

# Giving Tuesday - November 28, 2017

Giving Tuesday is coming up fast (Nov 28) and CpM is planning to take part in this massive fundraising event! It is an important one this year because Facebook is **matching** all donations given through Facebook up to 2 million cap worldwide.

We are asking every CpM member with a Facebook account to please set up your own personal fundraiser on behalf of CpM. With your help, we believe we can reach our goal of \$5k (with possible matching to make it \$10k).

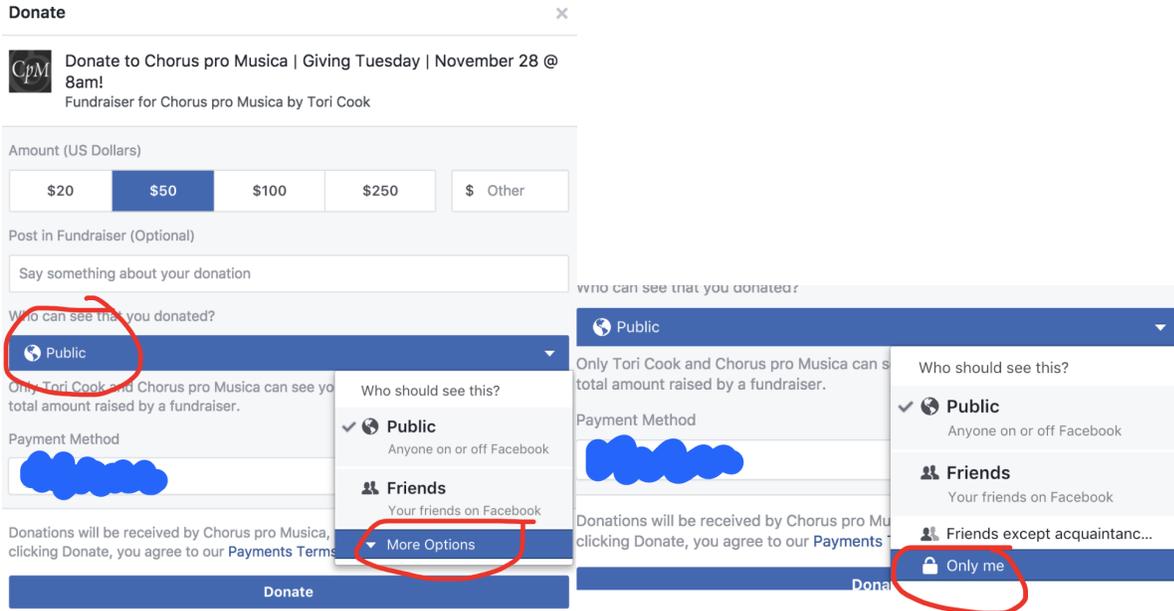
If we have just half of our singers raise \$100 from friends and family we can reach our goal (50 singers \* Goal \$100 = \$5k). **Can you get 10 friends to donate \$10? Or 4 friends to donate \$25? We believe you can!**

## To Donate Directly to CpM

1. Go to [www.facebook.com/choruspromusica](http://www.facebook.com/choruspromusica).
2. Click "Donate."
3. Enter payment details. On Nov 28, 2017 the 5% processing fees are waived and your donation is eligible for a match from Facebook!

