



MAMA DRAGONS

THANK YOU for creating a peer-to-peer fundraising campaign! It's a great way to support Mama Dragons. There are two simple methods for online fundraising for Mama Dragons: through GoFundMe or Facebook Fundraisers. Each platform provides Mama Dragons with different types of donations. Below are step-by-step instructions for setting up a campaign on GoFundMe and Facebook Fundraisers.

	Go Fund Me Fundraiser	Facebook Fundraiser
How long will it take to set up?	About 10 minutes	About 5 minutes
What type of donation is this?	501c4 Not tax deductible	501c3 Tax deductible
What Percentage of Donations goes to Mama Dragons?	100%	100%
How much customization can I do?	Multiple Photos & Videos, Customizable Text	One Photo, Customizable Text

GoFundMe Campaign Setup

Step 1: Create a GoFundMe Account

1. Visit the GoFundMe website: [GoFundMe](https://www.gofundme.com).
2. Click on the "Sign Up" button.
3. Fill in your details (name, email, password) and click "Sign Up".

Step 2: Start a New Campaign

1. Once logged in, click on the "Start a GoFundMe" button.
2. Select "Charity" or "Nonprofit" as appropriate.
3. Search for and select "Mama Dragons" as the organization you are fundraising for.

Step 3: Set Fundraising Goals

1. Enter your fundraising goal amount.
2. Title your fundraiser in a way that is clear and compelling (e.g., "Support Mama Dragons' Mission").

Step 4: Describe Your Campaign

1. Write a detailed description of why you are raising funds for Mama Dragons. Include the mission of Mama Dragons, what the funds will be used for, and why the cause is important.
2. Add any personal stories or experiences related to the cause to make it more relatable and impactful.

Step 5: Add Photos/Videos

1. Upload high-quality photos or videos that represent Mama Dragons and the cause. This could include images from events, testimonials, or infographics.

Step 6: Share Your Fundraiser

1. Click "Share" to post your fundraiser on social media, send emails to friends and family, or use other means to spread the word.
2. Encourage your network to share the fundraiser on their own social media accounts.

Step 7: Manage and Update Your Campaign

1. Regularly update your supporters on the progress of the campaign.
 2. Thank donors and provide updates on how the funds are being used.
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Facebook Fundraiser Setup

Step 1: Create a Facebook Account (if you don't have one)

1. Go to the Facebook website: [Facebook](https://www.facebook.com).
2. Click "Create New Account" and fill in the required details.

Step 2: Start a Fundraiser

1. On your Facebook homepage, click on "Fundraisers" in the left-hand menu.
2. Click on the "Raise Money" button.
3. Select "Nonprofit" and search for "Mama Dragons".

Step 3: Set Fundraising Goals

1. Enter the amount of money you want to raise.
2. Set an end date for your fundraiser.

Step 4: Title and Describe Your Fundraiser

1. Give your fundraiser a clear and engaging title.
2. Write a description explaining why you are raising funds for Mama Dragons. Highlight the organization's mission, goals, and how the funds will be used.

Step 5: Choose a Cover Photo

1. Select a cover photo that represents Mama Dragons well. You can use images from their website, social media channels, or create your own.

Step 6: Invite Friends and Share

1. Invite your friends to donate to your fundraiser by clicking "Invite" next to their names.
2. Share your fundraiser on your Facebook timeline and other social media platforms.
3. Encourage friends and family to share the fundraiser as well.

Step 7: Update and Engage

1. Post regular updates to keep your supporters informed about the progress.
2. Thank your donors publicly on the fundraiser page.
3. Share stories or updates from Mama Dragons to show the impact of their support.

By following these steps, you can effectively create and manage a peer-to-peer fundraising campaign on both GoFundMe and Facebook, helping to raise essential funds for Mama Dragons.

We're here to help should you have any questions or need any support with your campaign.

Wendy VonSosen
Director of Marketing & Design
wendy.v@mamadragons.org