

A beginner's guide to using to fundraise



We're sure many of you already use Facebook for keeping in touch with your friends, playing games and posting cringeworthy photographs of nights better left forgotten or old school photos. However did you know that Facebook is also the ideal place to fundraise for St Ann's Hospice and the Manchester Midnight Walk? For example did you know that online fundraising site JustGiving receives the most referrals from Facebook?

All well and good you maybe thinking but I don't have a clue where to start and that's where this handy guide comes in. Here you'll find all the hints and tips you need to ensure you raise big bucks for St Ann's Hospice.

Get started

If you already have a Facebook account feel free to skip this section while we explain to the Facebook virgins how to create an account:

- 1 To create an account first go to facebook.com and fill in your vital statistics, it should look something like this*:

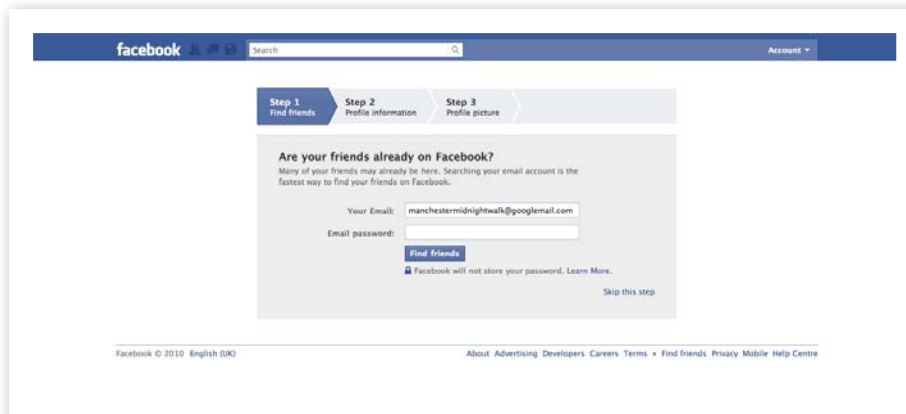


- 2 Facebook will then ask you to perform a security check. The words presented aren't always the easiest to read, so if you're having trouble identifying them click 'Try different words' or listen to the audio captcha. Click 'sign up' and you're in! You are now officially a Facebook-er, easy as that.

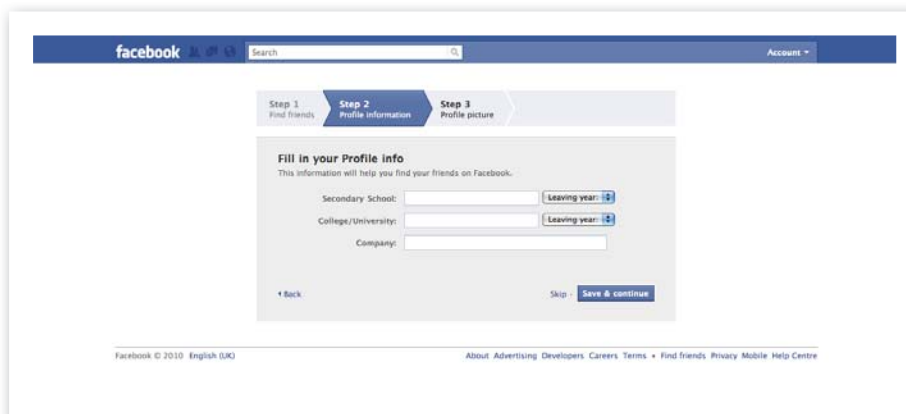


Download detailed online fundraising guides at www.sah.org.uk/onlineguides

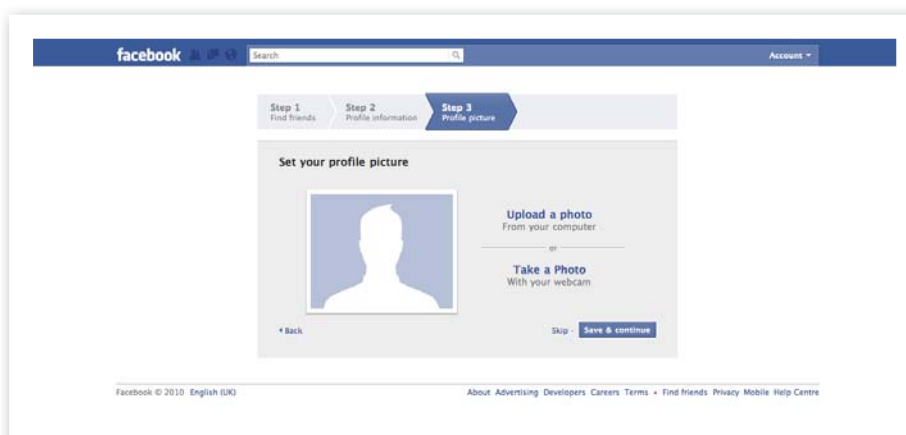
- 3 Once you have signed up Facebook will ask you whether you wish for them to search your e-mail address book so you can start connecting with friends you already know. Don't worry you don't have to do this or you can always do this later.



- 4 Next you'll be asked for some information regarding your education and employment background. This helps you find people you may already know on Facebook, but if you're not ready to disclose that information just yet click 'skip'.



