Upaya Facebook Fundraiser
How-To Guide

Thank you for helping Upaya create jobs for the poorest of the poor! Every $250 Upaya can use to support small businesses will create a job for someone in need. We set an ambitious goal of helping our portfolio companies reach 15,000 jobholders in 2019, and we need your help! In the past year, Upaya supporters have raised over $5,000 on Facebook, and now it's easier than ever to create your own fundraiser to support Upaya's work!

Step 1

Follow this link to create your Facebook Fundraiser: https://fb.com/fund/upayasv/

Step 2

Set a goal for your fundraiser. **Remember, every $250 raised will create one lasting, dignified job!** We recommend setting your fundraiser end date to December 31, 2018.

Step 3

Create a name for your fundraiser. We suggest something like "*Sarah's Fundraiser for Upaya Social Ventures*"

Step 4

Describe your fundraiser. You'll find a suggested description below. It's always helpful to add a personal note, like why you're passionate about Upaya's work!

Sample Fundraiser Description

Please consider giving to Upaya Social Ventures. As a friend and supporter of Upaya, I know the impact Upaya has on the lives of the poorest of the poor.

Upaya lifts people out of extreme poverty through job creation. By supporting small businesses to help them grow, Upaya has helped its partner companies create over 10,000 jobs so far.

Every $250 we raise will create a job for a person living in extreme poverty. Will you help me reach my goal of creating 4 dignified jobs this year?

www.upayasv.org | PO Box 9603, Seattle, WA 98109 | (425) 283-8484

Step 5

Choose a fundraiser cover photo. You'll find several cover photo options in the Resources folder!

Step 6

Promote your fundraiser! Don't forget to post about your fundraiser on your timeline. You'll find a sample Facebook post below. You can also add the Upaya Frame to your profile photo to spread awareness!

> **Sample Facebook Post #1**
>
> *Upaya lifts people out of extreme poverty through job creation. This holiday season, I'm raising money to help @Upaya Social Ventures create dignified jobs for people in need. Will you help me by making a donation?*
>
> **Sample Facebook Post #2**
>
> *Please join me in creating dignified jobs for people in extreme poverty! @Upaya Social Ventures supports small businesses in India, helping them grow and employ more people in need of reliable income.*

To add the Upaya Frame to your profile photo, go to your Facebook profile and tap "Edit" on your profile picture. Then tap "Add Frame". Search for "Upaya" to find the available frames.

Thank you for your dedication to job creation! If you have any questions about setting up a Facebook Fundraiser, please contact Upaya's Marketing Manager, Heather Soehn at hsoehn@upayasv.org.