

\$100 in 100 Hours

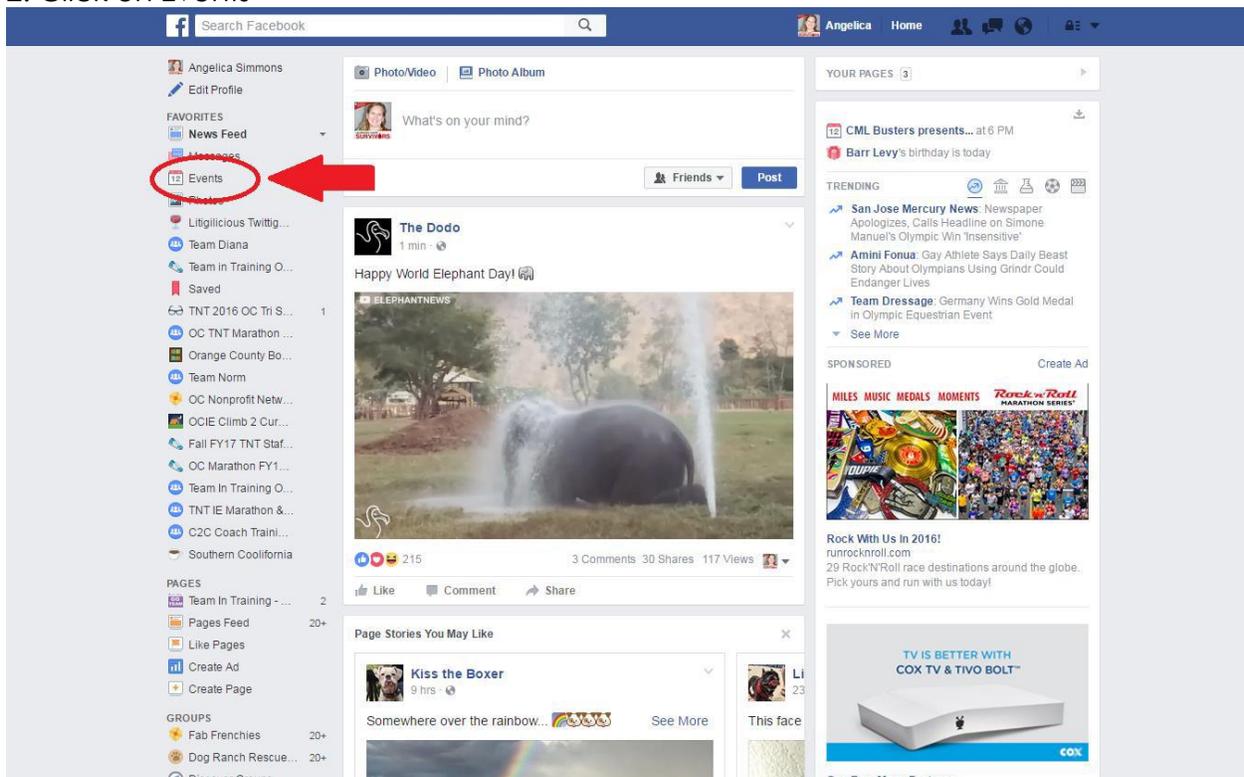
There are a few ways to be successful with this fundraiser – a Facebook event, an Email Campaign, and Friend Fundraisers!

The best way to start this is by having a “FACEBOOK EVENT”

