Facebook fundraisers are a great way to show your support for people with ALS and their families in Colorado, Utah and Wyoming.

Facebook Fundraisers are easy, fast and secure, plus, there are no transaction fees—every dollar you raise goes to The ALS Association Rocky Mountain Chapter. Turn your birthday, anniversary or any other occasion into an opportunity to support families with ALS and fund the search for treatments and a cure.

**GET STARTED**

On your desktop/laptop:
1. Login to your Facebook account
2. Click on “Fundraisers” on the left-hand navigation menu (under “Explore”) of your News Feed
3. Follow the prompts to raise money and create your Facebook fundraiser
4. Make sure to select The ALS Association Rocky Mountain Chapter to help families in Colorado, Wyoming and Utah.

From your mobile phone:
1. Sign in to your Facebook app
2. Click on the menu icon (the three bars on the bottom of your screen)
3. Select “Fundraisers” and follow the prompts to raise money and create your Facebook Fundraiser
4. Make sure to select The ALS Association Rocky Mountain Chapter to help families in Colorado, Wyoming and Utah.

If you’re logged into Facebook, this link will automatically start a fundraiser for you in our Chapter’s name:

https://www.facebook.com/fund/RockyMtnALSA/

You can also add a Donate Button to your posts or a shared post.

https://www.facebook.com/fund/RockyMtnALSA/
SOME HELPFUL TIPS FOR YOUR ALS FACEBOOK FUNDRAISER

PERSONALIZE YOUR FUNDRAISER
What do you want to name your campaign? Is it in honor of someone special? In memory of a friend or a loved one? Are you working towards a cure? Interested in helping provide people with ALS and their caregivers with direct care services like medical equipment or respite care? You can personalize the name of your fundraiser.

TELL YOUR STORY
Facebook will provide default language for you to use when creating your Facebook fundraiser, but you can add your own experiences to personalize your campaign and help others understand why this cause is important to YOU.

SHARE FACTS ABOUT THE DISEASE
Create awareness by sharing information about ALS and the impact an ALS diagnosis has on a family. Some facts to get you started:
- Every 90 minutes someone is diagnosed with ALS.
- The estimated out-of-pocket cost of caring for someone with ALS is $250,000 annually.
- The average life expectancy of an individual diagnosed with ALS is 2-5 years.
- It costs approximately $2 billion to develop a drug to slow or stop the progression of ALS.
- There is no cure for ALS.

ADD A COVER PHOTO
By default, Facebook selects the Chapter’s Facebook cover photo for your fundraiser, but you can choose a favorite photo of your loved one or of your entire family to feature on your page. Just upload your image and make sure that it is 720 pixels by 312 pixels with a 72 ppi resolution. You can use a free program like Canva to size your photos.

SPREAD THE WORD
Make sure to post your fundraiser at least a few times before your end date approaches. Open your fundraiser page and click the “Share” button. From there, choose to either post it on your timeline again (and tag your friends) or send it in a private message.

ACKNOWLEDGE YOUR SUPPORTERS
Be sure to show your appreciation to your Facebook Fundraiser donors by acknowledging their gift on your fundraising page!

Questions about setting up your Facebook Fundraiser?
Contact: Events Manager
The ALS Rocky Mountain Chapter
(303) 832-2322
Events@alsaco.org