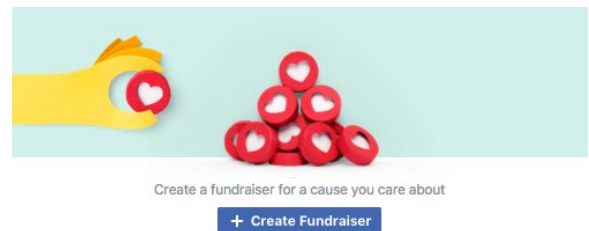
You're probably familiar with Facebook's Birthday Fundraisers. Peer-to-peer fundraising—like Facebook Fundraisers—is an online fundraising strategy that empowers individuals to fundraise on behalf of a cause near and dear to their hearts. With these campaigns, volunteer fundraisers share their own personalized campaign pages with their social networks made up of friends, family members, coworkers, and other peers. You have direct access to a whole universe of people who may never have heard of the San Francisco Campus for Jewish Living but who would be happy to give their support...because you asked.

By creating a personal Facebook Fundraiser for SFCJL, you're helping us gain exposure to people we may otherwise have never reached. By advocating and soliciting donations yourself, you can do more than just raise money to support SFCJL; your vocal, public support increases awareness for our mission: to enrich the lives of older adults, including our most vulnerable elderly.

Facebook makes it easy to support causes that are close to your heart, and unlike GoFundMe and other online fundraising platforms, Facebook doesn't charge fees on donations to most nonprofit fundraisers. By leveraging best practices—which we will outline for you below—you can secure vital fundraising dollars and spread awareness for the San Francisco Campus for Jewish Living and the vital services and programs we provide to enrich the lives of older adults.

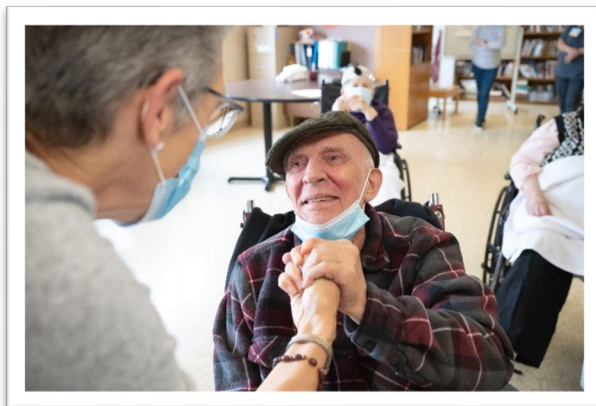
What We're Asking You To Do

The hardworking staff at the San Francisco Campus for Jewish Living are the true heroes of our organization. Throughout the pandemic, they showed up every day and dedicated themselves to preserving the health and wellbeing of our residents and patients throughout the many months of crisis. Without them, we could not realize our mission to enrich the quality of life of older adults, including some of our community's most vulnerable elderly.



Help us thank them by giving back in a tangible way: host a Facebook Fundraiser for the **SFCJL Holiday Heroes Campaign**. Throughout the month of December, during this season of giving, we hope that you will ask your Facebook friends to recognize our true heroes with a donation. No amount is too small. Every little bit helps.

Below, you'll find tips for hosting awesome Facebook Fundraisers, how-to guides for setting up a fundraiser on your desktop and smartphone, sample text, and calendars of key dates for posting, all to make it easy for you to participate.



With Facebook, you have direct access to a whole universe of people who may never have heard of the San Francisco Campus for Jewish Living but who would be happy to give their support...because you asked.

Thank you for joining us in honoring our staff with a Facebook Fundraiser for the SFCJL Holiday Heroes Campaign.

Expert Tips for Awesome Fundraisers

Tip One

Doing your own fundraiser is way more effective than sharing someone else's. A fundamental rule in fundraising is that people give to people they know

Tip Two

Invite every single friend. Facebook only shows posts on your page to 5% of your followers. By inviting your FB friends individually within your fundraiser, you ensure that everyone sees it. You'll be tempted to limit by geography or ideology, but don't. Your friends will surprise you. If you care about something, they will too.