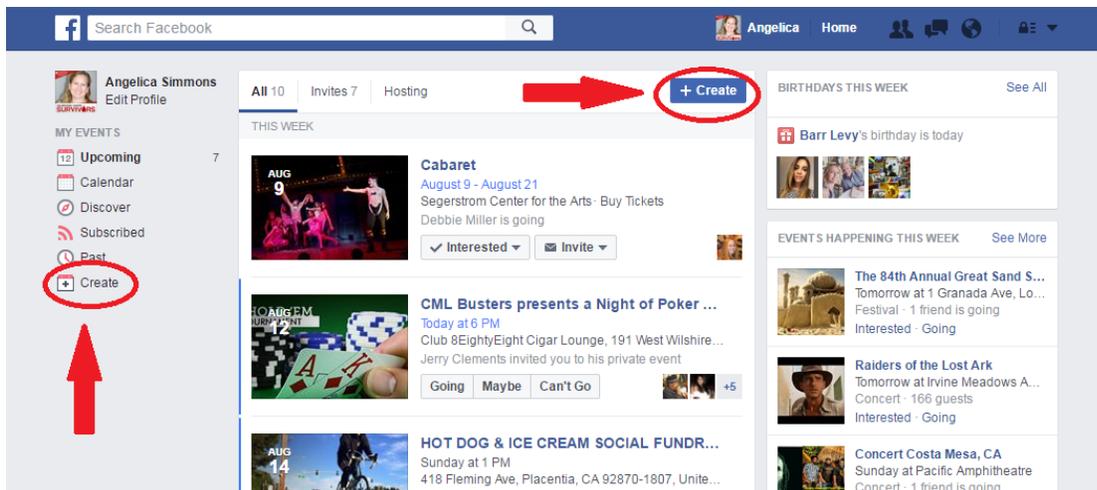
A Facebook Event can be like having a party, but you don't have to buy food and beverages for or clean up after! It only takes 5 minutes to set it up, and a lot of posting throughout the “party.”

Setting up a FACEBOOK EVENT using your computer

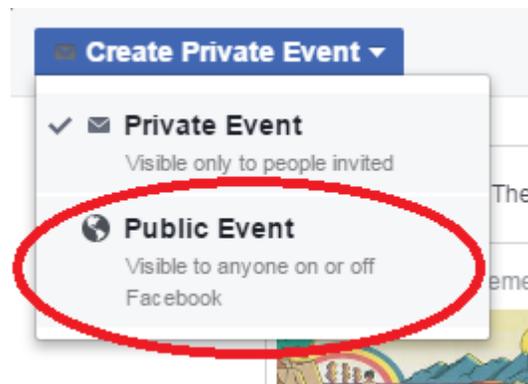
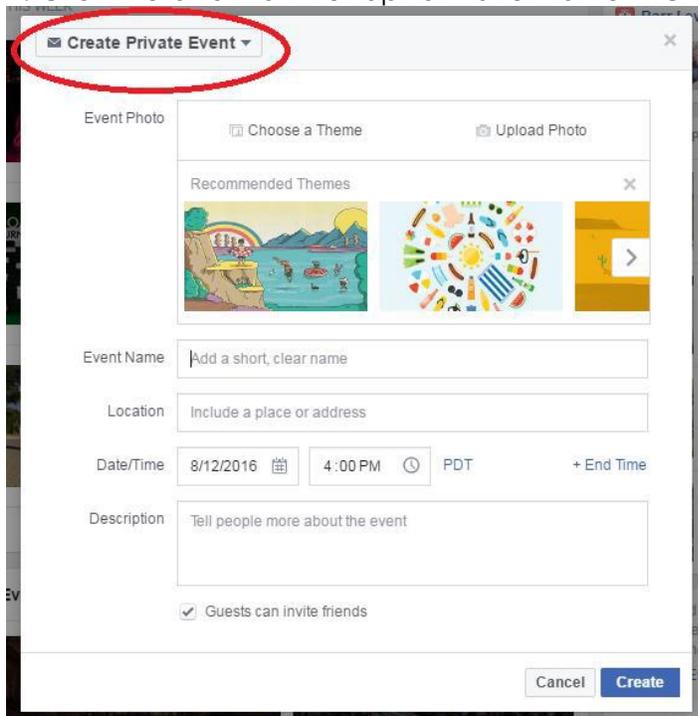
1. Log into Facebook on your computer
2. Click on Events



3. Click on create



4. Click the arrow at the top to make it a **PUBLIC** event



5. Fill in the event details

- a. Event Name: **“\$100 in 100 Hours”**
- b. Location: Insert your webpage link
- c. Start & End: 100 hours is 4 days and 4 hours, so if you start on a Thursday at 5pm you will finish on Monday at 9pm
- d. Details: This is where you explain what you are doing and how you want people to help. *See sample language below.*

Sample Language for Description Section:

I am looking for 100 friends to join with me in a mission to conquer arthritis! In the next 100 hours, I am looking for \$100 in donations to support the Arthritis

Foundation. I don't care how large or how small your donation is, I just want to hit a \$100 goal (and even better if we pass it)!