- 5 Smile you're on camera! Now you've reached the point where you can upload a picture that will represent you on Facebook.



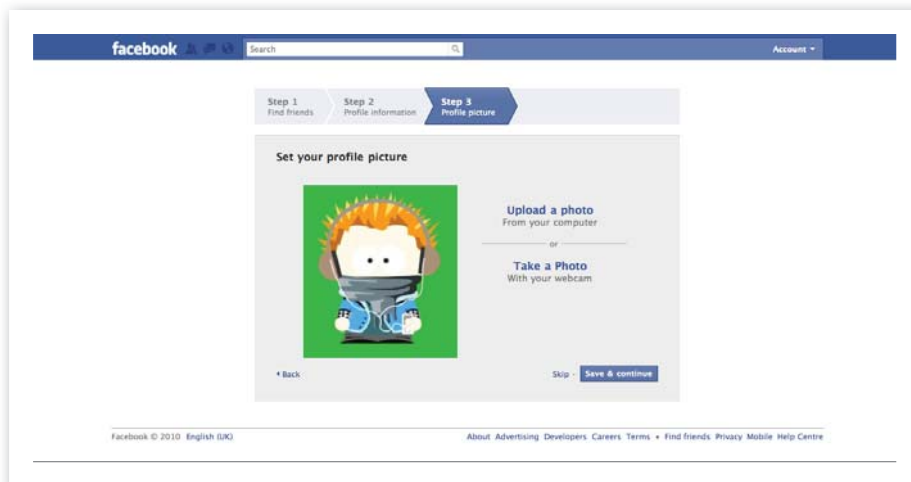
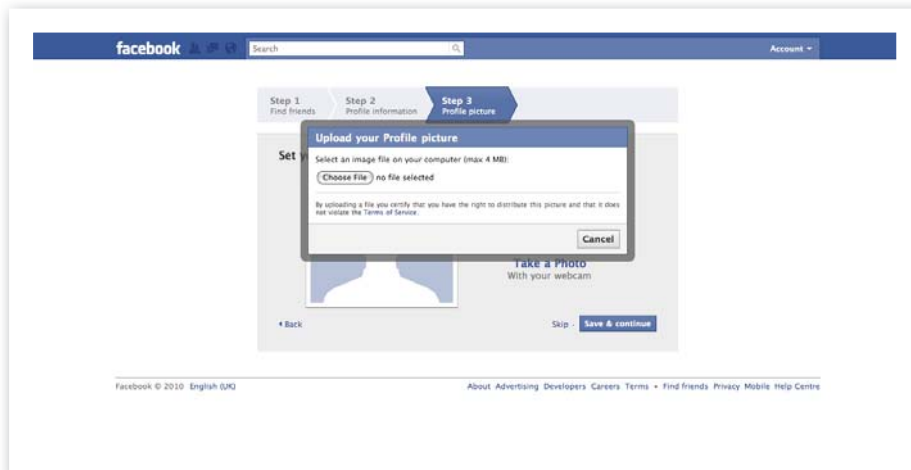
Become a fan on Facebook
at [www.facebook.com/
StAnnsHospice](http://www.facebook.com/StAnnsHospice)

Follow us on Twitter at
www.twitter.com/StAnnsHospice

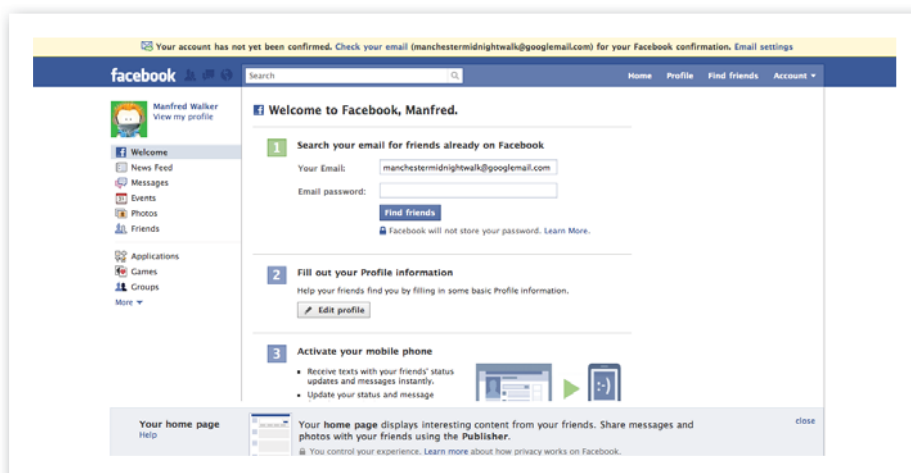
Visit our blog at
[http://manchestermidnightwalk.
posterous.com](http://manchestermidnightwalk.posterous.com)

Use these guides for any fundraising you are doing for St Ann's Hospice!

You can either choose to upload one you already have saved on your computer or 'strike a pose' there and then by using your webcam, if you have one.



