



**Creating a Facebook
fundraiser for your birthday**



As your birthday approaches, you may see suggestions for creating a charity fundraiser from Facebook. This is where you can ask your friends and family to donate to a cause you're passionate about in celebration of your birthday.

By choosing to support Cats Protection with your Facebook birthday fundraiser, you and your friends will help us care for around 430 cats across the UK each day. We think that's pretty pawsome!



Creating your page

It's super easy to get started, if you see a prompt to create a fundraiser for your birthday in your feed or notifications, you can click on this and follow the instructions below. You could also follow the link [here](#).

Step 1

Search for Cats Protection and select as the charity you want to raise money for.

Step 2

Under 'Let's start with the basics', enter how much you want to raise, the currency that you want donations to be in and the date that you want the fundraiser to end. Click 'Next'.

Step 3

Under 'Tell your story', give your fundraiser a title.

If relevant, please name the branch or centre you'd like this money to benefit (for example, Poppy's fundraiser for Cats Protection Eastbourne).

Then add a brief explanation of why you're supporting Cats Protection. Click 'Next'.

Step 4

Under 'Pick a cover photo', choose one of the suggested photos or upload your own.

Step 5

Click 'Create'! A message will pop up that congratulates you on creating your fundraiser.



Promoting your page

From there, you can:

- donate to the fundraiser yourself
- invite your friends to donate
- share your fundraiser in your feed

Be sure to tell your network why you're supporting Cats Protection for your birthday this year through sharing your fundraiser.

You can also post updates into your fundraiser and talk about how much of a difference every donation will make to the lives of cats and kittens in need – feel free to use the 'How your money helps' points listed on the [next page](#).

After your fundraiser has ended, Facebook will automatically donate 100% of every donation straight to Cats Protection even if you have not reached your target.



How your money helps

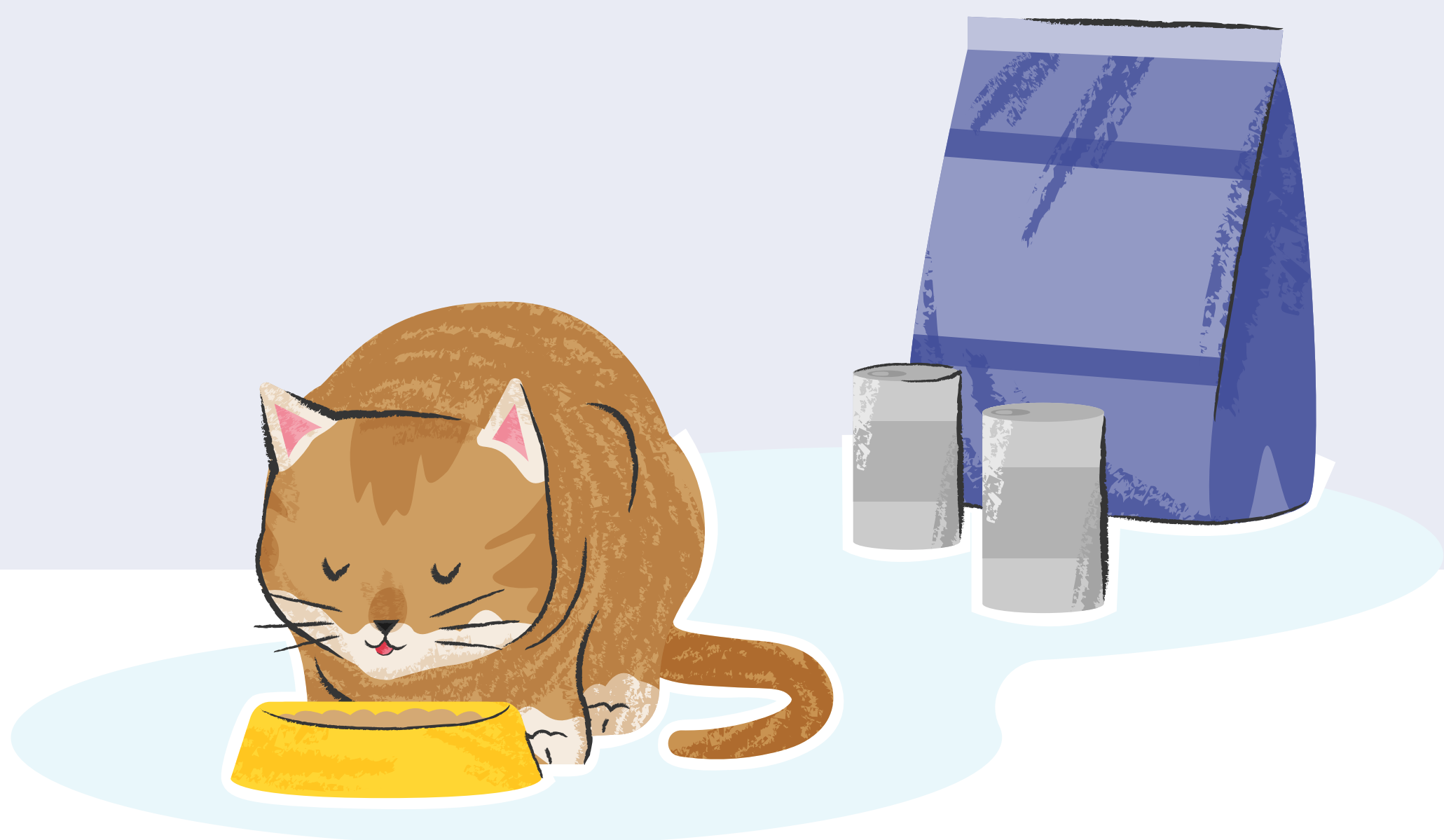
£5 provides specialist milk to hand-feed an orphaned kitten for 10 days.

£10 feeds a cat in our care for 50 days.

£20 provides the first health check for a cat brought into one of our centres.

£50 could buy a Hide & Sleep® and soft bedding to help a fearful cat feel safe and secure.

£100 could supply three pens with a treat ball, activity board and pheromone diffuser to provide enrichment and reduce stress for cats in our care.



From all the cats and kittens, we hope you have a purrfect birthday!

If you have any questions or would like to get in touch, please contact our Fundraising team at DigitalCommunity@cats.org.uk





Reg Charity
203644 (England and Wales)
SC037711 (Scotland)

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