

INSTAGRAM FUNDRAISING



HOW TO START?

- UPDATE YOUR INSTAGRAM APP TO THE LATEST VERSION.
- ON YOUR PROFILE, TAP THE CREATE ICON (" + ") IN THE TOP RIGHT.
- SELECT POST, CHOOSE AN IMAGE AND TAP NEXT.
- UNDER YOUR IMAGE, TAP ADD FUNDRAISER
- CHOOSE WHISKERS & TAILS RESCUE FOUNDATION
- ADD DETAILS IN THE FUNDRAISER DETAILS PAGE, SET A REALISTIC MONETARY GOAL. TAP ADD, THEN TAP SHARE.
- ONCE SHARED, YOUR FUNDRAISER WILL BE CREATED AND WILL APPEAR ATTACHED TO YOUR POST AND YOUR PROFILE BIO.

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SHARING BEST PRACTICES

- **SHARE IT TO FUTURE FEED POSTS**

Add your Whiskers & Tails fundraiser to new feed posts by toggling on the fundraiser in the New Post screen.

- **SHARE IN STORIES**

From the nonprofit fundraiser page, share your fundraiser to a Story or select it in a Donation sticker. You can also share the fundraiser to a Story in the following ways:

Visit the nonprofit fundraiser page, tap Share and tap Add to Story.

Or tap the paper airplane share icon on the nonprofit fundraiser page.

- **GO LIVE IN SUPPORT OF YOUR WHISKERS & TAILS RESCUE FOUNDATION FUNDRAISER**

All donations made through your live stream will be counted toward your fundraiser goal.

- **INVITE OTHERS TO JOIN YOUR WHISKERS & TAILS RESCUE FOUNDATION FUNDRAISER AND FUNDRAISE AS A GROUP**

If you have a public account, you can invite others to join your fundraiser. If they accept, they will appear on your Whiskers & Tails fundraiser page as part of the fundraising group and can share it to their own feed posts, Live videos and Story. The fundraiser will also appear on their profile.



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D O N A T I O N S T I C K E R S

Stories allow you to create 24-Hour Donate buttons on Instagram or a longer period if added to "Highlights". You can add the Donation Sticker in stories from the sticker tray to support Whiskers & Tails Rescue Foundation.

HERE IS HOW YOU CAN START

On Instagram, open the camera.

Take or upload a photo that best highlights Whiskers & Tails.

Tap the Sticker icon.

Select the Donation sticker you would like to use.

Search for and select Whiskers & Tails Rescue Foundation.

Customize your fundraiser using the creative tools in Stories.

Next to Your Story, tap Send to and Share.



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LIVE DONATIONS



LIVE VIDEO IS A POWERFUL TOOL AND ONE OF THE MOST POPULAR WAYS TO GET SUPPORT

HOW TO SET IT UP

ON YOUR PROFILE, TAP THE CREATE ICON (" + ") IN THE TOP RIGHT OF YOUR SCREEN.

SELECT LIVE.

TAP THE HEART COIN FUNDRAISER ICON.

CHOOSE WHISKERS & TAILS RESCUE FOUNDATION.

TAP TO GO LIVE. (MAKE IT FUN, GO LIVE WITH FRIENDS)

BEFORE STARTING A LIVE STREAM, YOU CAN ADD A DONATE BUTTON TO BE DISPLAYED ON YOUR LIVE VIDEO TO CAPTURE DONATIONS FOR WHISKERS & TAILS. YOU CAN CHOOSE TO PUBLISH THE VIDEO RECORDING TO YOUR FEED. IF YOU HAVE AN ACTIVE FUNDRAISER FOR WHISKERS & TAILS RESCUE FOUNDATION, CONSIDER LINKING TO IT IN A LIVE VIDEO TO MAXIMIZE ITS REACH.

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GENERAL FUNDRAISING TIPS

1. Set a **REALISTIC** goal! When you set an amount too high, this can overwhelm others
2. Make The First Donation
3. Make Your Stories Personal
4. Post and Share Stories / Pictures pulled from Whiskers & Tails Rescue Foundation social media pages
5. Make it Fun!!! Give everyone an incentive to donate, an example would be... For any person who donates \$25 or more, you will... video tape yourself randomly singing in a target, will wear your pjs to the store, etc
6. Make sure you like, heart, and thank every one who donates, by commenting or making an individual post!
7. Post and update often
8. Lastly and most importantly, know that no matter how much you raise, whether it be \$0 or \$1000, we are so grateful for your support & that you took the time to be one of our Ambassadors. Thank you so much.



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FACEBOOK FUNDRAISING



MAKE SURE TO "INVITE" YOUR FRIENDS AND FAMILY TO YOUR WHISKERS & TAILS FUNDRAISER

POST OFTEN AND BE SURE TO INCLUDE A PHOTO WITH EVERY POST. WE ARE VISUAL CREATURES!

INTERACT WITH SUPPORTERS ON YOUR FUNDRAISER PAGE TO INCENTIVIZE & GET EVERYONE EXCITED ABOUT THE GOAL.

SCHEDULE A LIVE VIDEO TO TALK TO YOUR SUPPORTERS ABOUT WHISKERS & TAILS AND WHY WE MATTER TO YOU.

MONITOR THE DONATIONS AND GIVE UPDATES ON YOUR FUNDRAISING PROGRESS. REVEAL "MILESTONES" REACHED AND ENCOURAGE SHARING.

GIVE YOUR FANS AN INCENTIVE TO GIVING. FOR EVERY \$25 OR MORE THAT SOMEONE DONATES YOU WILL DO SOMETHING IN GENERAL OR FOR THEM SPECIFICALLY.

SAY THANKS! BE SURE TO COMMENT & THANK YOUR SUPPORTERS EARLY AND OFTEN. TAGGING THEM IS A GREAT WAY FOR THEM TO SEE IT.

PUT UP A POST IN YOUR FUNDRAISING PAGE, LETTING YOUR SUPPORTERS KNOW IF THEY AREN'T COMFORTABLE WITH FACEBOOK FUNDRAISING, THEY CAN ALWAYS DONATE BY CHECK AND INCLUDE WHISKERS & TAILS ADDRESS. BE SURE TO TELL THEM TO PUT YOUR NAME IN THE MEMO PORTION OF THE CHECK.

SHARE YOUR FUNDRAISING PAGE OFTEN

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