

#GIVINGTUESDAY



**CREATE A BLUE STAR FUNDRAISER
ON FACEBOOK**

Thank you for hosting a Blue Star Fundraiser for #GivingTuesday this year! We know you have many worthy causes to choose from, and we're honored and thrilled you selected Blue Star Families. We want you to reach your goal, so we created this easy-to-use toolkit to help. These tips and templates are designed to inform and inspire your friends and family to support military families through BSF. If there's anything else we can do to assist, don't hesitate to reach out.

HOW IT WORKS:

1. **Create a fundraiser:** We'll help you get started. All the tools and tips you'll need are outlined below. (Remember: Facebook does not charge fees on fundraisers for nonprofits. That means 100% of the funds you raise go straight to BSF's mission to support military families.)
 2. **Share with friends:** Connect your friends and family to Blue Star Families, gain supporters across Facebook, and watch your impact grow.
 3. **Get donations:** People can donate to your Fundraiser in just a few clicks, without ever leaving Facebook.
 4. **Keep us updated:** Tag #MyBlueStarFundraiser to let us know you're participating. We'll spread the word and cheer you along!
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HOW TO CREATE YOUR FUNDRAISER:

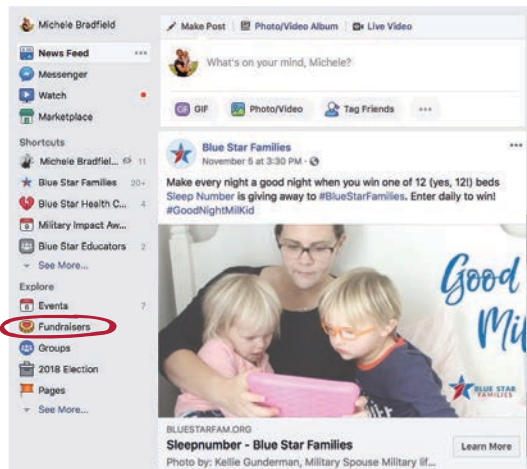
STEP 1:

Download our custom Facebook Cover Photo **here**, then save to your desktop



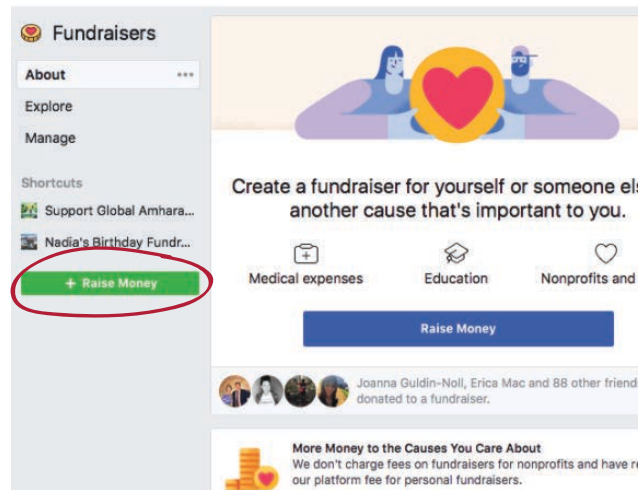
STEP 2:

Login to your Facebook and click Fundraisers in the left menu of your news feed



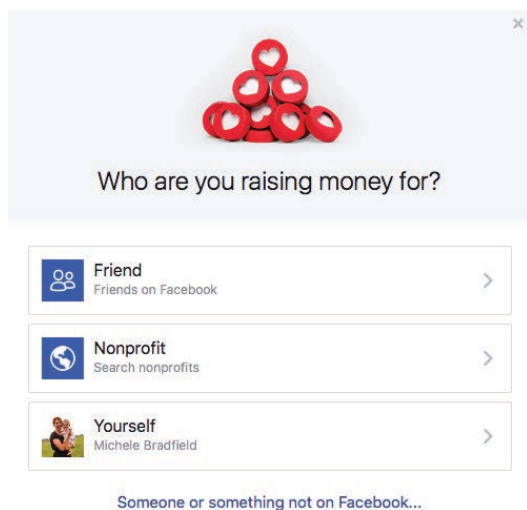
STEP 3:

Click the Raise Money button



STEP 4:

Tap Nonprofit



STEP 5:

Search for and select Blue Star Families



STEP 6:

Fill in the Fundraiser details. Feel free to copy and paste our sample text:

Fundraiser Title:

[Your Name's] #GivingTuesday Fundraiser for Blue Star Families

I'm incredibly inspired by the Blue Star Families' mission because they empowered [me/my kid] in a big, big way. Every day they strengthen military families, like ours, by connecting us to Blue Star Neighbors-- individuals or organizations -- to create vibrant communities of mutual support. BSF empowered our family through their [Insert BSF program or event here] which... [Insert your story here. Explain the issue and tell how BSF helped.]

I'm telling my story to share what's happening in military communities across the country and to highlight the unique challenges we face. Every dollar I raise for BSF will be used to build Blue Star Communities and connect military families to resources that will help us thrive -- not just survive -- where we live.

Make a donation to military families now or mark your calendar and come back to my fundraiser on #Giving Tuesday (Nov. 27). Facebook and PayPal are matching donations through Facebook fundraisers on #GivingTuesday... which means your impact DOUBLES! Thank you for your support and commitment to military families like ours.

