

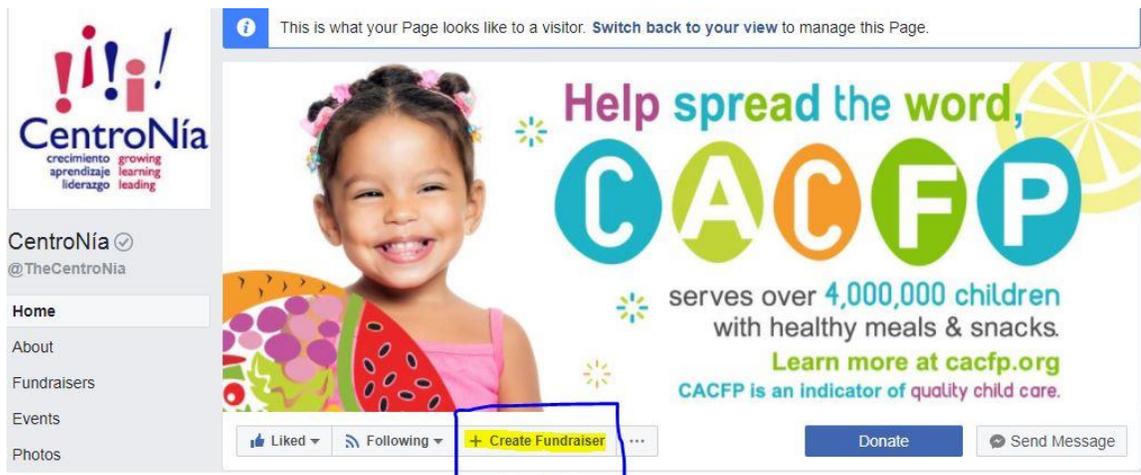
Thank you for donating your birthday to CentroNía on Facebook!

Thank you for taking the step to create your own fundraising page in support of **CentroNía's Birthday Challenge #CNBirthdayChallenge!** By creating a personal fundraising page in celebration of your birthday you will be able to: encourage your friends to celebrate YOU by supporting a mission you care about; talk about your connection to CentroNía; set your own fundraising goal; communicate with your friends and family directly; track how much you and your friends have contributed; and make a collective impact on the children and families at CentroNía.

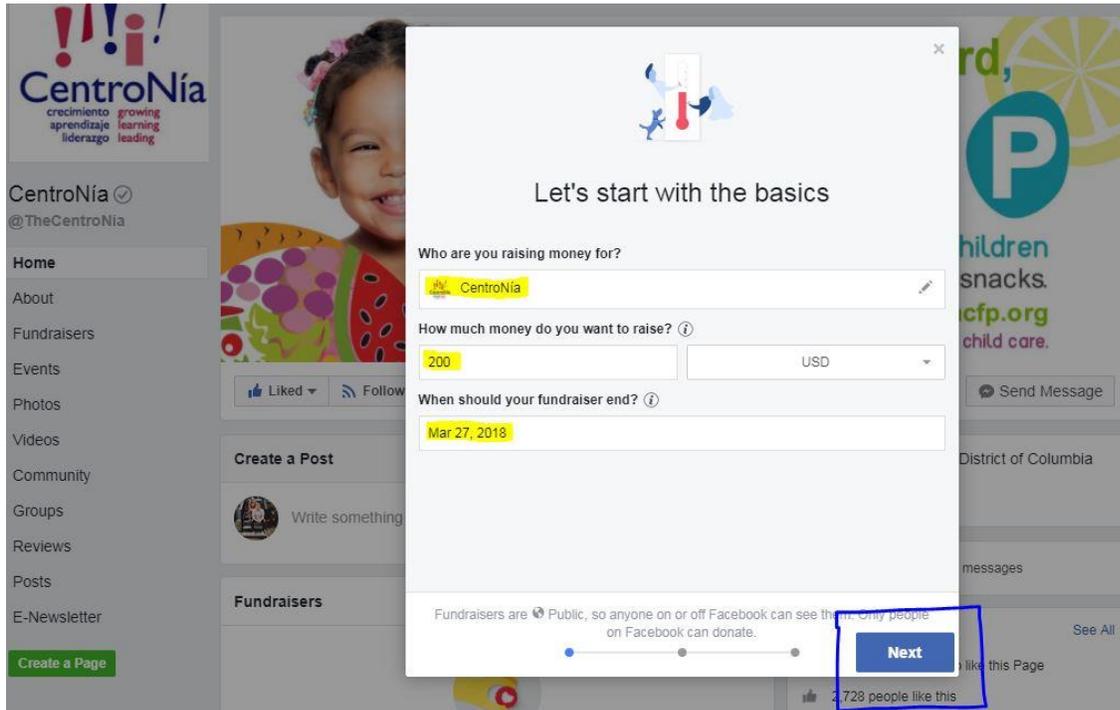
Throughout this process if you find yourself needing technical support, CentroNía's Development and Communications team are here to assist you—please email fkeller@centronia.org or call 202-332-4200 ext. 1087.