Tip Three

Give yourself time to succeed. Although the default length of a Facebook Fundraiser is 15 days, set your fundraiser end date at 30 days.

Tip Four

You can change your fundraising goal at any time while your fundraiser is active. When you hit your goal, increase it. You could end up raising much more than you expected!

Tip Four

The #1 reason people don't donate is that they're not asked. Ask your friends to donate often; the most successful fundraisers post at least once every day. Tag your friends with lots of followers; all of their friends will see your post. Post inside your fundraiser, not on your wall to make sure that everyone sees your posts.

Tip Five

Create urgency and energy for your fundraiser. Be the CEO: Chief of Enthusiasm and Optimism. Make your posts fun and encouraging. Share personal stories that bring SFCJL's mission close to home. Spur people to act with posts about matching donors or to ask them to help you reach a milestone.

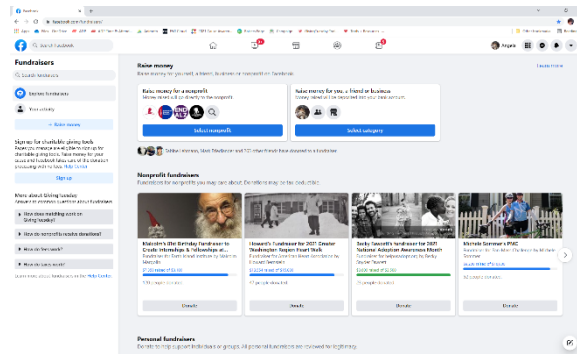
Tip Six

Share your Facebook Fundraiser across your social media: post a link to your Facebook Fundraiser in your LinkedIn and Instagram accounts; put a link to your Facebook Fundraiser in your email signature.

How To Create Your SFCJL Facebook Fundraiser: Desktop

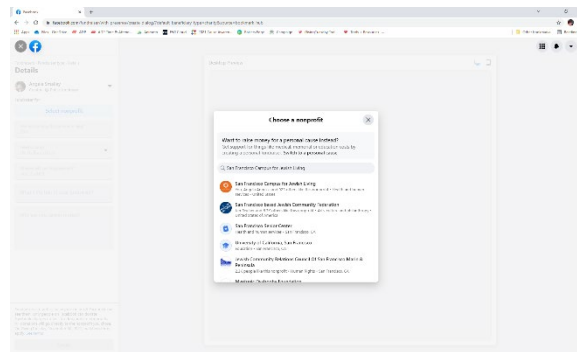
Step 1:

From a desktop, visit the Facebook Fundraiser Page (facebook.com/fundraisers/). Under **Raise Money** click on the **Select nonprofit** button.



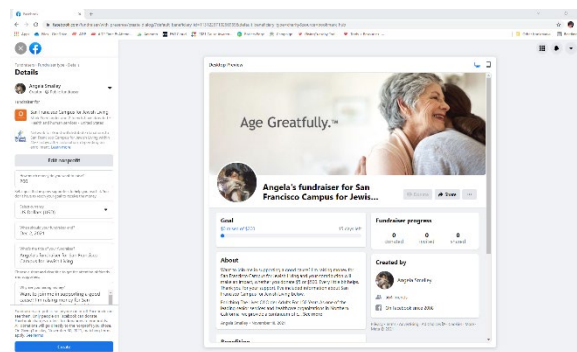
Step 2:

In the **Choose a nonprofit** popup window, type **San Francisco Campus for Jewish Living** in the search bar. SFCJL will appear on the results; click on it to select.



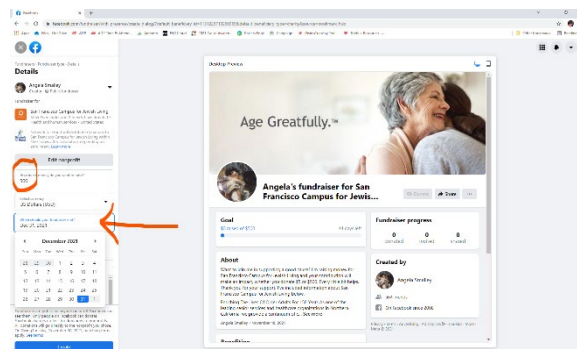
Step 3:

You will arrive at the **Details** page, with a **Desktop Preview** of your fundraiser.



