

Social Media Fundraising Toolkit

Spread awareness of Project Libertad's mission to empower newcomer immigrant youth and their families by providing essential, youth-led, and youth-centered legal and social services.

For Giving Tuesday or to celebrate your next birthday or special occasion, ask your friends and family for a gift that truly makes an impact and challenge others to do the same!

Getting Started:

To post a Facebook Fundraiser benefiting Project Libertad on your Facebook profile:

1. Log on to your Facebook page and start a new post
2. On a computer: click the ellipsis and select **Raise Money**; on your phone: scroll to **Raise Money** and select
3. Select **Project Libertad** as your nonprofit
4. Determine your fundraising goal and write a post explaining why you choose to support Project Libertad
5. Add a cover photo to make your post stand out
6. Tap **Post and pin the post to the top of your page for additional attention**
7. Alert your followers during your campaign and remind them to donate

To post an Instagram Fundraiser benefiting Project Libertad on your Instagram Account:

1. Open Instagram and tap **+**
2. Create or choose your image and tap **Next**
3. Crop and filter your post, and then tap **Next**
4. Tap **Add Fundraiser**
5. Choose Project Libertad. You will automatically go to the **Fundraiser Details** page.
6. Enter the details for your fundraiser and tap **Done**
7. Tap **Share**

Sample Posts

Need inspiration? Copy and paste these sample posts to let your network know you are raising awareness for Project Libertad. Continue to update everyone on the progress to goal and encourage them to participate. Hashtags help spread the word: **#ProjectLibertad #immigrants #newcomers**, etc. **Tag friends and nominate them to start their own fundraiser.**

SAMPLE #1: Please make advancing Project Libertad's mission a priority by donating to my fundraiser today. Project Libertad envisions a world where all newcomer immigrant youth have access to the legal services, social services, academic support, and leadership opportunities needed to thrive.

SAMPLE #2: Please Join me in supporting Project Libertad today! Help me reach my fundraising goal by donating now. Together, we can empower newcomer immigrant youth and their families by providing essential, youth-led, and youth-centered legal and social services.

SAMPLE #3: It's not too late to join me in supporting Project Libertad! For my birthday/holiday this year I am asking my friends and family to donate to my fundraiser benefiting this organization which means so much to me. Together, we can make a difference in the lives of newcomer immigrant children and families,