Setting Up Your Fundraiser on Facebook:

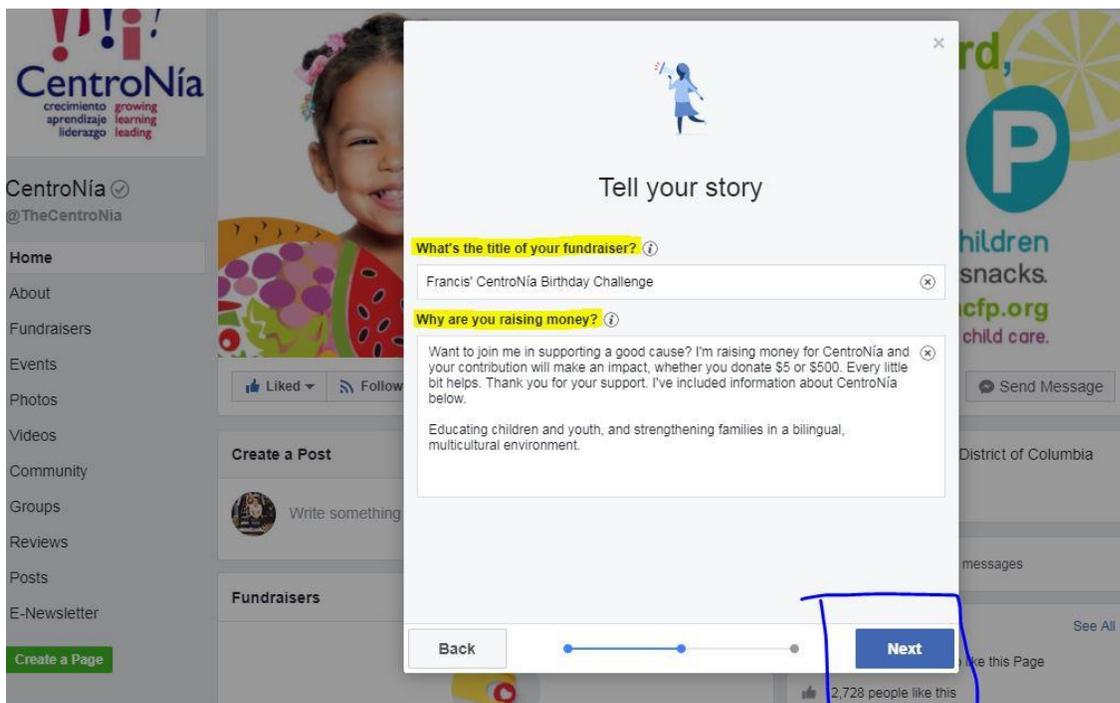
1. Go to [CentroNía's Facebook page](#), and select "Create Fundraiser" below the header image.



2. Fill in the information in the form that pops up to get the process started.



3. Next you will insert the title of the fundraiser and a brief description. See below image for sample text to use on this page.