All donations can be made at: [\(Insert your weblink here\)](#)

In the next 100 hours I'm going to be sharing facts and stories and I hope that will encourage you to get involved! I am kicking off the challenge at 5pm Monday, April 9th, and going through 9pm on Friday, April 13th.

[\(Customize this to share why you are participating in Walk to Cure Arthritis\)](#)

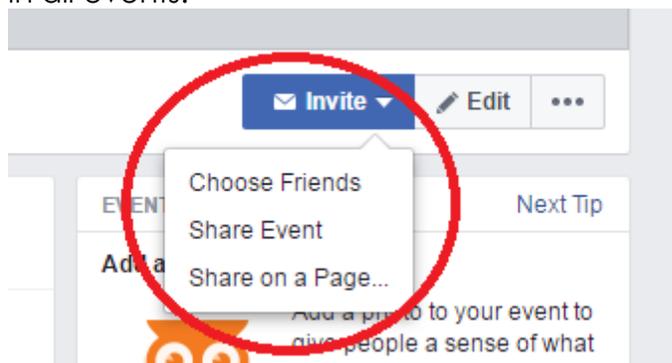
Every dollar counts!

Stay tuned for more info facts, stories and celebrations!

Thank you for all your love, support and friendship!

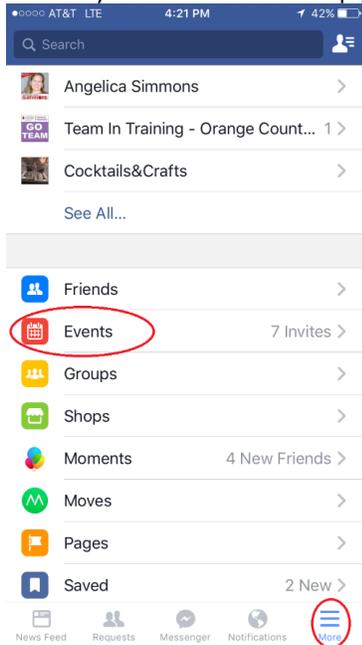
6. Once you click create it will take you to your event page. You can continue to customize and edit to your heart's content. Add pictures to your event and check the details to make sure all your information is correct.

7. **Invite all** of your Facebook Friends! Once they are a part of your event – they will automatically see all of your updates over the next 100 hours!! *Facebook has a limit of 500 friends that can be invited to an event. If you have significantly more than 500 friends, you can create multiple events. Just remember to copy each post in all events.*