6 After being asked to add a profile picture you will be taken directly to the Facebook 'home page'.



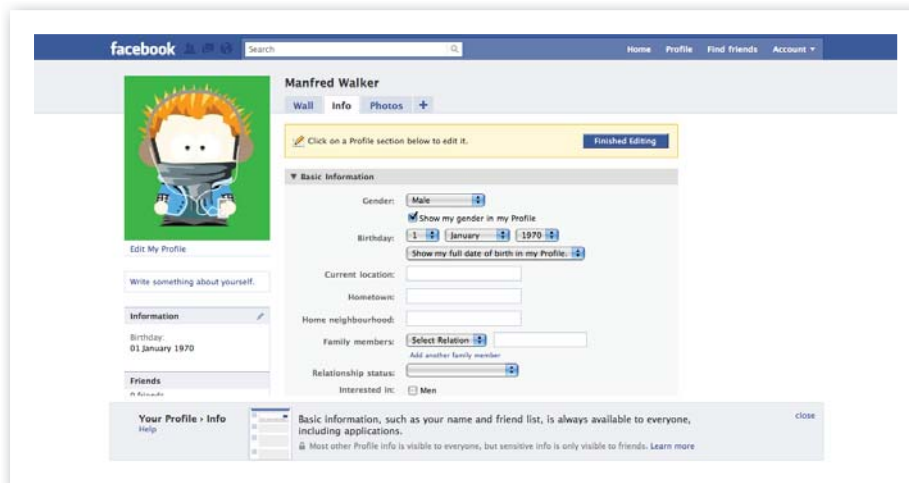
Become a fan on Facebook
at [www.facebook.com/
ManchesterMidnightWalk](http://www.facebook.com/ManchesterMidnightWalk)

Follow us on Twitter at
www.twitter.com/MidnightWalk

Visit our blog at
[http://manchestermidnightwalk.
posterous.com](http://manchestermidnightwalk.
posterous.com)

Other online fundraising guides include: Twitter, Justgiving, Blogging and videos

- 7 If you select your profile it will look like this and you can add as much or as little information about yourself, it's really up to you:



- 8 From your profile you can then choose to go to your 'Wall'. Here you can post comments, links, pictures and so on, as well as selecting who gets to see this information.



Become a fan on Facebook
at [www.facebook.com/
StAnnsHospice](http://www.facebook.com/StAnnsHospice)

Follow us on Twitter at
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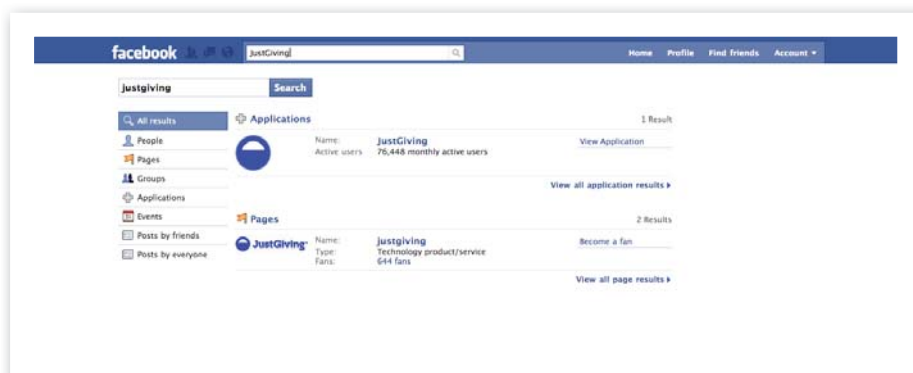
Thank you for supporting St Ann's Hospice with your fundraising!

- 9 If you're struggling to navigate Facebook at any time they have an extensive Help section. To access this page click on Account and then on Help Centre in the drop down menu.
- 10 Also don't forget to become one of our biggest fans by joining our official Fan Pages for the Manchester Midnight Walk and St Ann's Hospice. You can get there directly by visiting <http://www.facebook.com/ManchesterMidnightWalk> and <http://www.facebook.com/stannshospice>. Alternatively you can search for us on Facebook - and when you join us don't forget to say "hello".



Get giving

- 1 The easiest way to get donations flooding in for your participation in the Manchester Midnight Walk is by integrating your Facebook profile with JustGiving www.justgiving.com, where you can collect donations online. Just follow these simple steps:
- 2 Whilst you are logged into Facebook type in the search bar 'JustGiving'. You will be taken to a page that looks like this, where you can select the JustGiving application by clicking 'View Application'.



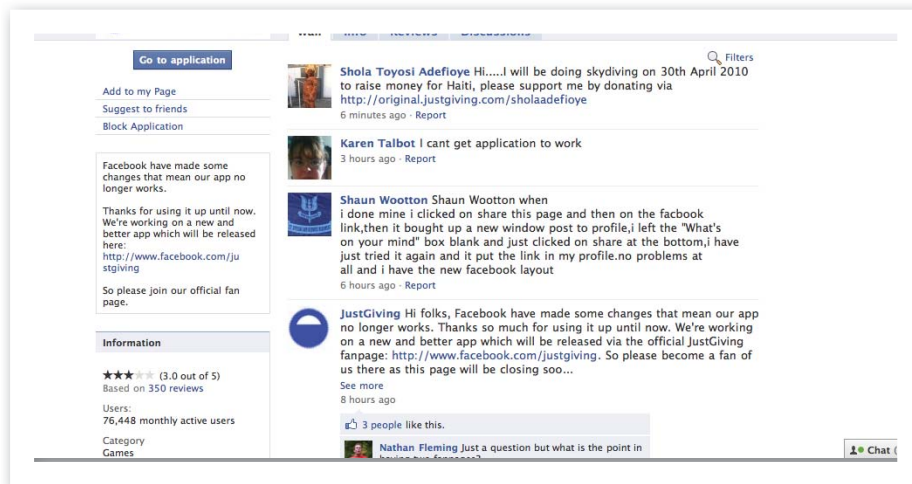
Become a fan on Facebook
at [www.facebook.com/
ManchesterMidnightWalk](http://www.facebook.com/ManchesterMidnightWalk)

