FACEBOOK FUNDRAISER MATCHING GIFT TOOLKIT

Thank you for creating a Facebook fundraiser in celebration of our 40th Anniversary Matching Gift Challenge! Facebook fundraisers are a fun and easy way to raise money and spread awareness. Your friends learn about our special service monkeys and the people they help, and their gifts support our work. The simple act of creating a Facebook fundraiser has far-reaching effects. Thank you again for raising money on our behalf!

FACEBOOK FUNDRAISER MATCHING GIFT TITLE

STEP 1:
What is the title of your fundraiser?
TIP: Create a title that gets your donors engaged and describes what you are trying to raise money for.

1) Make DOUBLE the IMPACT in caring for recipients and service monkeys!
2) Give the priceless gift of greater independence, companionship, and hope!

FACEBOOK FUNDRAISER MATCHING GIFT CONTENT

STEP 2:
Why are you raising money?
TIP: Make the content personal. What does Helping Hands mean to you?

Helping Hands: Monkey Helpers has announced a Matching Gift Challenge! In celebration of their 40th Anniversary year, I want to help them reach their goal of $30,000! They have a generous donor who has pledged to give $15,000 but they are counting on people like me to raise a matching $15,000. All gifts will be matched, dollar for dollar, between September 1-30. Help to make TWICE the IMPACT in caring for service monkeys and supporting their recipients!

Established in 1979, Helping Hands: Monkey Helpers for the Disabled, Inc. is a national non-profit 501(c)3 organization that raises and trains capuchin monkeys to provide daily assistance to people living with spinal cord injury or other mobility impairments.

FINAL TIPS

1. Remember to check in during the Campaign to encourage and cheer on your donors
2. Attach Helping Hands videos and photos so they can see their GIFT in ACTION
3. Most importantly...remember you can never say “Thank you” enough!
4. Check out other tips on how to make your Facebook Fundraiser SHINE!

Need assistance with your Fundraiser?
Contact Elise Burgess at eliseb@monkeyhelpers.org 617.787.4419 ext. 105

Thank you!

Established in 1979, Helping Hands, a non-profit organization, raises, and trains capuchin monkeys to provide daily assistance to people living with spinal cord injury or other mobility impairments. Relying on private contributions, we provide these specifically trained service animals and their lifetime support free of charge.

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