



HELP  
SAVE LIVES

FOR YOUR  
BIRTHDAY

# HOW TO FUNDRAISE FOR YOUR BIRTHDAY

**ANTHONY  
NOLAN**

saving the lives  
of people with  
blood cancer

# HOW TO FUNDRAISE FOR YOUR BIRTHDAY

You look like someone who has a birthday this year... fancy doing something lifesaving for it?

Instead of asking for presents for your birthday, you could ask your family and friends to save lives and donate to Anthony Nolan. The best way to do this is to set up a Facebook birthday fundraiser. Sound good?



## TO SET UP A FACEBOOK FUNDRAISER

You can follow this **quick link** which will help you with the basics. You just need to decide on:

- your fundraising target
- when your fundraiser will end.



## TWO WEEKS BEFORE YOUR BIRTHDAY

It's great to set it up a few weeks before your birthday, so there's lots of time for people to donate and make sure those eager beavers haven't already bought you a gift.



## PERSONALISE IT

You can personalise how your Facebook fundraiser looks by:

- changing the title of it
- uploading photos (more on this below!) including why you've chosen to support people with blood cancer and raise for Anthony Nolan.



## SHARE YOUR STORY

By sharing your story, friends and family are more likely to donate and help you save lives.



## USE OUR READY-MADE GRAPHICS

Facebook will give you the option to upload a cover photo for your fundraiser, and we've got you sorted. On our **Facebook Fundraising page**, you can find lots of great graphics you can save and use to promote your birthday fundraiser, including ones to:

- launch your fundraiser, to let everyone know what you're doing
- pledge to match donations (if you want to)
- count down the days until your birthday
- say a big thank you when it's over.

With our ready-made graphics, you'll have the fanciest Facebook fundraiser on everyone's feeds!



## TAG US

Finally, make sure to tag us in all your birthday posts and **contact us** if you need any help. We can't wait to see your amazing birthday fundraiser!

## IF YOU'RE NOT ON FACEBOOK...

If you're not on Facebook, you can still fundraise for your birthday. You can set up a fundraising page on **JustGiving**. These pages are simple to set up, and you can still personalise your page to share why you are fundraising for your birthday.

You can share your page with all your family and friends via social media and email, and every donation made on the page goes straight towards saving lives. Here's a **handy guide** on the JustGiving website to help get you started with setting up your own page.