Follow us on Twitter at
www.twitter.com/MidnightWalk

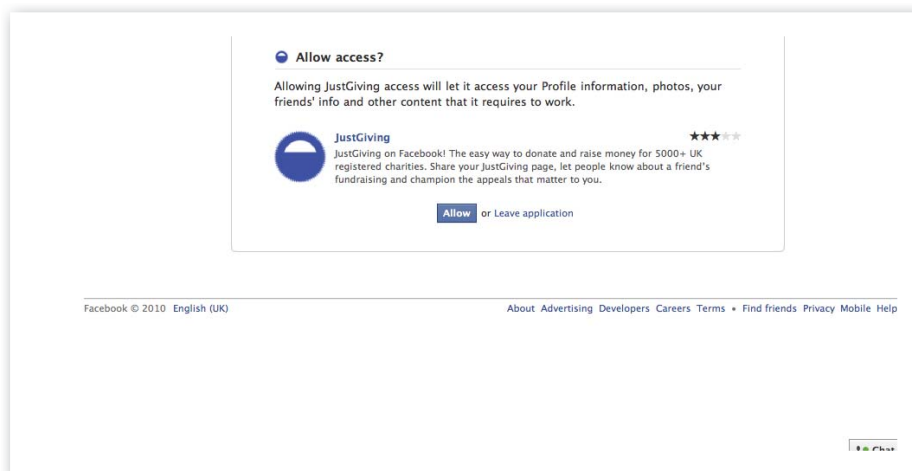
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If you need any info about St Ann's to help you with your fundraising, visit us at www.sah.org.uk

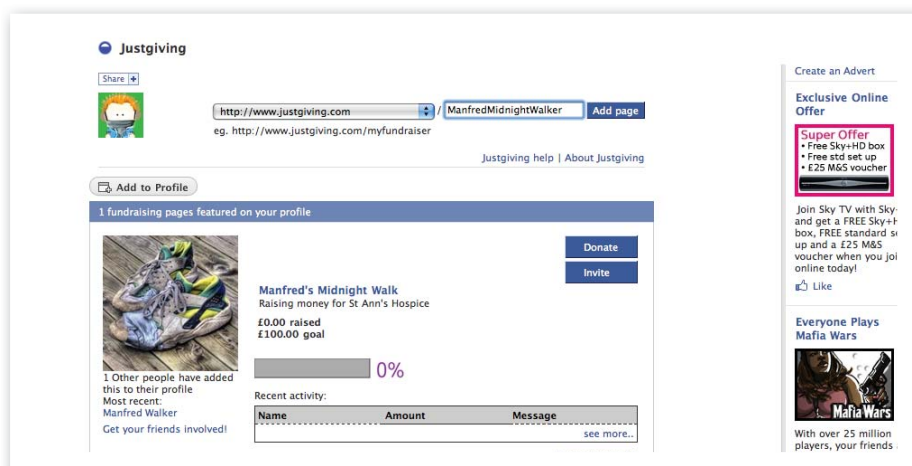
- 3 You will be taken to their 'home page', from here click on 'Go to Application'.



You will then be asked if you are sure you want to add the Application, click on 'Allow'.



- 4 Following this you will be asked to add in the link to your JustGiving donation site.



Become a fan on Facebook
at [www.facebook.com/
StAnnsHospice](http://www.facebook.com/StAnnsHospice)