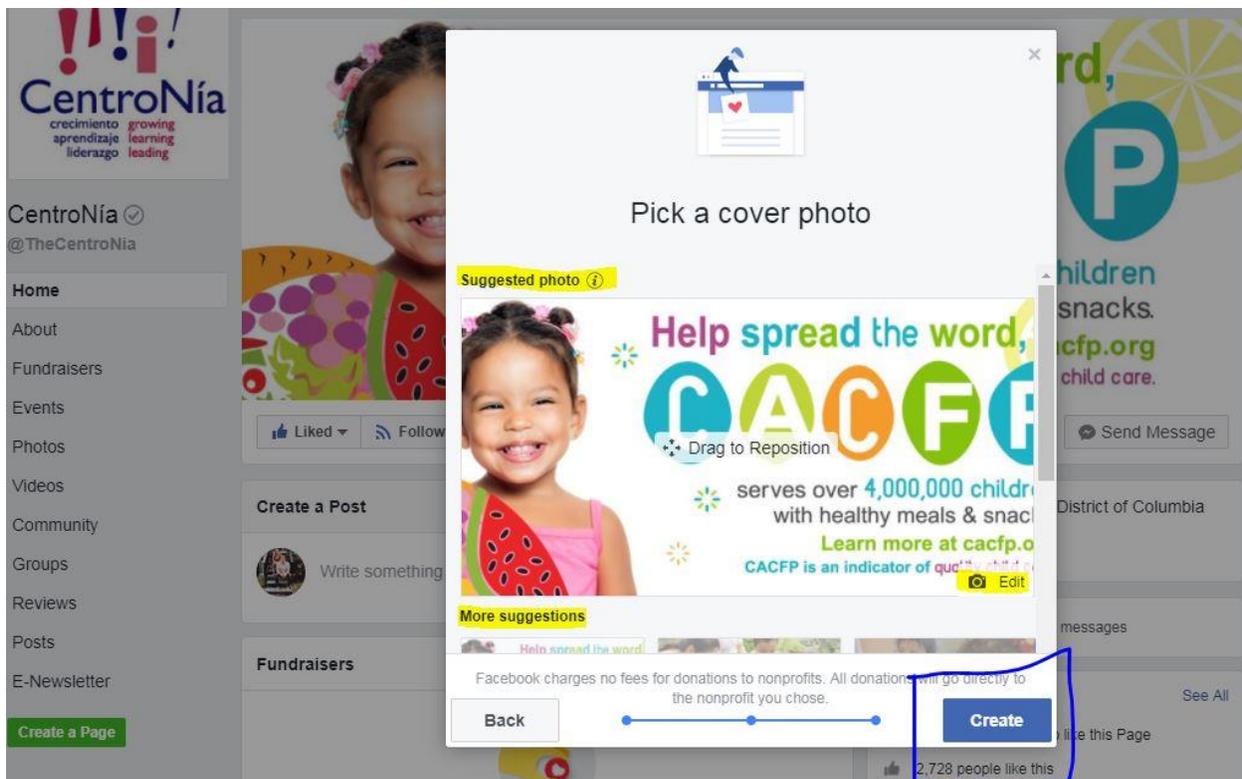
Sample Fundraiser Description:

This year I am asking my friends and family to support CentroNía in honor of my birthday! CentroNía is a community-based non-profit organization that provides bilingual high-quality early childhood education, family support, out-of-school time programs for school age kids, and workforce development for adults. CentroNía supports more than 2,400 low-income children and families in the Washington metro area each year.

<*optional personal note here*->

YOUR gift on my birthday means together we can impact the lives of CentroNía's children and families. Please join me on my birthday in supporting a cause I hold near and dear to my heart.

4. Select a cover photo for the page. This can be customized if you have your own CentroNía photos/memories. If not, some will be preloaded that you can choose from.



5. Now you've set up your page, the next step is to start sharing with your friends and family on Facebook!

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Activity

Francis' CentroNia Birthday Challenge

Shortcuts

- Carl's Birthday Fundrais...
- Support CentroNia for #...
- A #GivingTuesday Birth...
- Help me change the fac...
- I'm Donating My Birthda...