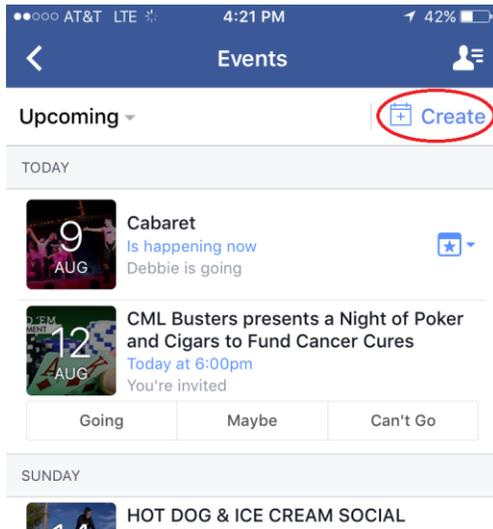


Setting up a FACEBOOK EVENT using your mobile phone

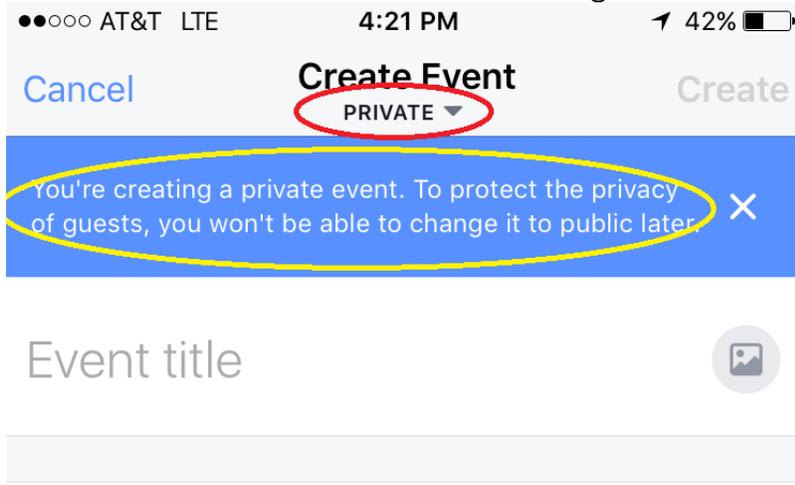
1. On your Facebook App, go to More and then click on Events



2. Then click on Create

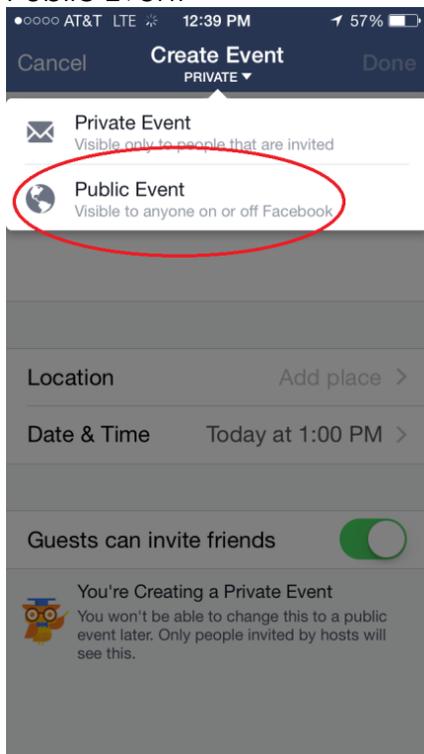


3. At the top of this screen it says Create Event, and directly under that is the word Private with an arrow next to it. To change it to a Public Event, click on the arrow.

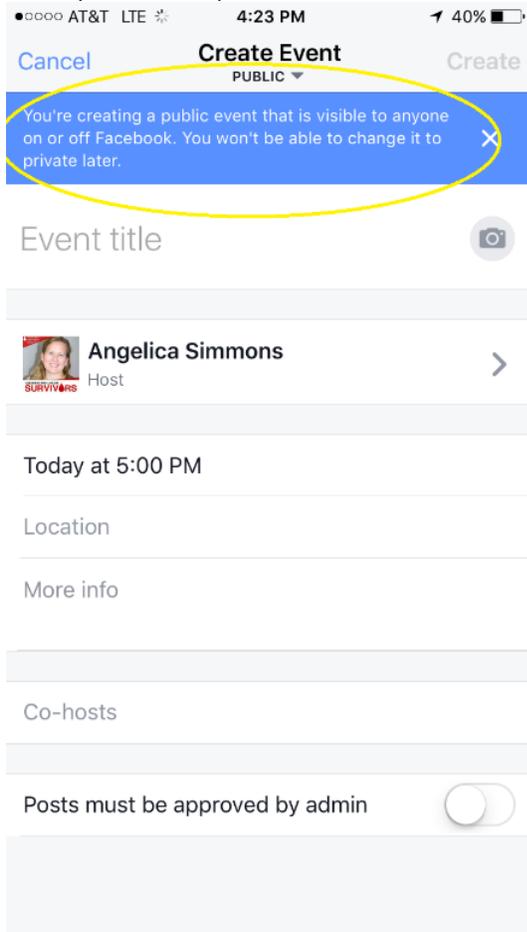


You must change the event to Public before you create it because you will not be able to change it later.

