

FACEBOOK Fundraisers

**Supporting Auroville Projects and AVI USA on Facebook
Desktop Version**

aviusa.org

Personal Facebook Fundraisers

In 2023 Facebook has partnered with PayPal for secure donations with no fees. Facebook Fundraisers can be shared securely on and off Facebook.

WHEN

Personal Fundraisers on Facebook can be held at any time.

You can create a fundraiser in honor of your birthday, or a special anniversary or event, such as your child graduating, accomplishing a special goal, or any other significant milestone.

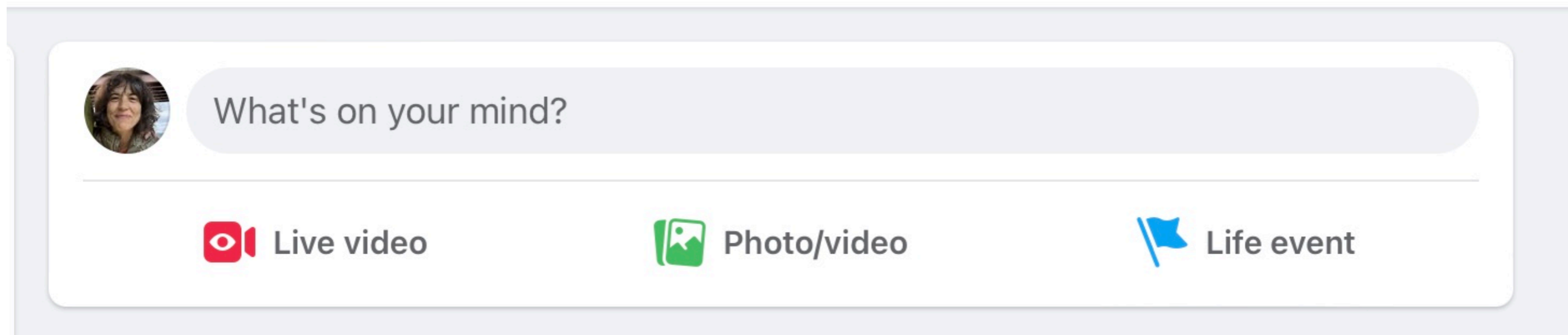
At a time when a project or cause you care about needs additional help and support.

WHY

To support Auroville and AVI USA fundraising efforts

To bring awareness of work you care about to your circle of friends and highlight the project's accomplishment

To celebrate significant events by bringing together your community to help those you care about.



Step 1

Go to your Facebook Profile, Start a New Post

Create post



Ioana Iswari

Public ▼

What's on your mind?



More

Add to your post



Next

Step 2

Click on “What’s on your mind” to start the post.

Create post



Ioana Iswari

Public

What's on your mind?



