



# Peace Partners

# GIVING TUESDAY

HOW TO SET UP YOUR #GIVINGTUESDAYNOW  
FACEBOOK FUNDRAISER

# Peace Partners #GivingTuesdayNow Appeal

Tuesday, 5th May is global #GivingTuesdayNow! A Giving Tuesday COVID-19 event, dedicated to raising funds for and supporting the commitment of charities, key workers, NHS staff and more.

**This Giving Tuesday, Peace Partners invite you to get involved and support our efforts to raise crucial funds for our coronavirus response partners The Trussell Trust and St Mungo's.**

All funds raised via your successful Facebook Fundraiser will go towards:

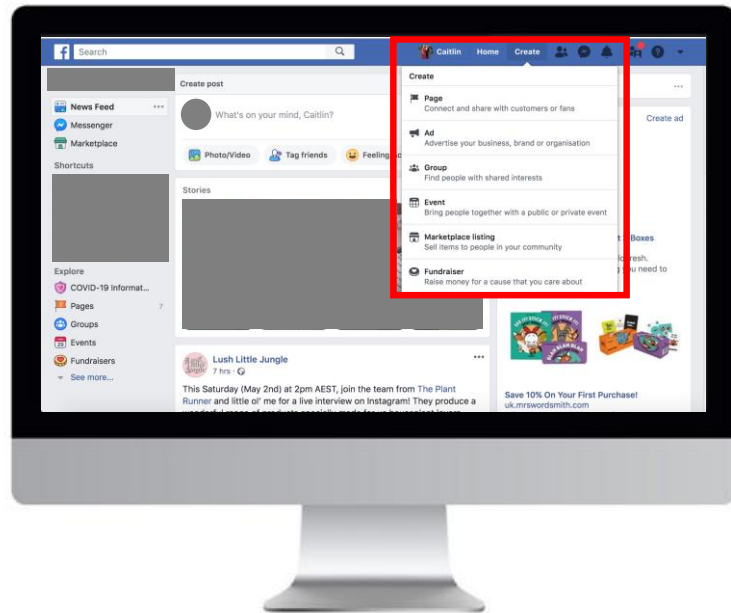
**The Trussell Trust** – supporting their work to address food insecurity across the United Kingdom and keep food banks open during the coronavirus crisis. [Find out more](#)

**St Mungo's** – ensuring they can continue to deliver a multi-faceted approach to homelessness in the UK. Setting up UK rough sleepers in safe and secure accommodation, to both self-isolate during the coronavirus crisis and stay safe beyond. [Find out more.](#)

Keep reading to find out how to set up your Facebook Fundraiser.

# Setting up a #GivingTuesdayNow Facebook Fundraiser

## Step 1



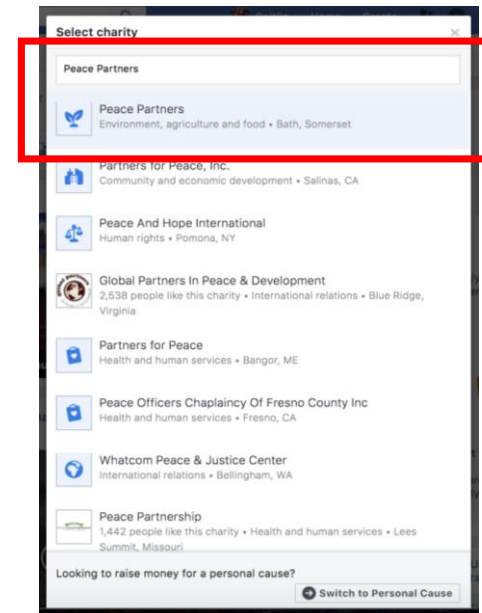
Click 'Create' on your Facebook bar, then choose 'Fundraiser'

## Step 2



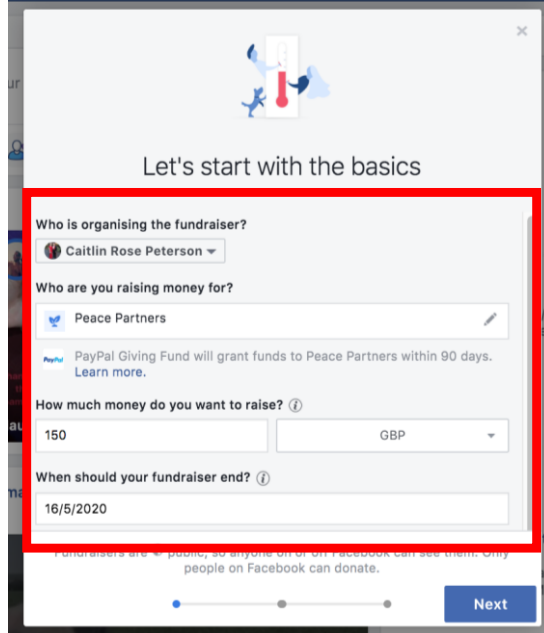
When prompted, choose 'Charity'

## Step 3



To select Peace Partners, type 'Peace Partners' into the search box and choose the shown option.

## Step 4



Let's start with the basics

Who is organising the fundraiser?  
Caitlin Rose Peterson

Who are you raising money for?  
Peace Partners  
PayPal Giving Fund will grant funds to Peace Partners within 90 days. Learn more.