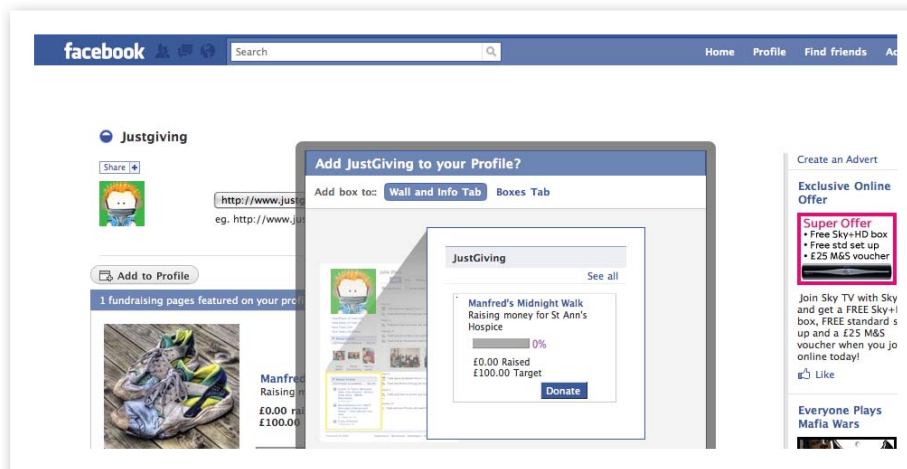
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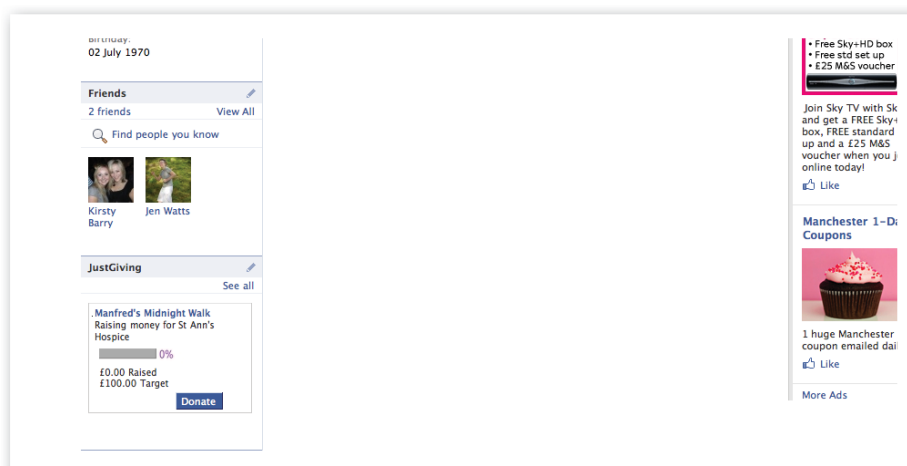
Did you know we have to raise £16,000 a day to keep our doors open?

If you haven't set one up yet go to justgiving.com where you will be able to set up a page very easily (or see our handy guide)

- 5 When you have added your fundraising page to Facebook you can then add it to your Facebook profile. Then all your friends can see you are taking part in the Manchester Midnight Walk and help you reach your sponsorship total. Add to 'Wall and Info Tab' for maximum visibility.



- 6 And you are all done. Your JustGiving application will be displayed on your profile as follows:

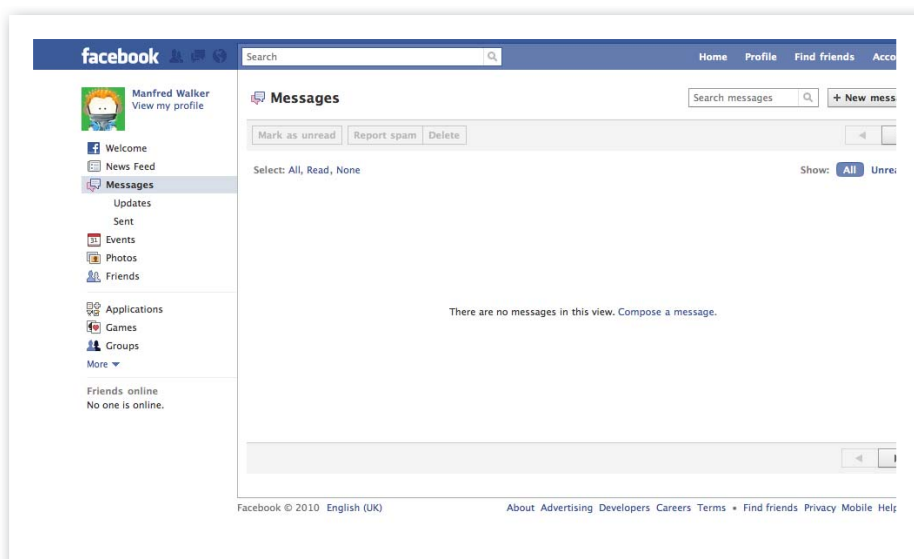


“More than 60 million status updates are posted on Facebook each day” *Facebook*

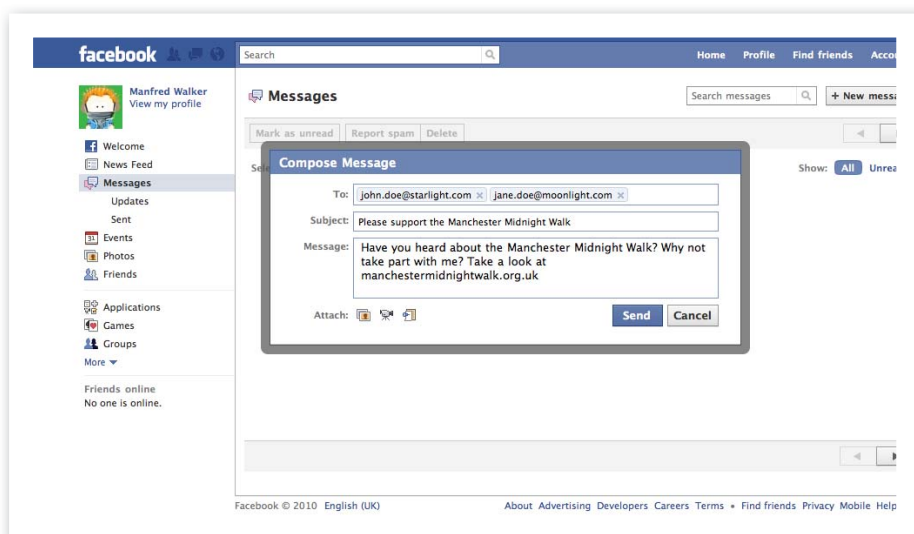
Tell your friends

It sounds obvious but once you are signed up for the walk and ready to start fundraising you need to start shouting about it. So why not message your friends, colleagues and family and let them know what you're up to.