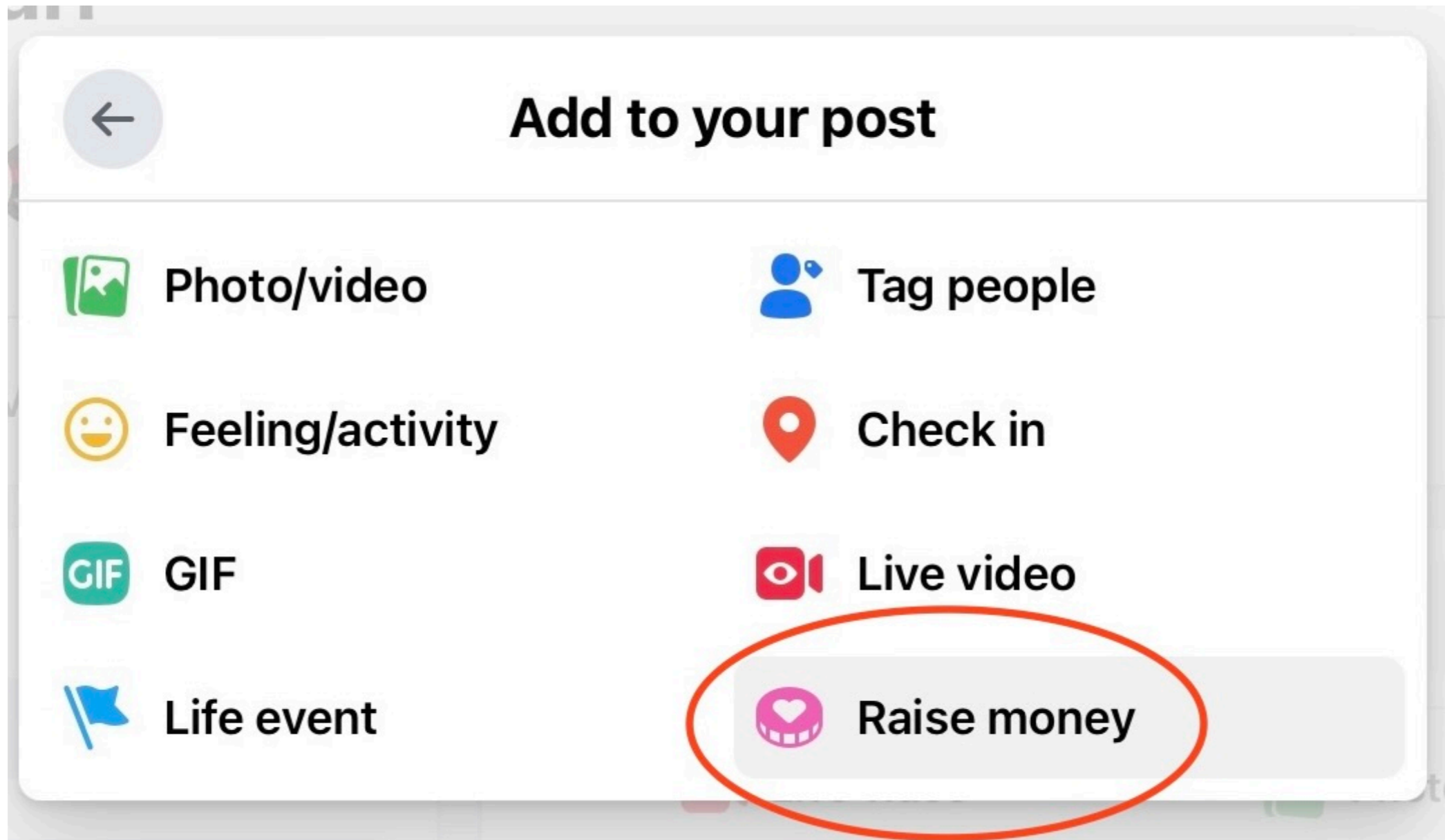
Add to your post



Next

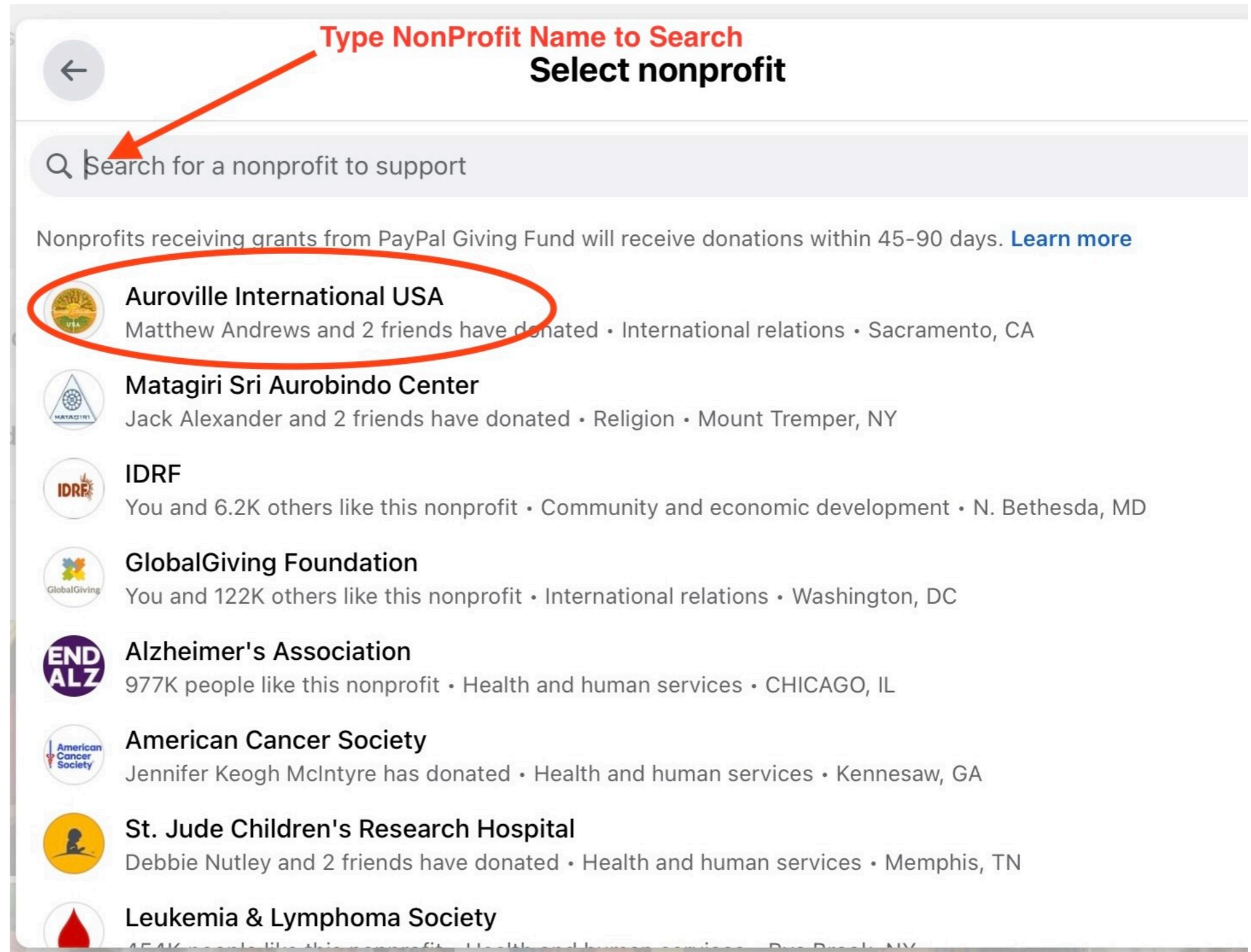
Step 3

Set the Privacy to "Public". Click the 3 dots in the lower right corner.



Step 4

From the "More" menu select: **Raise Money**



Step 5

Find and Select “Auroville International USA”

Create post



Ioana Iswari

Public

Join me in supporting **Auroville International USA** or one of their partners!



Add Photo or Video



Raising money for Auroville International USA

Be the first to donate!

