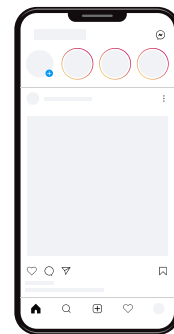


How to Fundraise for RCRF on Instagram

Instagram

Let's fundraise!

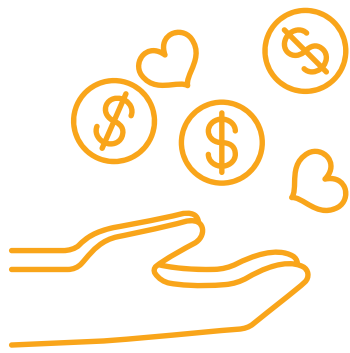
Instagram makes it easy and secure to raise funds for the Rare Cancer Research Foundation (RCRF). You can create a fundraiser in honor of a friend, to celebrate your birthday, or to simply help support rare cancer research.



Go to the home feed

Tap the plus sign at the top right of your home feed and create a normal post using a photo or video. Be sure to make the photo(s)/ video relevant to the fundraiser.

Tip: make your caption meaningful/provide context of why you're fundraising for RCRF.



When you get to the details page, add your caption, then tap "add fundraiser"

Tap the search bar and type in "RCRF." Once you see our name appear in the list, click on it. By default, your goal amount will be \$100. Tap this figure if you want to change it, or tap "done" in the top-right corner of the screen to move forward.

Share

Done editing? Tap "share" to post it

Your fundraiser will remain active on your profile for 30 days. Any money raised will go to RCRF, even if your fundraiser doesn't reach its set goal.

Tip: If you can, make a personal gift to your own fundraiser. Making the first gift will show your network how committed you are to the cause!



Share fundraiser to your Instagram story

While viewing your post, tap the bottom banner to share to your Instagram story. First, click "create a story" at the bottom of the screen. From there, Instagram stories will open and you can edit your post before sharing it. You can also select "share and invite" to invite friends to give.

Thank you for fundraising on our behalf! The Rare Cancer Research Foundation is a 501(c)3 nonprofit, therefore all donations are tax-deductible. If you donate through Instagram, Instagram will email you a receipt for your records!



How to Fundraise for RCRF on Facebook



Let's Fundraise!

Facebook makes it easy and secure to raise funds for the Rare Cancer Research Foundation (RCRF). You can create a fundraiser in honor of a friend, to celebrate your birthday, or to simply help support rare cancer research.



Click 'Fundraisers'

Click 'fundraisers' in the left menu of your newsfeed, then select the 'Raise Money' button. And then choose the Rare Cancer Research Foundation to get started!



Create a Title, Select Goal Amount, + Use Engaging Photo

Set your fundraising goal and an end date (typically 1-2 weeks works best). Come up with a creative title for your fundraiser, then choose a meaningful photo to use as your banner, or just use the RCRF photo that's pre-selected.



Share Your Why

Make sure to personalize the reason(s) why you're fundraising for RCRF. Provide context as to why you support the mission of RCRF.



Invite Friends To Donate

Lastly, share your fundraiser with your friends so they can support your fundraising efforts.

Thank you for supporting the RCRF mission!

Thank you for fundraising on our behalf! The Rare Cancer Research Foundation is a 501(c)3 nonprofit, therefore all donations are tax-deductible. If you donate through Facebook, Facebook will email you a receipt for your records!