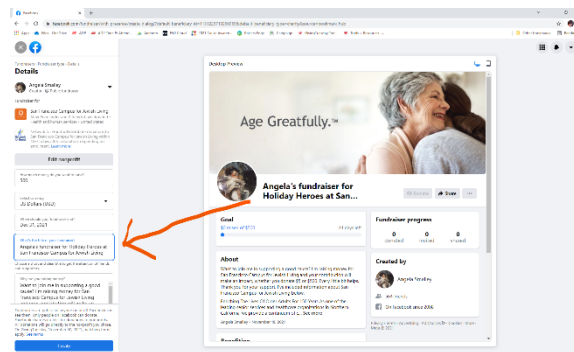
Step 4:

Add a fundraising goal (recommended \$500), currency and deadline (December 31, 2021).



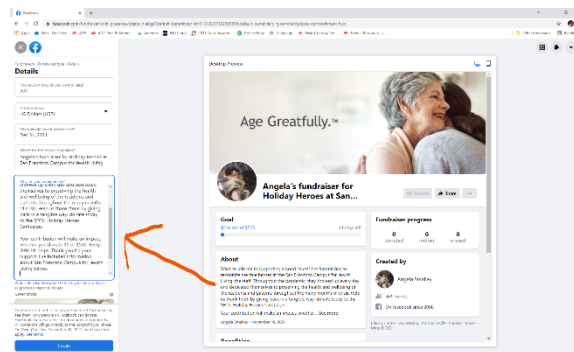
Step 5:

What's the title of your fundraiser? You can edit the default text to customize your title. (suggestions on Page 12)



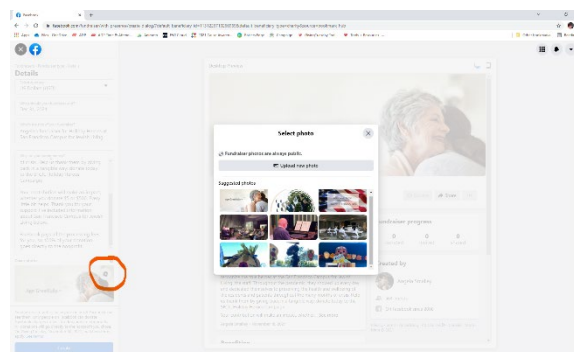
Step 6:

Why are you raising money? You can edit the default text to customize the description of your Fundraiser as well. Write something that tells your story and gives supporters a reason to donate. (suggestions on Page 12)



Step 7:

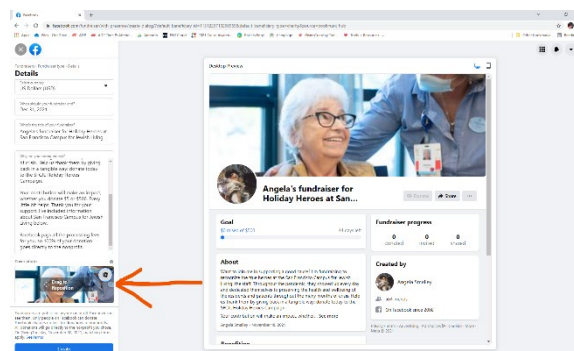
You can choose a new cover photo, too. Click the edit icon in the top right corner of the **Cover photo** under **Details**. A **Select photo** popup will open. You can choose from **Suggested photos** or **Upload new photo** to choose a relevant personal photo.