Donate

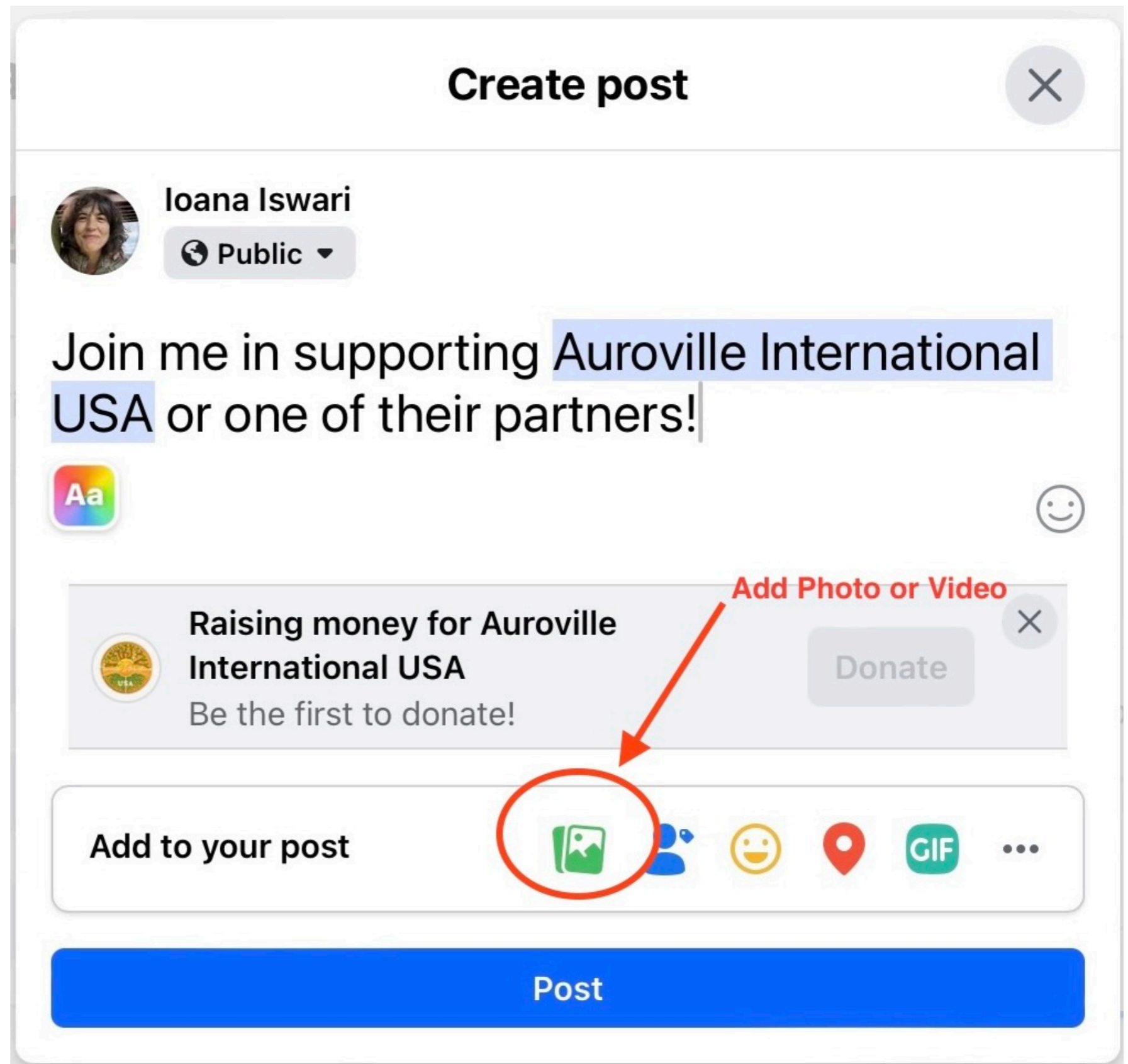
Add to your post



Post

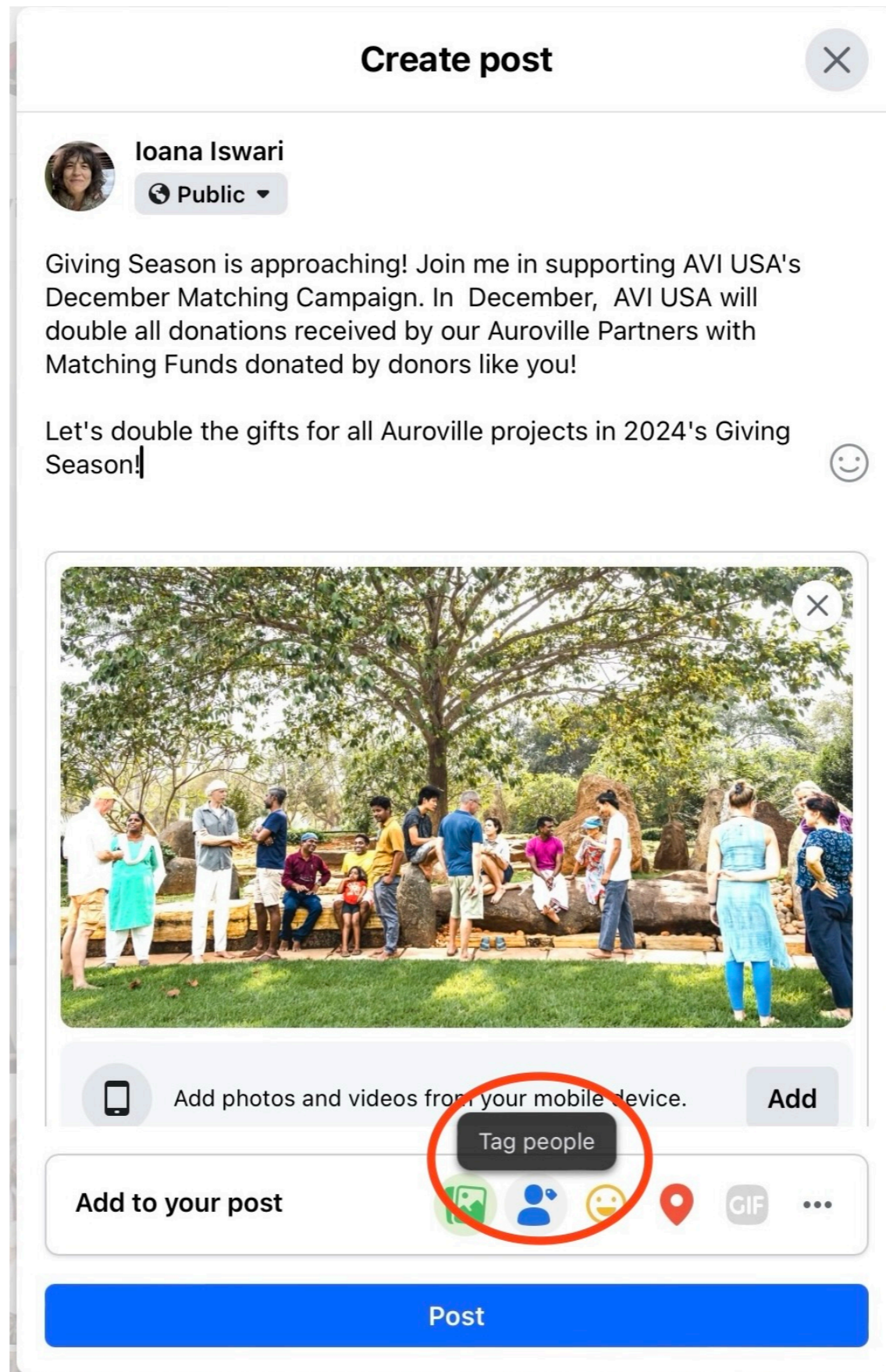
Step 6

Write an inspiring message telling your friends to support your Fundraiser!



Step 7


Click to Add a Photo or Video. Without Images, posts are not easily noticed. An Image is worth 1000 words!



Step 8


Tag Friends who might be interested in this Fundraiser. Some friends will donate, others can share. Don't tag randomly!

Create post ✕


 **Ioana Iswari**
Public ▾

Giving Season is approaching! Join me in supporting AVI USA's December Matching Campaign. In December, AVI USA will double all donations received by our Auroville Partners with Matching Funds donated by donors like you!





Let's double the gifts for all Auroville projects in 2024's Giving Season! 😊



✕

 Add photos and videos from your mobile device. Add



Tag people

Add to your post     GIF ...

Post


Step 9


With Photo and a Message, your post is ready to go! Click POST!



 **Ioana Iswari** is  asking for donations. Just now · 






Giving Season is approaching! Join me in supporting AVI USA's December Matching Campaign. In December, AVI USA will double all donations received by our Auroville Partners with Matching Funds donated by donors like you!

Let's double the gifts for all Auroville projects in 2024's Giving Season!



 **\$0 raised for Auroville International USA**
Be the first to donate! [Donate](#)

 Like  Comment  Send  **Share**

 Comment as Ioana Iswari     

Step 10

Share your post with Friends and Groups!

Share



loana Iswari

Feed Public

Say something about this...



Share now

Send in Messenger



Firdoos John



Harish Load...



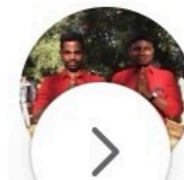
Scott Hari...



Dan Beirne



Jack Alexan...