- 1 When logged into Facebook, click on 'Messages' - you will find this in the left hand navigation bar. Click on '+ New message'.



- 2 A window like this will open.



All you need to do now is decide who you're sending your message to, you can pick from your Facebook friends as well as send the message to non-Facebook users by typing in their e-mail address.

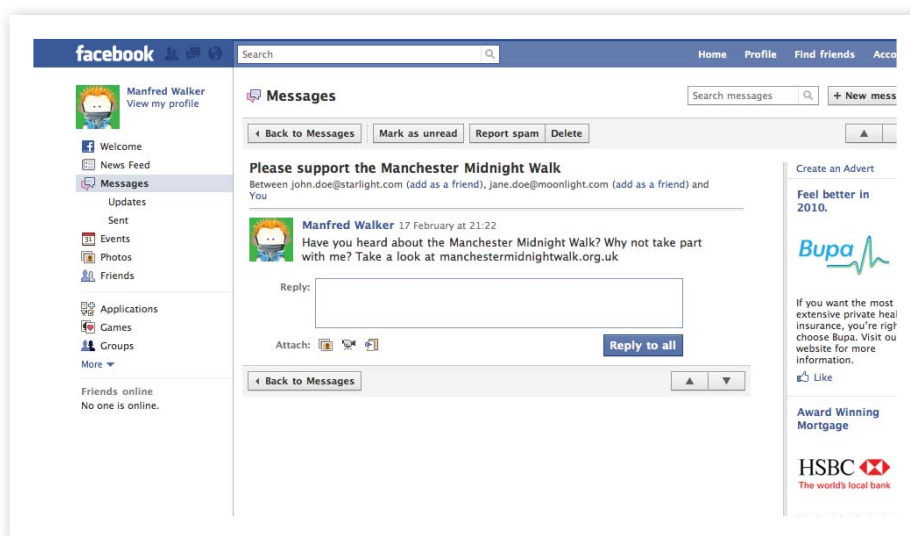
Become a fan on Facebook
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StAnnsHospice](http://www.facebook.com/StAnnsHospice)

Follow us on Twitter at
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Visit our blog at
[http://manchestermidnightwalk.
posterous.com](http://manchestermidnightwalk.
posterous.com)

Use your facebook account to promote any event you ar doing for us - runs, bike rides, climbs etc

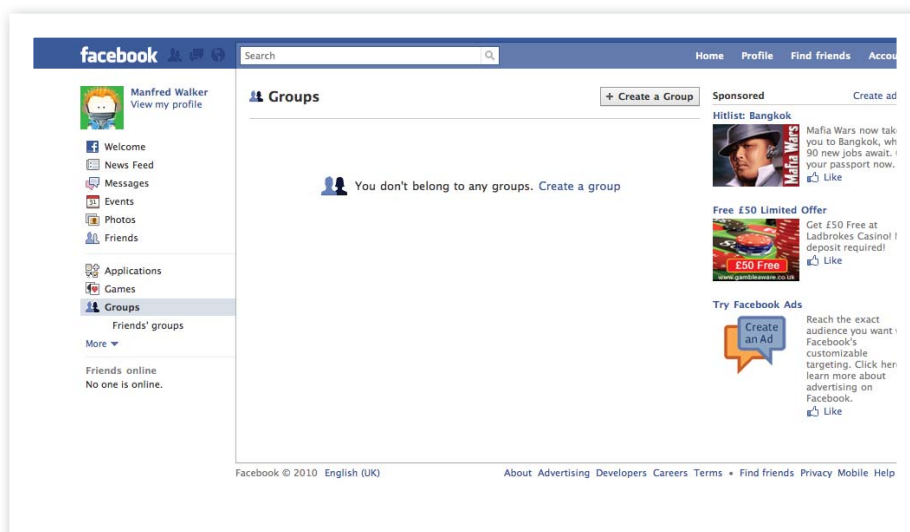
- 3 Now get creative and compose your message, once you're happy with it hit send.
- 4 You'll then be asked to verify that you want to send the message.
- 5 Once you have clicked on 'Submit' your message will be on its way! You will then be directed back to your message page.



Get together

One of the best ways to keep all your friends on Facebook updated with your fundraising activities for the Manchester Midnight Walk is by creating a Group dedicated to your endeavors. Look how simple it is:

- 1 When logged into Facebook select 'Groups' from the sidebar on the left of the Facebook window.
- 2 You will be directed to a page that looks like this:



St Ann's Hospice provides services to over 3,000 people each year

- 3 Click on '+ Create a Group' and the following page will open. Here you can enter all the details about the purpose of your Group.