4. A bubble will open giving you the choice of Private Event or Public Event. Choose Public Event



5. Your screen should now say Public at the top. Once you see this you can continue to create your event by following the instructions for setting up an event with your computer above and starting with Step 5.



Facebook posting during your 100 hour event

- **Update, thank, and tag** your donors **OFTEN** on Facebook! – Every time someone donates post a picture of that person (ideally with you) and thank them and tell a little anecdote as to how you know them. People LOVE this!! If you have a picture with the donor and a number of other friends, use that picture and tag all the friends in the picture – it will encourage the others to donate.
- **HAVE FUN!!!** This is a virtual party!!!
 - Think of fun incentives you can give...maybe bake brownies for the first person to donate or for the person to take you over the \$100 mark?
 - Pit groups of friends against each other! Who is going to have more donations – your high school or your college friends?
 - Ask your friends to invite their friends...this is how you get donations from people you have never met!!
 - Do a countdown every few hours “I only need \$30 more and I have 42 hours left.”
 - You have to be committed to the 100 hour period. Be on standby to find pictures and post a thank you ASAP.
 - Make the event fun. Post fun facts and stories throughout the 100 hours. Engage your friends in the conversation. Tell people about the WTCA honorees. It all encourages people to join in the fun.

EMAIL CAMPAIGN

Facebook is only one component. Send out emails telling everyone that your goal is to get the most number of donations in the next 100 hours...no donation is too small or too LARGE but you want to hit the \$100 mark! I like to give examples of how small donations add up – “If ten people on this email chain donated just \$10 each, we’d hit the mark immediately. Who will be the first to make that \$10 donation?!”

Here’s how you do it:

1. Send a fundraising message using the template below to friends and family – especially those who are not on Facebook.

Hi-

I’m excited kick-start my fundraising campaign for The Arthritis Foundation by asking friends to donate to AF in the next 100 hours to help me hit a goal of \$100.

8

Right now, there are over 300 people signed up for Walk to Cure Arthritis, many of whom have set the same \$100 in 100 hour goal. At the end of the 100 hours, I can't wait to see how much money has been raised to support the Arthritis Foundation. So, I ask that you skip that latte tomorrow morning and donate to find a cure for arthritis. Or skip it for a week and donate more!

Please use the link in this email to donate online quickly and securely. Donations are 100% tax deductible.

(INSERT YOUR FUNDRAISING PAGE LINK HERE!!!)

(Personalize your reason for taking part in WTCA) Every donation **at any amount** (\$10, \$20, \$50... it all adds up) will bring us closer to our goals and a cure for arthritis.

On behalf of The Arthritis Foundation, thank you very much for your donation. I appreciate your generosity.

Hugs,

2. Send a follow-up using the template below (2 days after the original message)

Hi-

Just a reminder that my "\$100, 100 hours" competition is still on! Have you made your donation to help cure arthritis yet? There are still [REDACTED] hours left to help prove how amazing my friends are.

Please use this link to make a donation to the Arthritis Foundation now:

(INSERT YOUR FUNDRAISING PAGE LINK HERE!!!)

Thanks already to **LIST DONORS SO FAR**.

Giving even a small donation makes a big difference in the fight against arthritis. No donation is too small or too large!

Thank you for your generosity and support!

FRIEND FUNDRAISERS

Give five of your friends/family the challenge to each get you 5 donations of any size! Delegate! You can even make it a challenge among them so that the first one to bring in 5 donations wins a prize. It works! If each of your five friends is only asking for \$5 donations, that would be \$125 easily! 9

YOU GET THE PICTURE...Ready.... Set.....Hit Your Goals!