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](https://www.facebook.com/CentroNia), 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 CentroNia in honor of my birthday! CentroNia 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. CentroNia 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 CentroNia'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 CentroNia 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!
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 CentroNia story will help your family and friends to understand why CentroNia 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 CentroNia 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 CentroNia 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 CentroNia provides for immigrant and low-income children and families on my Facebook fundraising page: <insert fundraiser link here OR link to Facebook profile>

CentroNia 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 CentroNia, you may visit its website OR even better visit CentroNia 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 challenged and provide them with an update of how much they helped you raise.