Let's start with the basics

Who is organizing the fundraiser?
Michele Bradfield

Who are you raising money for?
Blue Star Families

How much money do you want to raise? *i*
200 USD

When should your fundraiser end? *i*
Nov 27, 2018

Fundraisers are Public, so anyone on or off Facebook can see them. Only people on Facebook can donate.

Next

Tell your story

What's the title of your fundraiser? *i*
Michele's Blue Star Fundraiser

Why are you raising money? *i*

I'm incredibly inspired by the Blue Star Families' mission because they empowered [me/my kid] in a big, big way. Every day they strengthen military families, like ours, by connecting us to neighbors -- individuals or organizations -- to create vibrant communities of mutual support. BSF supported our family through their [Insert BSF program or event here] which... [Insert your story here. Explain the issue and tell how BSF helped.]

I'm telling my story to share what's happening in military communities across the country and to highlight the unique challenges we endure. Every dollar I

Back Next

STEP 7:

Upload your customized cover photo (the one you saved to your desktop in step 1) to Facebook and hit create. You're done!

WHAT NEXT?

Share your fundraiser with the world! You want to motivate and inspire your friends and family to donate. That means educating and telling your story of why Blue Star Families matters to you. Here are some sample posts you can share on Facebook to spark engagement:

Announcement

Nov. 27th is #GivingTuesday and this year I'm fundraising for Blue Star Families, a national military-affiliated nonprofit. BSF impacted our military family in a big, big way and I want to pay it forward. Every dollar I raise will be used to empower military families through resources and community. Learn more and show your support here: [link to your FB fundraiser] #MyBlueStarFundraiser

Reminder/Impact Details

[X] days until #GivingTuesday. Now through Nov. 27, I'm fundraising for Blue Star Families, a national military-affiliated nonprofit. They helped our #milfam in a big way and I'm paying it forward. This year they hosted 900 events for military families across the county. I want them to be able to serve even more families in 2019. You can help by donating to #MyBlueStarFundraiser. Learn more here: [link to your FB fundraiser]

Day Of

Support military families this #GivingTuesday. Donate Now. There are no fees on donations -- every dollar I raise (100%) goes to Blue Star Families. And on #GivingTuesday (Nov. 27), funds raised on Facebook will be matched by Facebook and PayPal so the impact will DOUBLE! Learn more and donate here:[link to your FB fundraiser] #MyBlueStarFundraiser

TAKE IT OFFLINE:

Get your friends and family excited about your Blue Star Families fundraiser through email. Copy and customize this sample text:

Announcement

Dear [Name],

I have exciting news! In honor of #GivingTuesday, I'm fundraising for Blue Star Families, a military-affiliated nonprofit that has impacted our family in a big, big way. [Tell your story here. Keep it short and to the point.]

As a supporter of veterans and their families, I need your help. Please make a donation to #MyBlueStarFundraiser on Facebook now through Tue., Nov. 27. Every dollar I raise will be used to empower military families through resources and community. Learn more and make a donation here [link to your FB fundraiser].

Thank you for your support!
[Your name]

Reminder/Impact Details

Dear [Name],

#GivingTuesday is around the corner and I need your help in supporting Blue Star Families, a military-affiliated nonprofit that has impacted our family in a big, big way. [Tell your story here. Keep it short and to the point.]

Please consider making a donation to #MyBlueStarFundraiser on Facebook now through #GivingTuesday (Nov. 27). Every dollar I raise will be used to empower military families through resources and community and on #GivingTuesday (Nov. 27), funds raised on Facebook will be matched by Facebook and PayPal... which means your impact will DOUBLE! Learn more and make a donation here [link to your FB fundraiser].

Thank you for your support.
[Your name]

Day Of

Dear [Name],

Ready...set...go! Today is #GivingTuesday, a global day of giving back to the causes we care about. I'm passionate about Blue Star Families, a military-affiliated nonprofit that has impacted our family in a big, big way. I've been raising funds for BSF and today (Nov. 27) is the last day to give. You can help by making a donation to #MyBlueStarFundraiser here [link to your FB fundraiser]. Every dollar I raise will be used to empower military families through resources and community. And today only, funds raised on Facebook will be matched by Facebook and PayPal... which means your impact will be DOUBLED!

I greatly appreciate your support and commitment to making a difference in the lives of military families like ours. Learn more and donate now [link to your FB fundraiser].

Sincerely,
[Your name]

FOLLOW UP:

After #GivingTuesday, please consider reporting and celebrating the impact your friends'/families donations had on advancing Blue Star Families' mission. Post a "Thank You" on Facebook or mail a handwritten note to your donors.

For more information about Blue Star Families and our #GivingTuesday impact, please contact info@bluestarfam.org.

About Blue Star Families

Blue Star Families builds communities that support military families by connecting research and data to programs and solutions, including career development tools, local community events for families, and caregiver support. Since its inception in 2009, Blue Star Families has engaged tens of thousands of volunteers and serves more than 1.5 million military family members. With Blue Star Families, military families can find answers to their challenges anywhere they are. For more information, visit bluestarfam.org.