FACEBOOK FUNDRAISER GUIDE
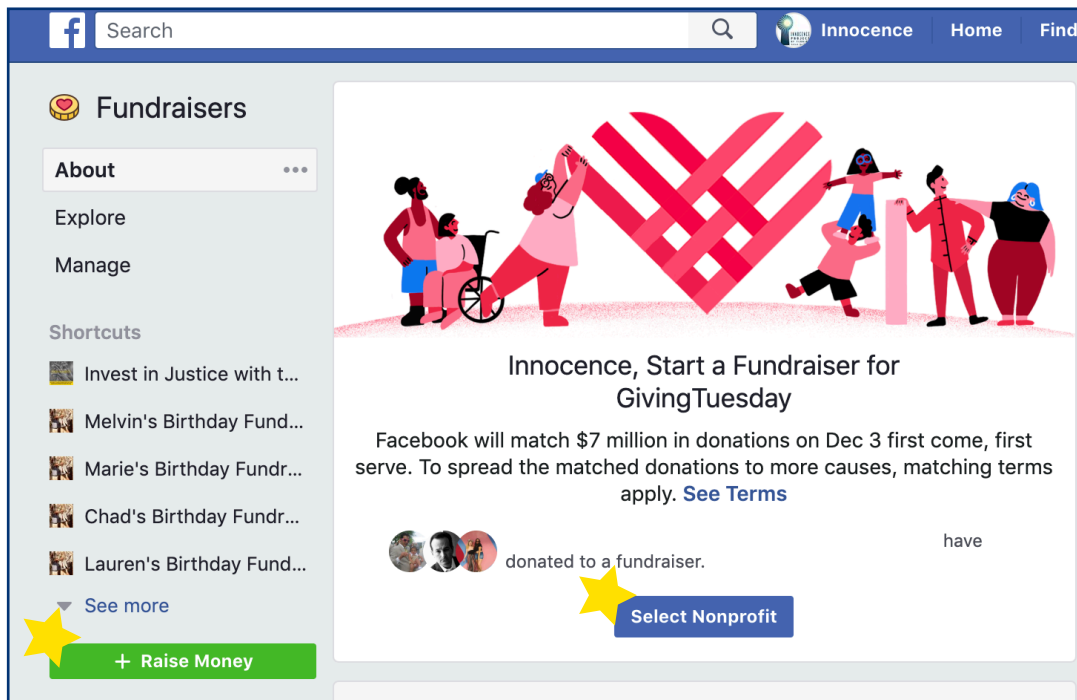
Did you know that $568 is the average amount individuals raise through crowdfunding? An average of 8 people donate to an individual crowdfunding campaign. The end of the year is one of the most critical times for a nonprofit legal aid organization like the Innocence Project of Florida.
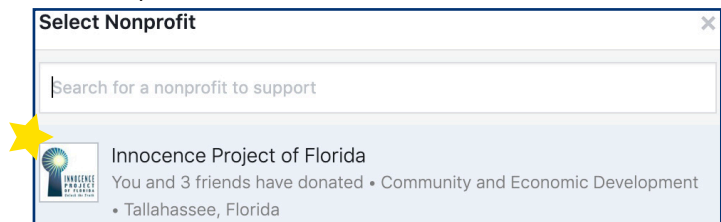
You can make an impact on our work and make a donation go further simply by sharing a fundraiser with your friends for a cause you are passionate about. It takes just a few steps to get started.

You will need: 1. A Facebook account with login information, and;
2. A goal to help educate others on wrongful convictions and spread the mission of the Innocence Project of Florida!

1. From a desktop, **visit**: facebook.com/fund/FLInnocence. This can also be done on facebook's mobile app.
2. Click **Raise Money**, the green button on the left or the blue "**Select Nonprofit**" button in the center.

3. When asked, Who are you raising money for?, Select Nonprofit - **type "Innocence Project of Florida"** and you will see the organization's logo. **Select** it.

4. Continue and make your selections for
   • Who is hosting the fundraiser (select your profile)
   • Set a fundraising **goal** and an end date for the fundraiser.
5. Fill in the **title** and **description** of your Fundraiser, and hit Next.
6. Lastly, **pick a cover photo**, hit **Create**, and your Fundraiser will be live to the public!