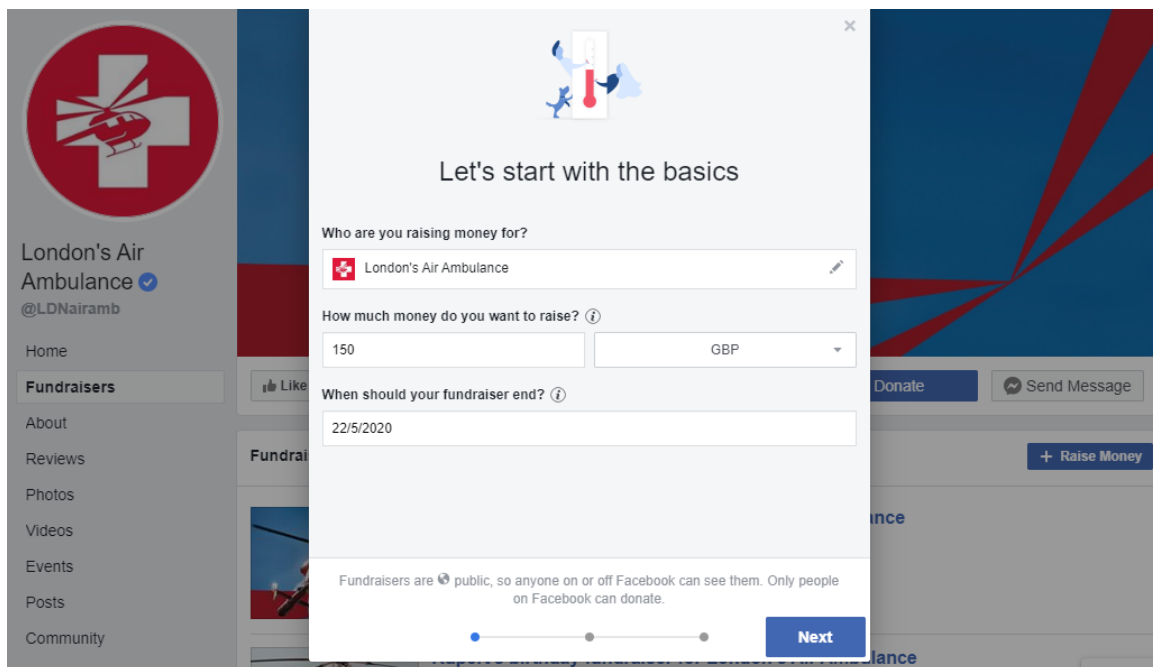




## HOW TO CREATE A FACEBOOK FUNDRAISER PAGE

1. Sign in to Facebook and visit <https://www.facebook.com/fund/LDNairamb/> to easily set up your London's Air Ambulance Charity fundraiser.
2. A pop up like this should appear, should it not, click 'Raise Money' on the right-hand side of the screen. This is what the pop up looks like:

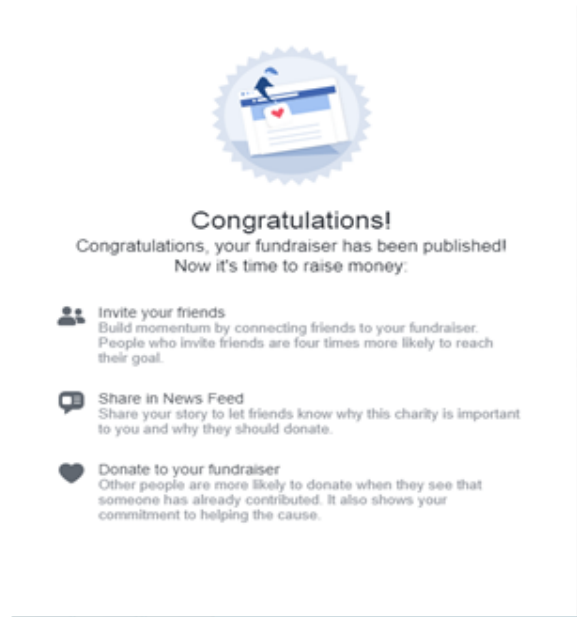


3. Select your monetary target and when you would like your fundraiser to end and then click 'next'
4. Here you will be asked to name your fundraiser as well as write a description. Use this space to include as much information as you can (a pre-set description is offered - feel free to use it, adapt it or delete it entirely and replace with your own). In our experience, the more descriptive you are about the nature of your fundraising and the reason behind it, the more compelled people are likely to be to donate)
5. Click 'next', here you'll be asked to add a photograph. If you have any snaps linking you to our charity please feel free to use them. Perhaps you have supported us at a fundraising event or have been pictured wearing our merchandise. Failing that you can choose to use any of the images from our Facebook page.



6. When you have completed this step click 'create'

7. This pop up page will appear to confirm the creation of your fundraiser:



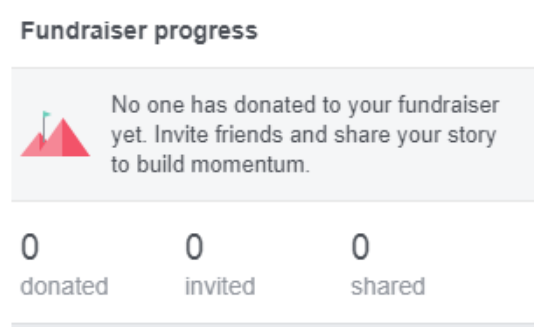
8. If you right click the page background, your page should look similar to this one (although with your details).



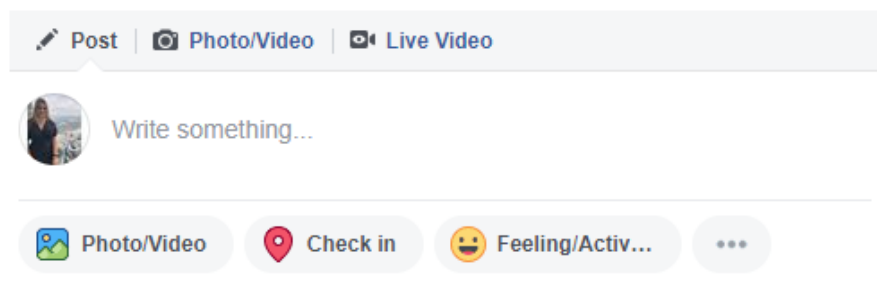
9. Once you have created your event you will be able to invite your Facebook friends to like the activity and share it with their own contacts. Here they will be able to make donations and choose to like your event page if they wish to follow your progress.



10. As well as managing your invitees, you can also keep a track of how your fundraiser is doing. You can view this data on your fundraising page here:



11. You can post to, add a video to or even 'Go Live' on your fundraiser. 'Going Live' will allow you to engage with those people who have chosen to follow your event through a live video update, provided they see your post and choose to watch your live update. You can speak to them directly or even deliver a virtual activity.



12. If you'd like to share your fundraiser via other channels, copy the link shown on the right hand side of your page (beginning with https:.) This will allow you to share it to social media, by email or even in a text message.

### 13. Achieving your target

Share your page by inviting your Facebook contacts to it. By clicking on one of Facebook's set donations, your supporters can choose to gift a set amount. By clicking on the 'other' button they can opt to donate an amount of their own choice.