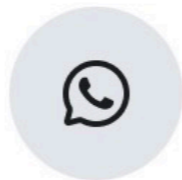


Sivam Chandran

Share to



Messenger



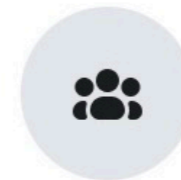
WhatsApp



Your story



Copy link



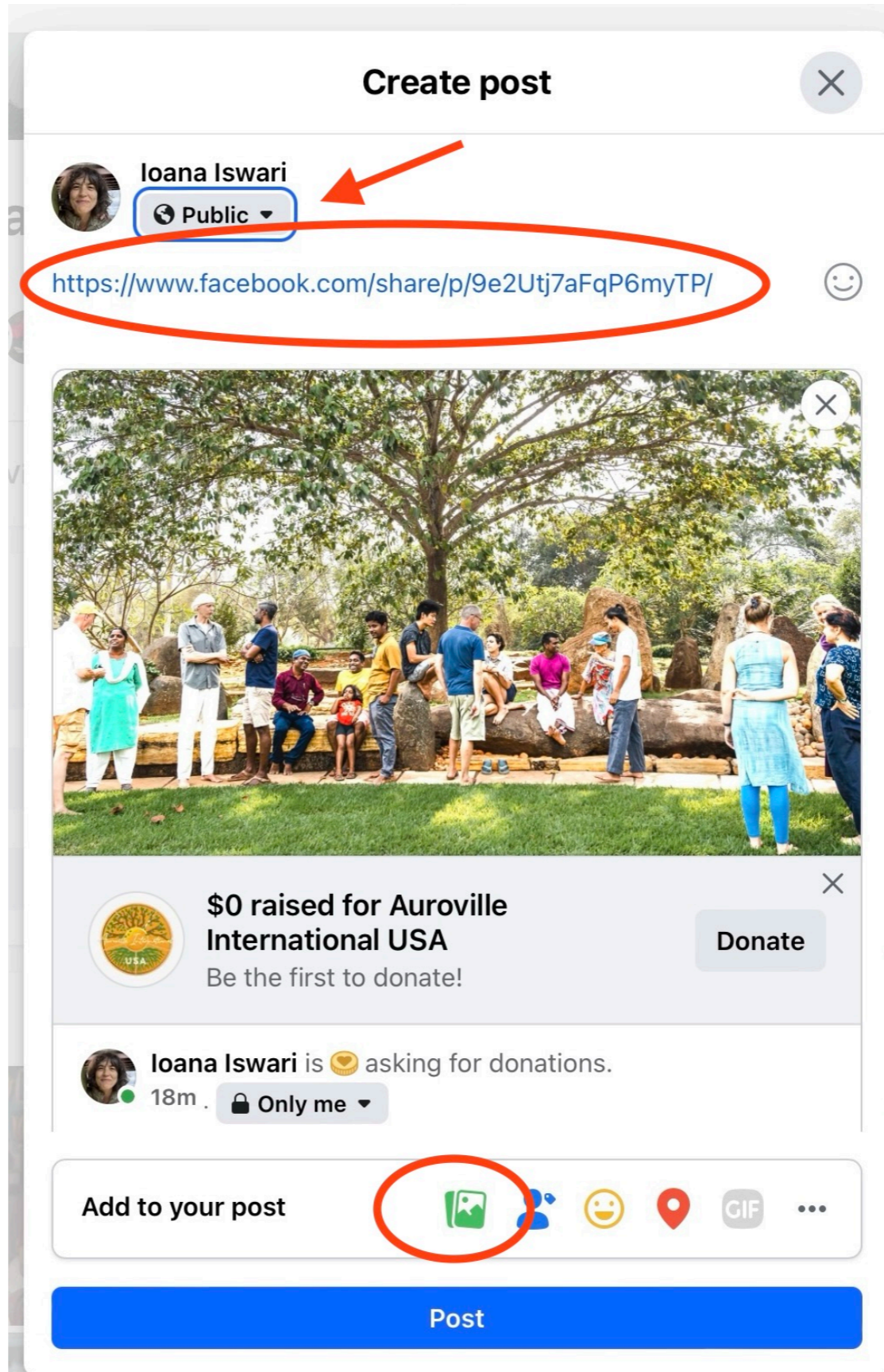
Group



Page

Step 11

Share your post by Messenger, directly to Friends, Copy the link and send an email, share by WhatsApp, or post to Groups and Pages



Step 12

Share your Fundraiser on your page often, changing the image and the story. Use the link from “Share”, “Copy Link” on the original Fundraiser post.

Checklist

- The Post Privacy is “Public” otherwise it won’t be fully seen or shared.
- The Fundraiser can be:
 - **General:** For Auroville International USA
 - **For an AVI USA Partner:** aviusa.org/partners
- AVI USA cannot accept money for projects not listed on our page.
- If you don’t see a favorite project, please email or call us
info@aviusa.org
(831) 425-5620

Follow Up & Tips

- Post Updates to your Fundraiser Often
 - Every other day for the first week
 - At least twice a week after that
 - Every other day or daily on the last week
- Post one beautiful image relating to your fundraiser with a few lines about what it means to you and the project.
- Write from your personal experience and why you care about the project
- Invite your friends through FB Messenger, WhatsApp or Email

Follow Up & Tips

- Share a fundraising goal - \$300, \$500. As donations come in, you can increase the goal.
- Be patient, but keep sharing and commenting.
- Post updates
- Acknowledge your donors and thank them
 - Some donors like to be thanked in person
 - Some prefers to be anonymous, a general thank you is enough
- Acknowledge and Thank those who share your fundraiser

GOOD LUCK! 

Thank you for starting your Auroville International USA Facebook Fundraiser!

Auroville International USA is a 501(c)(3) registered charity which exists solely through donations. We serve as a fiscal sponsor for over 40 charitable projects and partners in Auroville, Tamil Nadu, India.

Donations from US donors are tax deductible as allow by law.

Your generous donations help these projects and partners flourish, thrive and inspire the world with their wonderful work!

The AVI USA Team