Step 8:

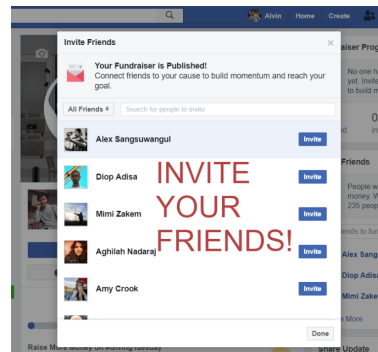
Once you have chosen your photo, you can **Drag to Reposition**.

Once everything is the way you want it, click the **Create** button and your Fundraiser will be live to the public.



Step 9:

Invite your friends to join your fundraiser.



Step 10:

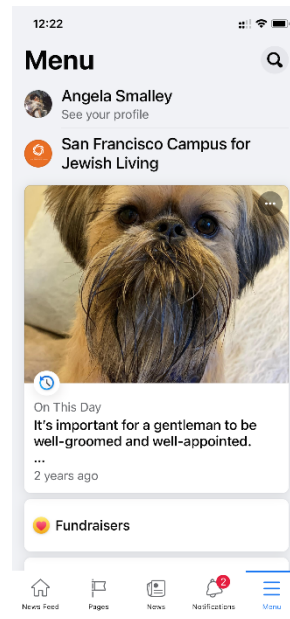
Don't forget to post within your fundraiser on a regular basis! A calendar is below and suggested posts are on Page 13.



How To Create Your SFCJL Facebook Fundraiser: Phone

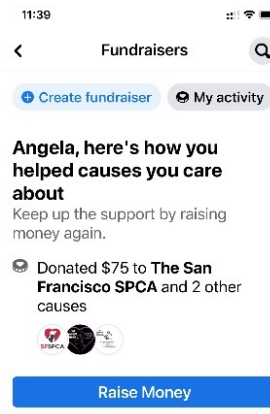
Step 1:

From your smartphone, open the Facebook app and click on the **Menu** icon in the lower right corner of the screen. You'll see the button for **Fundraisers**.



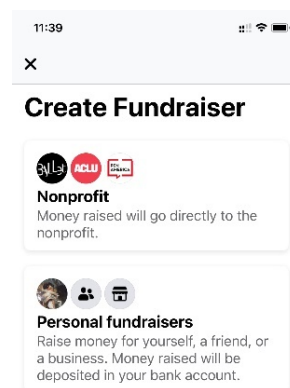
Step 2:

From the Fundraisers screen, select **Create fundraiser**



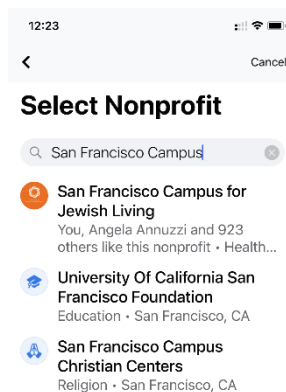
Step 3:

On the Create Fundraiser screen, select **Nonprofit**



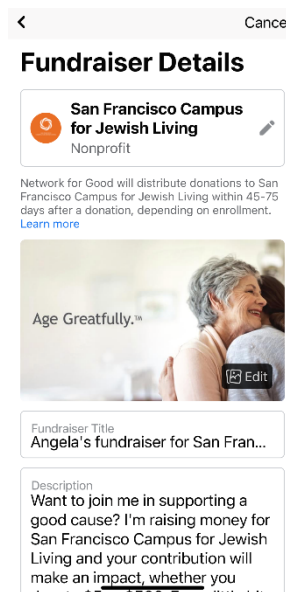
Step 4:

On the **Select Nonprofit** screen, type **San Francisco Campus** in the search bar. Select **San Francisco Campus for Jewish Living** from the list to fundraise for SFCJL.



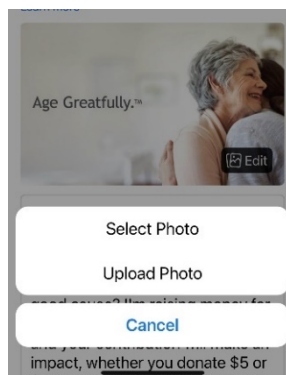
Step 5:

You will arrive at the **Fundraiser Details** screen, where you will see the San Francisco Campus for Jewish Living header, followed by a photo and forms for Fundraiser Title, Description, etc.