See more

+ Raise Money

Francis' CentroNia Birthday Challenge Fundraiser

Donate

Post Photo/Video

Write something

Story



Congratulations!

Your fundraiser has been published. Now, let's tell your friends so they can help you reach your goal.

-  **Invite your friends**
Build momentum by connecting friends to your fundraiser. People who invite friends raise 4 times more money.
-  **Share in News Feed**
Share your story to let friends know why this nonprofit is important to you, and why they should donate.

Get Started

0 shared

+ Invite

+ Invite

+ Invite

undraiser by sharing it in friends why you're and how they can help.

Fundraisers

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Francis' CentroNia Birthday Challenge

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See more

+ Raise Money

Francis' CentroNia Birthday Challenge Fundraiser

Donate

Post Photo/Video

Write something

Story

Fundraiser Progress

No one has donated to your fundraiser and share your story sum.

0 shared

+ Invite

+ Invite

+ Invite

undraiser by sharing it in friends why you're raising money and how they can help.

I created this fundraiser because...

Invite Friends

Connect friends to your cause to build momentum and reach your goal.

All Friends

-  [Redacted Name] **Invite**
-  [Redacted Name] **Invite**
-  [Redacted Name] **Invite**
-  [Redacted Name] **Invite**
-  [Redacted Name] **Invite**

Done

Tips to make your Birthday Fundraiser a Success!

Getting Started

Set the example. It's always a good idea to get your campaign off to a successful start by setting a fundraising goal and making the first contribution. This will show your friends that you are committed to the cause and encourage others to join you.

Engaging Others

Sharing YOUR CentroNía story will help your family and friends to understand why CentroNía is important to you and the impact it has in the community. Many times, friends and family will want to support what you are passionate about AND see you succeed in reaching your goal. Based on how you enjoy communicating (email, social media, text)—start spreading the word a week or two before your special day that the best gift you could receive would be donations to CentroNía in your honor.

Reach out to close contacts first

We highly recommend doing the original outreach to your closest circle of friends and family. Share with them your birthday plan and how they can best support you. You can send them a personal message or a customized template for all of your contacts.

Sample Email to Friends & Family:

Dear Friend,

My birthday is fast approaching and this year I am doing something a bit different. I have pledged my birthday to CentroNía as part of its Birthday Challenge. Please help my birthday wish come true by contributing to my fundraising goal in lieu of gifts. Let's get the party started!

You can make a donation, which will support the life-changing early childhood education programs CentroNía provides for immigrant and low-income children and families on my Facebook fundraising page: [<*insert fundraiser link here OR link to Facebook profile*>](#)

CentroNía is a nationally recognized, award-winning educational organization providing high-quality and affordable bilingual early childhood education; professional development to educators; and family support services to nearly 2,400 immigrant and low-income children, youth, and families in the District of Columbia metropolitan region.

Please join me on my birthday in supporting a cause I hold near and dear to my heart. For more about CentroNía, [you may visit its website](#) OR even better visit CentroNía with me and see this one of a kind early childhood education center in action!

Sincerely, [<*Insert Name*>](#)

P.S. If you want to pledge your birthday too, just take one minute to fill out the [BIRTHDAY CHALLENGE pledge form](#).

Use Social Media (@CentroNia #CNBirthdayChallenge)

Once you've sent your first batch of emails, it's time to take your campaign to social media. Use the social media platforms you feel most comfortable on and where you engage with most of your friends. Don't forget to tag and thank people as they donate in honor of your birthday while asking others to join the challenge. This spreads your message further.

Follow-up email on your BIG DAY!

It's your special day! Don't hesitate to send a follow up email or increase your use of social media on this day. Share with your contacts the importance of making the difference in your birthday. Be sure to let people know how close you are to your goal. Your friends and family WILL want to see you reach your goal.

Give thanks and update to supporters

Thank everyone that joined the challenge and provide them with an update of how much they helped you raise.