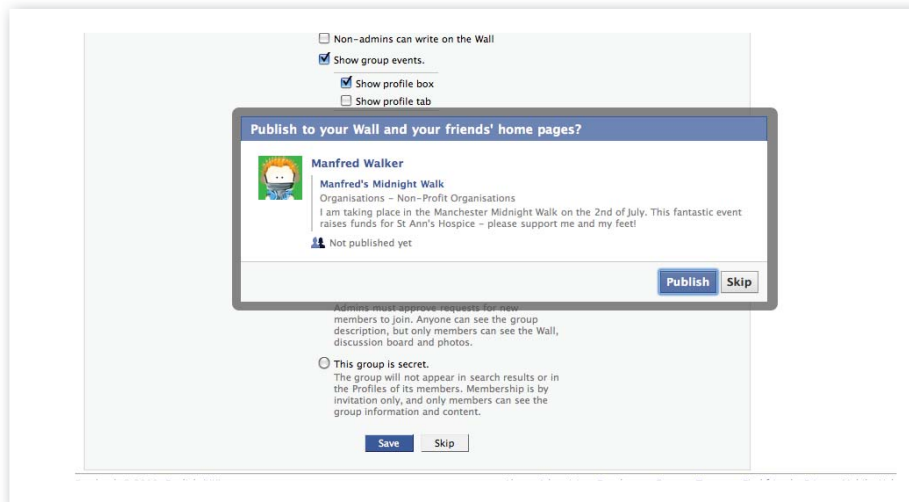
The screenshot shows the Facebook 'Create a Group' interface. At the top, there's a search bar and navigation links for Home, Profile, Find friends, and Account. Below that, the page is titled 'Create a Group' with a sub-header 'Step 1: Group info'. The main form area contains several fields: 'Group Name' (required) with the text 'Manfred's Midnight Walk'; 'Description' (required) with a text area containing 'I am taking place in the Manchester Midnight Walk on the 2nd of July. This fantastic event raises funds for St Ann's Hospice - please support me and my feet!'; 'Group type' (required) with two dropdown menus, the first set to 'Organisations' and the second to 'Non-Profit Organisation'; 'Recent News' with an empty text area; 'Office', 'Email', 'Website', and 'Road' with empty input fields; and 'Town/City' with the text 'Manchester'.

- 4 Next you will be asked to update the privacy settings and administration rights for your Group. Take a minute to think about who you want to be able to contribute to the Group and who will be able to see the content.

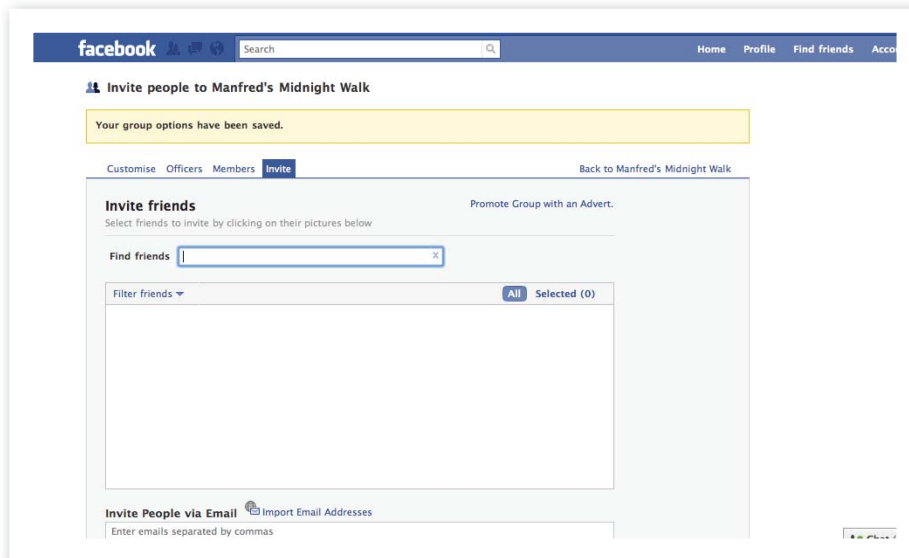
The screenshot shows the Facebook 'Edit Manfred's Midnight Walk' interface. At the top, there's a search bar and navigation links for Home, Profile, Find friends, and Account. Below that, the page is titled 'Edit Manfred's Midnight Walk' with a sub-header 'Step 2: Customise' and a 'Save and continue' button. A yellow banner at the top of the main content area says 'Your group has been created.' Below this, there's a list of settings to be customized, each with a checkbox or radio button: 'Non-admins can write on the Wall' (checked), 'Show group events' (checked), 'Show profile box' (checked), 'Show profile tab' (checked), 'Enable discussion board' (checked), 'Enable photos' (checked), 'Allow all members to upload photos.' (radio button selected), 'Only allow admins to upload photos.' (radio button unselected), 'Show profile box' (checked), 'Show profile tab' (checked), 'Enable videos' (checked), 'Allow all members to upload videos.' (radio button selected), 'Only allow admins to upload videos.' (radio button unselected), 'Show profile box' (checked), 'Show profile tab' (checked), and 'Public posts' (checked).

The Manchester Midnight Walk is our biggest fundraising event, raising over £240,000 in 2009

- 5 Facebook will then ask you whether you want to publish your Group on your personal Profile page - it's really up to you but we think that's a good idea.



- 6 You will then be asked to invite people to join your Group. There are two ways of doing this. By inviting your existing Facebook friends (to do this all you need to do is search for them). Alternatively ask those living in the Facebook wilderness to join you by typing in their e-mail addresses.