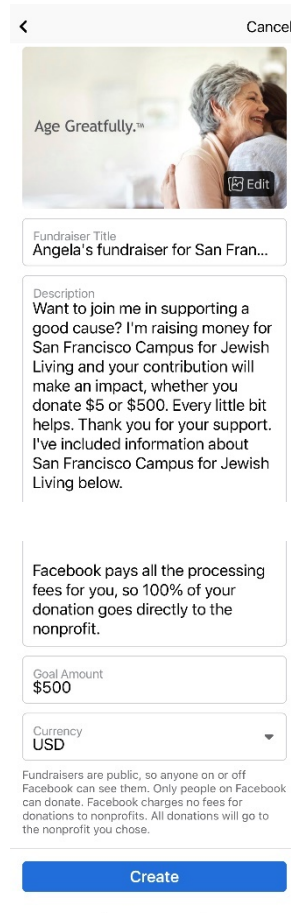
Step 6:

From here you can change the Fundraiser cover photo if you wish. Click on the **Edit** button, and then either **Select Photo** to choose a photo from the SFCJL FB page (there is an album of Fundraiser images) or **Upload Photo** to upload a photo from the Photos on your phone.



Step 7:

The **Fundraiser Title** and **Description** fields are pre-filled with default text. You should update and personalize the title and description for your Fundraiser (suggestions on Page 12).



Step 8:

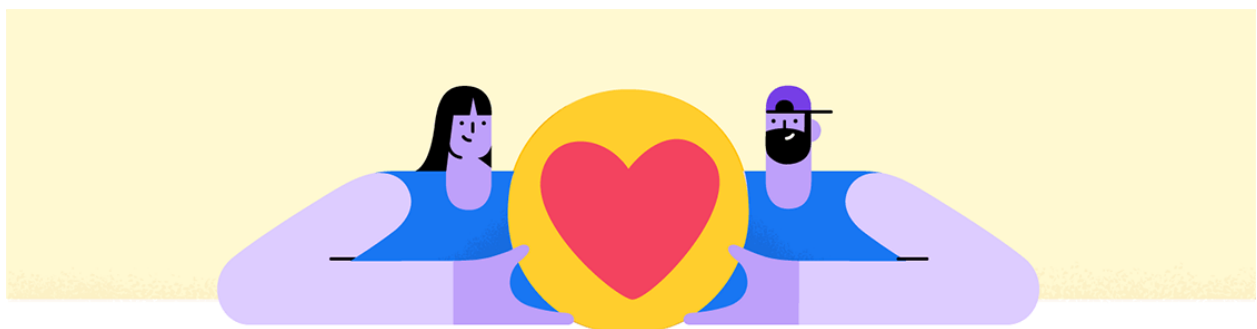
Scroll down to the bottom of the screen and add a fundraising **Goal Amount** (default is \$200; recommended \$500) and **Currency** (default is USD), then hit **Create**. Your Fundraiser will be live to the public!

Step 9:

Once your Fundraiser is live, you'll want to change the end date to December 31 (default is 15 days from start date).

Step 10:

Invite your friends to join your fundraiser. And don't forget to post within your fundraiser on a regular basis! (suggestions for posts on Page 13)



Important Dates and Milestones for the SFCJL Holiday Heroes Campaign

Campaign Start Date

Wednesday, December 1, 2021

Campaign Midway Point

Thursday, December 16, 2021

Campaign End Date

Friday, December 31, 2021



December Dates to Make Fun Posts

Sunday, November 28	Hanukkah Begins
Wednesday, December 1	National Christmas Lights Day
Friday, December 3	National Make a Gift Day Let's Hug Day
Monday, December 6	Hanukkah Ends
Thursday, December 9	Christmas Card Day
Saturday, December 11	National App Day
Monday, December 13	Worldwide Candle Lighting Day
Friday, December 17	National Ugly Sweater Day
Tuesday, December 21	Winter Solstice Look On The Bright Side Day
Thursday, December 23	Festivus
Saturday, December 25	Christmas
Sunday, December 26	National Thank You Note Day Day of Goodwill Boxing Day Kwanzaa
Wednesday, December 29	Tick Tock Day
Friday, December 31	Make Up Your Mind Day National Champagne Day New Year's Eve

