

How to Use Facebook to Raise Funds for the *DISTANCE FOR DELIVERANCE* Walkathon

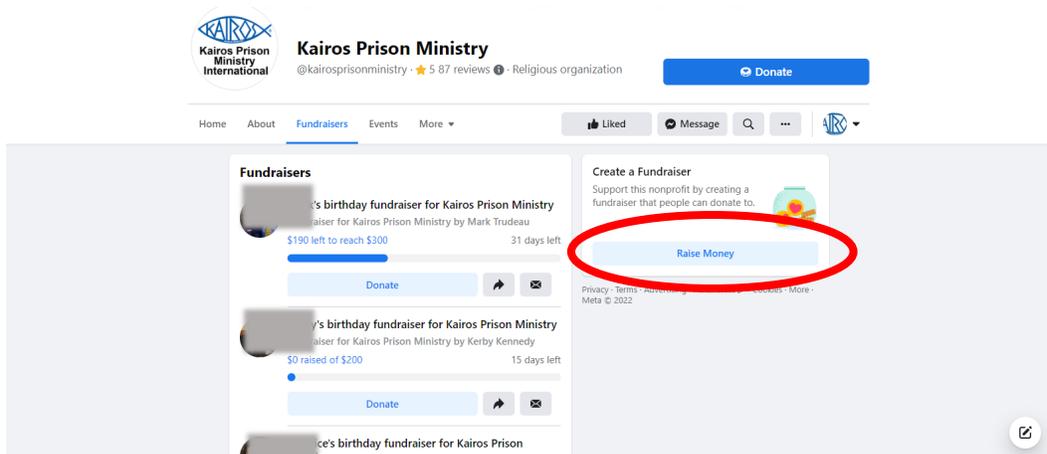
Joining a Facebook Event and Donating Through Facebook

Each state with Kairos has a Facebook Event setup at www.facebook.com/kairosprisonministry/events. You are encouraged to find your state and RSVP to that Facebook event to stay connected via posts and with other Kairos members in your state. By posting in the event, you may even find someone nearby to walk with!

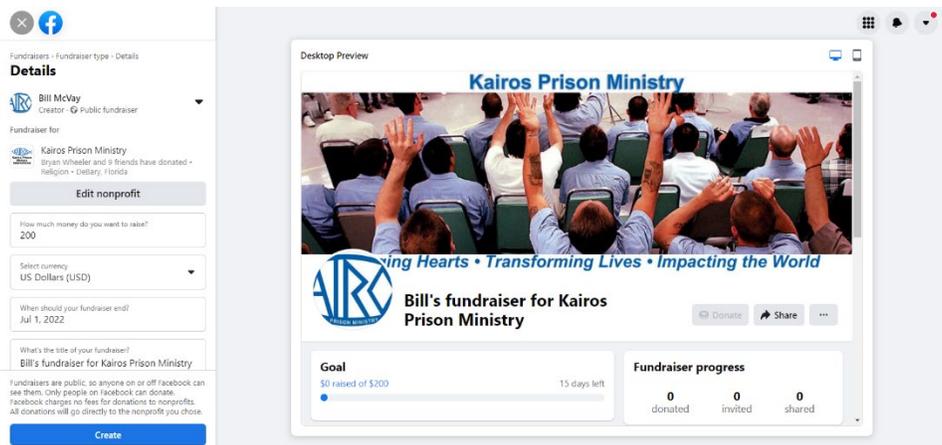
Each state's event page will have a corresponding Facebook Fundraiser for the state that you may donate to or share. Additionally, each Advisory Council is encouraged to create its own Facebook Fundraiser, which can then be shared by each Advisory Council member as well as posted in the state's Facebook events page. Anyone with a Facebook account can create or contribute to a Facebook Fundraiser for *DISTANCE FOR DELIVERANCE*.

Creating a Facebook Fundraiser

- While logged into Facebook, visit www.facebook.com/kairosprisonministry/fundraisers and you will come to a page that looks generally like this:



- Click the "Raise Money" button on the righthand side. This will bring you to the fundraiser creation page that looks similar to this:



- Adjust the amount of money you want to raise to make an aggressive goal. Donors will often help you close the gap as you get closer to your goal.
- Select the date you want your fundraiser to end. We recommend setting the end date to at least the end of October to allow time for those who pledge to make their donations.
- **Change the title of your fundraiser to include the name of the State or Advisory Council you would like your funds distributed to! This is the most important part, otherwise the funds will go to KPMI**
- Fill in the “Why are you raising money?” field with your story of why Kairos is important to you. Donors are likely to donate due to your story of how Kairos has impacted your life, rather than a simple description of what Kairos does. If you are stuck, you can start with the following and customize it as needed.
 - *I am participating in Kairos Prison Ministry’s first annual Distance for Deliverance Walkathon to raise funds so we can continue to share the love and forgiveness of Jesus Christ with the men, women, and youth who are impacted by incarceration. I will be walking [XX] miles between October 7 – 16 and would appreciate your support. Whether you can donate \$ [X] per mile for a total of \$ [XXX] or any amount, every little bit helps. All the funds that I raise will go to Kairos [Advisory Council Name] and be put to immediate use so we can continue to provide our programs to those we serve completely free or charge. Thank you for your support of this ministry which means so much to my heart and has transformed my life.*
- Update the cover photo
 - You can update it to show you participating in Kairos, or walking, or use the image provided here.



- Review all your settings, then click “Create” and your Facebook Fundraiser is live!
- Within your fundraiser you can invite as many Facebook friends as you like, post the fundraiser on your Facebook page, and even make posts within the fundraiser to update everyone on how you are preparing for or progressing towards your goal.