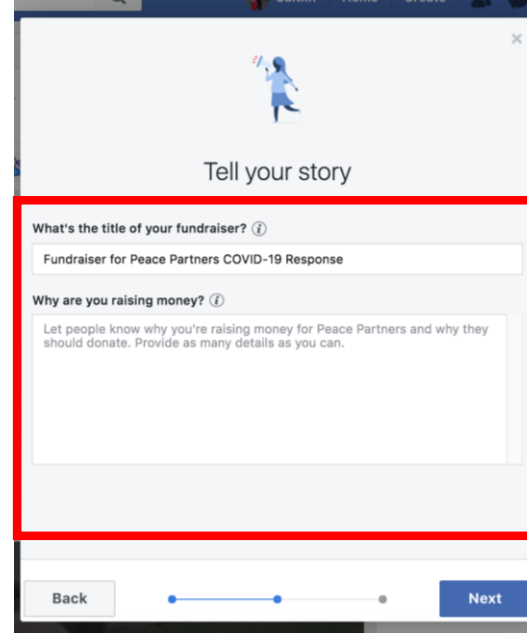
How much money do you want to raise? ⓘ  
150 GBP

When should your fundraiser end? ⓘ  
16/5/2020

Next

- Set the amount of GBP you wish to raise.  
*We recommend 200 GBP.*
- Select your fundraiser end date. *We recommend running your fundraiser until at least 16 May 2020.*

## Step 5



Tell your story

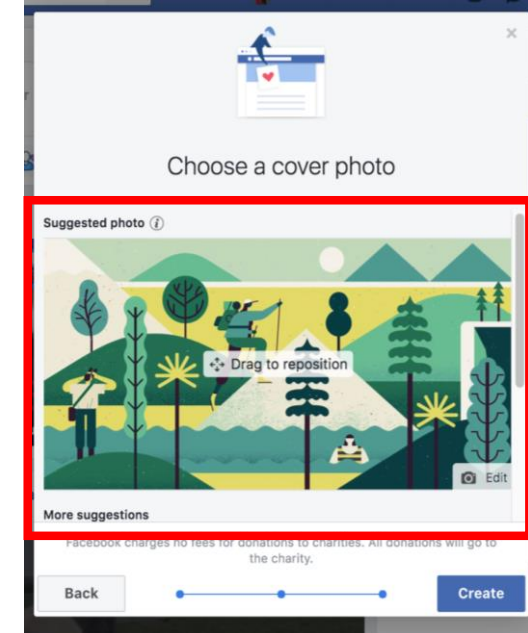
What's the title of your fundraiser? ⓘ  
Fundraiser for Peace Partners COVID-19 Response

Why are you raising money? ⓘ  
Let people know why you're raising money for Peace Partners and why they should donate. Provide as many details as you can.

Back Next

- Set your fundraiser title.  
*We recommend 'Fundraiser for Peace Partners COVID-19 Response'*
- Describe why you are raising money. *See page 6 for example wording.*

## Step 6



Choose a cover photo

Suggested photo ⓘ  
Drag to reposition

More suggestions

Facebook charges no fees for donations to charities. All donations will go to the charity.

Back Create

- Update your fundraiser page picture
- Select 'Edit' to upload your image.
  - Peace Partners have created a suite of images for you to choose from. *See page 6 to download.*

# Invite your friends and create a post



**Congratulations!** You've set up your #GivingTuesdayNow Facebook Fundraiser.

Now it's time to invite your friends to support your appeal and post to your timeline, for added support.

*Please see page 6 for:*

- *Example fundraiser page description and cover*

*Please see page 7 for:*

- *Example timeline post wording and images.*

# Inspiration for your Facebook Fundraiser Page

## Example Fundraiser Page Description

#GivingTuesdayNow is all about showing appreciation and supporting our community throughout COVID-19. This Giving Tuesday I'm showing my support and appreciation by raising money for the 'Peace Partners COVID-19 Response'.

Peace Partners are raising funds to support the important COVID-19 response work being done by two of their UK partner charities The Trussell Trust and St Mungo's. The Trussell Trust are stopping UK hunger and supporting vulnerable communities during COVID-19 through their network of foodbanks. Whilst, St Mungo's are supporting rough sleepers self-isolate and find safe shelter during this crisis, and beyond.

Donate to help me raise funds to support the important work being done by Peace Partners, The Trussell Trust and St Mungo's. Every little bit counts!

## Example Fundraiser Page Cover Images



[Click here to download the images](#)

# Inspiration for your Facebook Fundraiser Posts

## Example Facebook posts to increase your fundraising

### Option 1:

This #GivingTuesdayNow I'm helping @PeacePartners raise funds to support vulnerable UK communities fight #coronavirus. Donate today! All donated funds go towards keeping @TheTrussellTrust #foodbanks open and support @StMungos help UK rough sleepers #selfisolate. #GivingPeaceDay

### Option 2:

I'm supporting the crucial #coronavirus response plans of @TheTrussellTrust and @StMungos through the @PeacePartners #GivingTuesdayNow fundraising appeal. Donate today! #GivingPeaceDay

## Example Facebook post images



[Click here to download the images](#)