Sample Text for Fundraiser and Posts

Fundraiser Title

[YOUR NAME]'s Fundraiser for San Francisco Campus for Jewish Living's Holiday Heroes

[YOUR NAME]'s Holiday Heroes Fundraiser for SFCJL

Fundraiser Description

Sample Description #1

Want to join me in supporting a good cause? I'm fundraising to recognize the true heroes at the San Francisco Campus for Jewish Living: the staff. Throughout the pandemic, they showed up every day and dedicated themselves to preserving the health and wellbeing of the residents and patients throughout the many months of crisis. Help us thank them by giving back in a tangible way: donate today to the SFCJL Holiday Heroes Campaign.

Sample Description #2

Please join me in supporting a nonprofit whose mission means a lot to me. My grandmother lives at the Frank Residences at the San Francisco Campus for Jewish Living. The loving and dedicated staff there take such good care of her and throughout the Covid crisis they have worked so hard to keep her happy and healthy. I hope you'll consider contributing to the SFCJL Holiday Heroes Campaign as a way of thanking the wonderful staff for everything they do for my family and those of the many residents and patients in their care.

Sample Description #3

Want to join me in supporting a good cause? I'm fundraising to recognize the true heroes at the San Francisco Campus for Jewish Living: the staff. As a volunteer, I work closely with the staff at SFCJL and I see first hand what heroes they truly are. Throughout the pandemic, they showed up every day and dedicated themselves to preserving the health and wellbeing of the residents and patients throughout the many months of crisis. And they create a warm and inviting atmosphere for everyone who works with them. I hope you'll consider contributing to the SFCJL Holiday Heroes Campaign to join me in thanking them by giving back.

Fundraiser Posts

Sample Post #1

December is the Month of Giving. This December, I want to help give back to the true heroes at the San Francisco Campus for Jewish Living: the staff. Throughout the pandemic, they showed up every day and gave so much of themselves to preserve the health and wellbeing of the residents and patients, including the most vulnerable older adults. Help us thank them by giving back in a tangible way: donate today to the SFCJL Holiday Heroes Campaign.

Sample Post #2

Today is the final day of Hanukkah. At this holiday season of light and hope, please join me in acknowledging the staff who provide everyday light to the older adults at the San Francisco Campus for Jewish Living. The light in their lives is made possible when your candle kindles theirs, so please help me maximize my gift by contributing to my fundraiser for SFCJL's Holiday Heroes.

Sample Post #3 (if you'd like to offer a match to your donors)

I'm raising money to support the true heroes at the San Francisco Campus for Jewish Living: the staff. And to show you how much our heroes mean to me, today I'm going to match all donations over \$100. Please help me thank them by giving back in a tangible way: donate \$100 (or more) to the SFCJL Holiday Heroes Campaign.

Sample Post #4 (for Sunday, December 26)

Today is National Thank You Note Day! Help me thank the heroes at the San Francisco Campus for Jewish Living by donating to my SFCJL Holiday Heroes fundraiser. No amount is too small to show a little gratitude.

Sample Post #5

I'm almost there! Please donate today to help me make my goal of \$500 to raise money for the San Francisco Campus for Jewish Living's Holiday Heroes Campaign. Your contribution will help to recognize the everyday heroes who gave so much of themselves during the COVID crisis to preserve the health and wellbeing of the most vulnerable residents and patients in our community.

Sample Post #6 (for Friday, December 31)

Today is National Champagne Day! It's also the final day of the SFCJL Holiday Heroes Campaign. Please help me raise a glass—and raise some money—to thank the heroes at the San Francisco Campus for Jewish Living in a tangible way. Today's your last chance to donate to my SFCJL Holiday Heroes fundraiser.