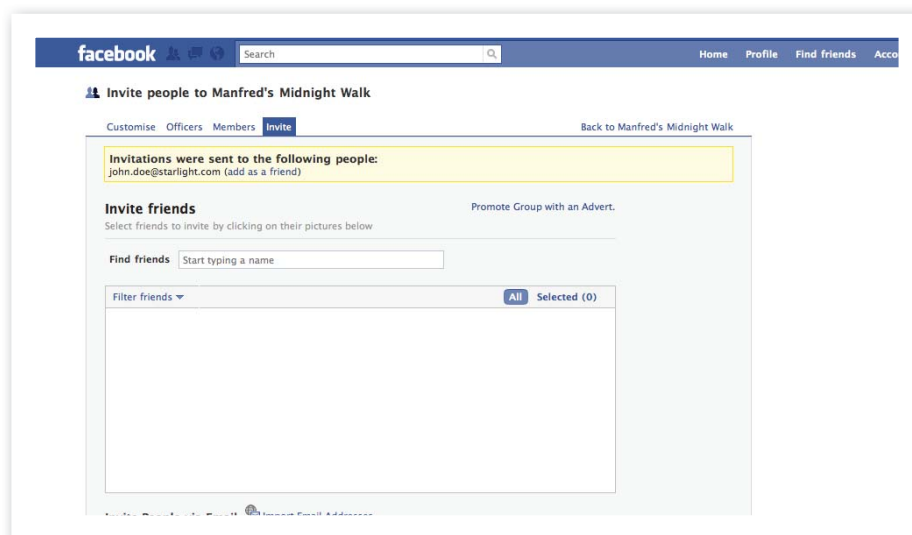
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ManchesterMidnightWalk](http://www.facebook.com/ManchesterMidnightWalk)

Follow us on Twitter at
www.twitter.com/MidnightWalk

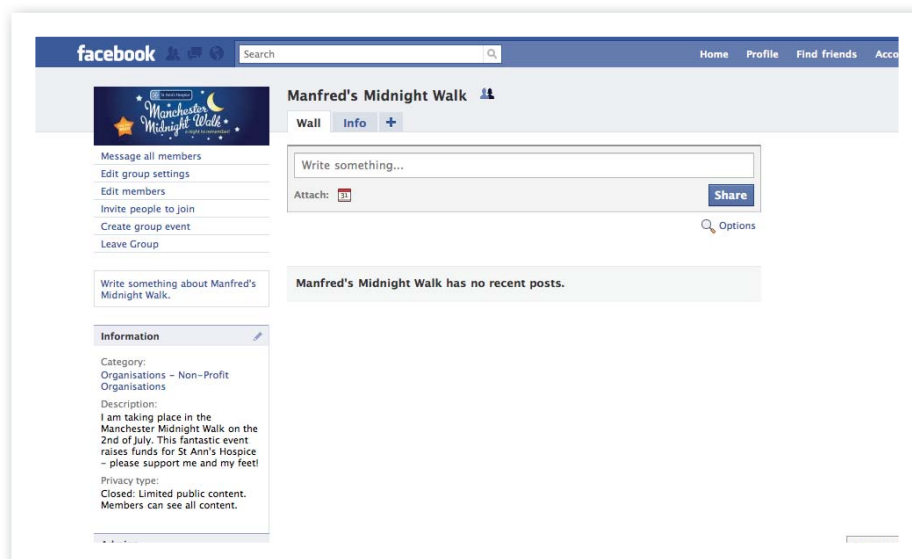
Visit our blog at
[http://manchestermidnightwalk.
posterous.com](http://manchestermidnightwalk.posterous.com)

40% of our patients return home after receiving care from St Ann's Hospice

- 7 Once you have sent your Group invitations Facebook will confirm who they have been dispatched to.



- 8 You can then go back to your Group by clicking 'Back to <name of Group>'. Here you can start editing the content within the Group for example uploading a Group image, adding information to the Group's Wall and start discussions with your Group members.



Become a fan on Facebook
at [www.facebook.com/
StAnnsHospice](http://www.facebook.com/StAnnsHospice)

Follow us on Twitter at
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Visit our blog at
[http://manchestermidnightwalk.
posterous.com](http://manchestermidnightwalk.posterous.com)

Every penny makes a difference to St Ann's Hospice - thank you for your support

- 9 Don't forget to include information on how your Group members can sign up to the Manchester Midnight Walk at manchestermidnightwalk.org.uk and how they can sponsor you both online and/or offline.

Alternatives to Facebook

- Been there, done that, got the t-shirt and still not a Facebook fan? Don't worry there are plenty of alternatives to choose from. Why not check out some of the following and see which works for you.

bebo.com
myspace.com
friendster.com
linkedin.com
socialgo.com
ning.com

** Before you get started we suggest taking a quick look at Facebook's 'Terms of Service' and 'Guide to Privacy on Facebook', as we want you to keep safe out there whilst raising sponsorship. You can view this information at www.facebook.com/privacy/*

That's it!

We hope you've found this guide useful and are now feeling confident using Facebook. If you have any questions or comments about our online guide to Facebook, please contact us on 0161 498 3629, email jwatts@sah.org.uk.

