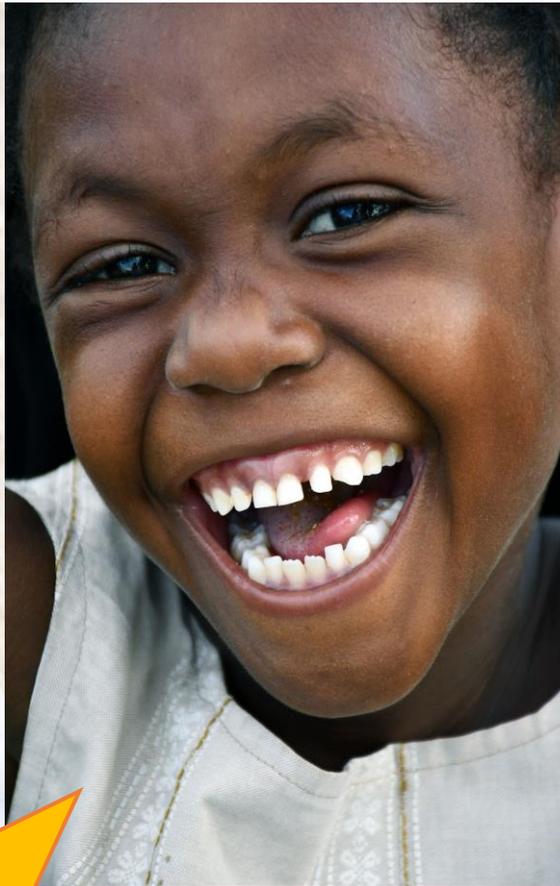


Fun-raising on Facebook

A GUIDE FOR SUPPORTERS



Summer
2019
Campaign

Help us raise

\$25,000

for the kids at **Pwoje Espwa Sud** this
summer!

5704 W. Market St. #8947
Greensboro, NC 27419
inquiries@freethekids.org
(844) 222-6300
www.freethekids.org



Free the Kids
HELPING HAITI'S CHILDREN



Thank you for choosing to support the children at *Pwoje Espwa* with your fun-raising efforts!

We rely on our network of visitors, donors, volunteers, partners, board members, and friends of Free the Kids to give the children who find a home at Pwoje Espwa Sud and their families everything they need to live healthy, productive lives.

This summer, we're reaching out to YOU to reach our goal of \$25,000!

We nominate **YOU** to share your stories and love for the children with your communities and networks.

This guide will give you some instructions and tips to get your **Facebook Fun-raising Page** started.

It's easy!

1. Open the **Free the Kids Facebook Page** in your web browser using the following URL:
fb.me/ftkhaiti
2. Click **Fundraisers** in the left menu
3. Click **Raise Money**
4. Type **Free the Kids** in the search option and select **Free the Kids**
5. Choose **yourself** as the **organizer** and set your fundraising **goal**, USD as the **currency**, and the fundraiser **end date**
6. Click **next** to complete your fundraiser by **telling your story**: insert your fundraiser **title** and **personal message** with a family story from one of our samples (see instructions below *).
7. Click **next** to **upload your cover photo** (see instructions below *).
8. Click **Create**.

**To download photo options and sample text for your fundraiser:*

- Go to the **Facebook Fun-raising** page on the Free the Kids website:
<http://www.freethekids.org/ways-to-help-2/facebook-fun-raising/>
- Select one of the five **Family Stories** to share – download the cover photo and copy the sample fundraiser story for that family.

Our **TOP TIPS:**

Personalize your fundraising page!

Add a photo of yourself or a memory you have shared at Espwa and explain why you are choosing to support Free the Kids. People want to hear about why YOU are passionate about the mission!

Promote your fun-raiser!

Make sure to share your fundraiser on your Facebook page, share the link via email, and invite your friends to participate.

Don't forget to let us know too!

Remember to say thank you!

Let your friends, family, coworkers, and other donors know that their gift is changing lives. There are many ways to say "thank you" – a public post, private message, text message, or even a handwritten note!



Sample Facebook Fun-raiser:



Help Support Families in Haiti
Fundraiser for Free the Kids, Inc. by [Your Name]



[Donate](#)

I believe every child has the right to live a happy, healthy life, which is why this summer I am asking for donations in support of Free the Kids. Free the Kids is a non-profit organization supporting Pwoje Espwa Sud, a residential care facility in Haiti serving children from economically, physically and otherwise vulnerable backgrounds.

Pictured is Esta. She was brought to Pwoje Espwa when she was 4 years old because her mother couldn't provide for her basic needs, like food and an education. As an illiterate woman whose husband abandoned her and her two young children, finding sustainable income to support all of them often feels like trying to cross a vast ocean in a paddle boat.

Esta is now 7 years old, and Pwoje Espwa has since built her family a secure house and will provide job counseling and financial support for her mother to start a garden for food and expand her animal husbandry business.

Thousands of children in Haiti are living in institutions and orphanages, separated from their families and community networks. Pwoje Espwa not only provides residential care for the immediate needs of children from vulnerable backgrounds, but also works directly with families – like Esta's – to build their capacity to provide a stable, loving environment so that they can be reunited with their child.

Thank you for your generous and invaluable support! You can learn more at www.freethekids.org.