

# TREES FOR LIFE

## FACEBOOK FUNDRAISER TOOLKIT



US Campaign for  
Palestinian Rights

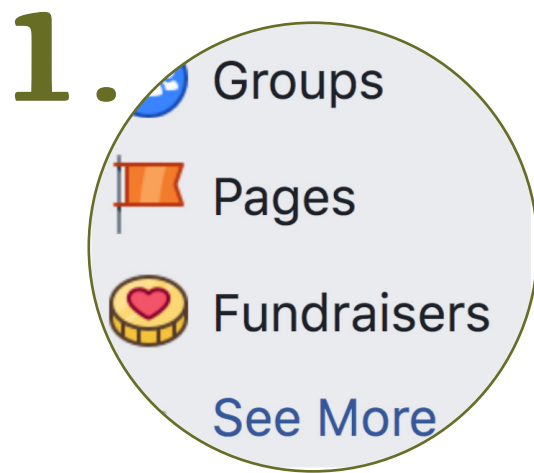


# **You're rooting resistance.**

Thank you for starting a Facebook fundraiser for Trees for Life! This is an easy way to make an immediate impact by planting olive trees in Palestine and tell your friends about a cause that's important to you!

The funds you raise will provide sustenance to Palestinian farmers and help USCPR carry on our work for freedom, justice, and equality. Keep reading for material to use when setting up your fundraiser, fun tips, and more!

# Setting up your Facebook fundraiser.



On the homepage of your personal Facebook account, you'll see the "Explore" menu to the left of your newsfeed. Click on "Fundraisers."



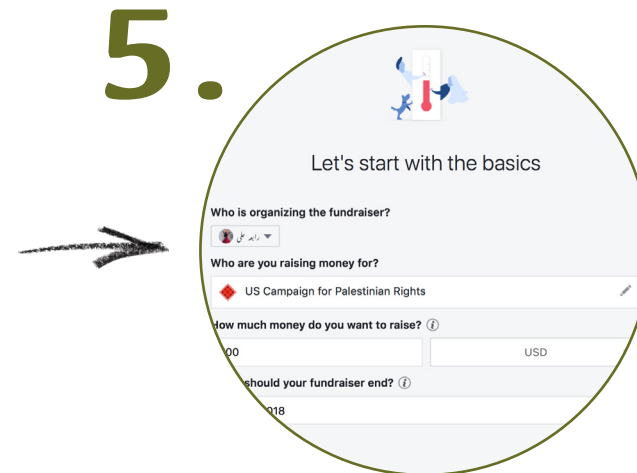
On the next screen, click on the "Raise Money" button.



Select "Nonprofit."



Type in "US Campaign for Palestinian Rights" then select our page from the drop down menu.



Fill out the amount you want to raise, and pick an end date for your fundraiser.

# 6.



Tell your story

What's the title of your fundraiser? ⓘ

Jane's Trees for Life Fundraiser

Why are you raising money? ⓘ

Friends -- join me in planting olive trees in Palestine!

It's harvest season in Palestine, a time when trees rain down olives from their branches, providing farmers and their families with nourishment and sustenance. Around these trees, communities are built and culture is sustained. These olive groves symbolize the roots of Palestinian resistance: deep, strong, and entrenched in the land.

US Campaign for Palestinian Rights (USCPR) is partnering with the

*When choosing a title for your fundraiser, remember to keep it simple and personal!*

*You will be prompted to write a fundraiser "story." You can write your own, or use the sample story provided here.*

## Sample fundraiser story:

Friends - join me in planting olive trees in Palestine!

It's harvest season in Palestine, a time when trees rain down olives from their branches, providing farmers and their families with nourishment and sustenance. Around these trees, communities are built and culture is sustained. These olive groves symbolize the roots of Palestinian resistance: deep, strong, and entrenched in the land.

The US Campaign for Palestinian Rights (USCPR) is partnering with the Palestinian Fair Trade Association (PFTA) to help farmers in the West Bank restore olive groves destroyed by the Israeli military occupation, and plant new ones - last year, USCPR helped to plant 2,500 olive trees in Palestine.

This year, I'm pledging to raise \$500 to plant 20 olive saplings in Palestine! By planting young trees, we're rooting resistance for the next generation. I hope you will help me reach this goal by donating whatever you can. It only takes \$25 to plant a tree and support USCPR's work for justice!



Next, you will be prompted to add a cover photo for your fundraiser. You can choose to upload from any of the beautiful images included with this toolkit. Then, hit the "Create" button and you're done!





# How to get your friends to give to your fundraiser.

## **Invite your friends to the party**

This is key! Invite people on your friend's list—especially those who you know care about Palestine or even sustainable farming—and engage with them! Even if folks can't donate, they can help you spread the word in other ways (keep reading...).

## **Post regularly**

Aim for three posts a week over the duration of your fundraiser, more often when you're in the final stretch. And remember to post not just on your fundraiser page, but also on your personal timeline!

## **Share stories from Palestinian farmers to let people know why Trees for Life matters:**

Follow USCPR on Facebook, Instagram, and Twitter - we'll be posting stories regularly about Palestinian farmers and their families, along with articles, images, and video. Be sure to share these posts to keep your friends and followers engaged!

## **Make it personal**

People will be more interested in giving to your fundraiser if you make it personal. Think about these questions as you write your own posts about the fundraiser: Why did you choose this particular cause? Do you have a personal connection to it that you want to share? Does the struggle of Palestinian farmers hold a special significance to those in your networks? What are ways that you and your friends might be able to relate to this cause?

# When you get a donation, be sure to say “thank you!”

**When you hit a milestone, like raising the first \$100, post an update!**

**Sample milestone post:**

We've raised the first \$100! That's FIVE olive saplings planted in Palestine. Thanks to everyone who made a donation to support Palestinians farmers and USCPR's work for freedom, justice, and equality! Please consider donating, and help me spread the word so that we can plant 15 more saplings!

**When a friend donates, be sure to thank them!**

**Sample thank you for a gift of \$25+ (1 or more trees!):**

Thank you, [name], for your generous donation to my Trees for Life fundraiser! You helped Palestinian farmers plant [x] trees that will provide nourishment, sustenance, and root resistance. You can help to plant even more trees by spreading the word and sharing this fundraiser with your friends!

**Sample thank you for gift under \$25 (not *quite* a tree, but still important!):**

Thank you, [name], for your generous donation to my Trees for Life fundraiser. Your donation has helped me reach (percentage of my goal to plant [x] trees in Palestine. You can help out even more by spreading the word and sharing this fundraiser with your friends!

# The little touches count.

## **Maximize your reach by using multimedia**

Images and videos work better with Facebook algorithms, and Facebook live video sends automatic notifications to your friends and followers, so make use of these. For example, you could do a short FB live video explaining why this campaign holds personal significance for you. Or, you could post photos or videos announcing milestones in your fundraising - first \$100, when you reach 50% of your goal, when you're in the home-stretch (last 10%), etc.

## **Measure your success in trees**

Stating the number of trees you want to help plant is an effective way of framing your fundraising goals in ways that will help show the tangible effects of each donation. So remember to include this in your messaging - in your fundraising story, your milestone posts, thank you posts, etc.

## **Give your friends options**

If your friends can't donate money, give them the option of "donating" their status! They can help by sharing your posts, or writing their own posts in support of your fundraiser.

## **Change your settings**

Consider changing your privacy settings for your fundraising posts. Switching your settings to "public" allows your friends to share your posts with their networks and increases your reach.





**HAPPY FUNDRAISING!**  
Thank you for helping us  
root resistance in Palestine!