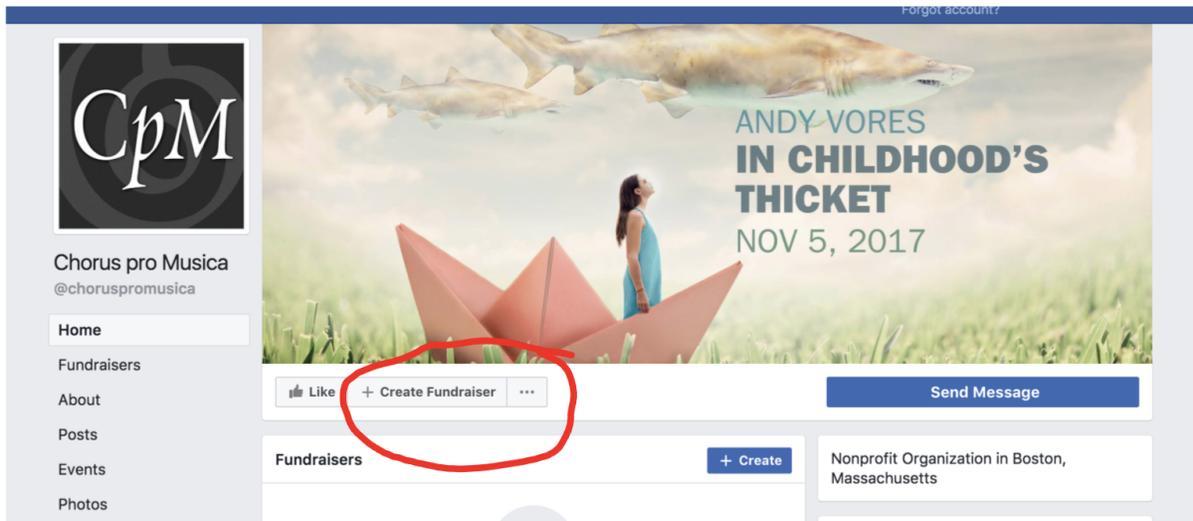


4. Please note that our annual fund chairs will be able to see all donation amounts and persons donating. According to Facebook, your donation **amount** will never be shown publicly on Facebook, however it will show that you have donated to the cause in general. If you prefer to not share this information, you can change your share settings as shown on next page:

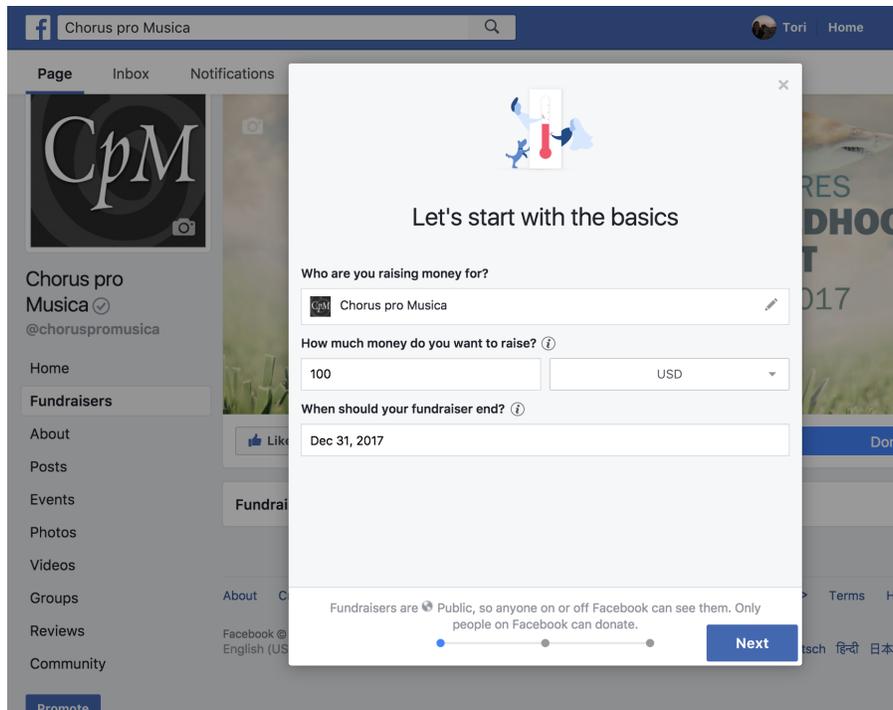


## Fundraise for CpM Through Facebook

1. Go to [www.facebook.com/choruspromusica](http://www.facebook.com/choruspromusica).
2. Click "Create Fundraiser."



3. Enter a goal (we recommend \$100+) and end date (we recommend 12/31/17)



4. Enter the following text or your own text! We recommend encouraging friends to donate right at 8am on November 28 for a better shot at getting their donation matched.

#### **Donate to Chorus pro Musica | Giving Tuesday | November 28 @ 8am!**

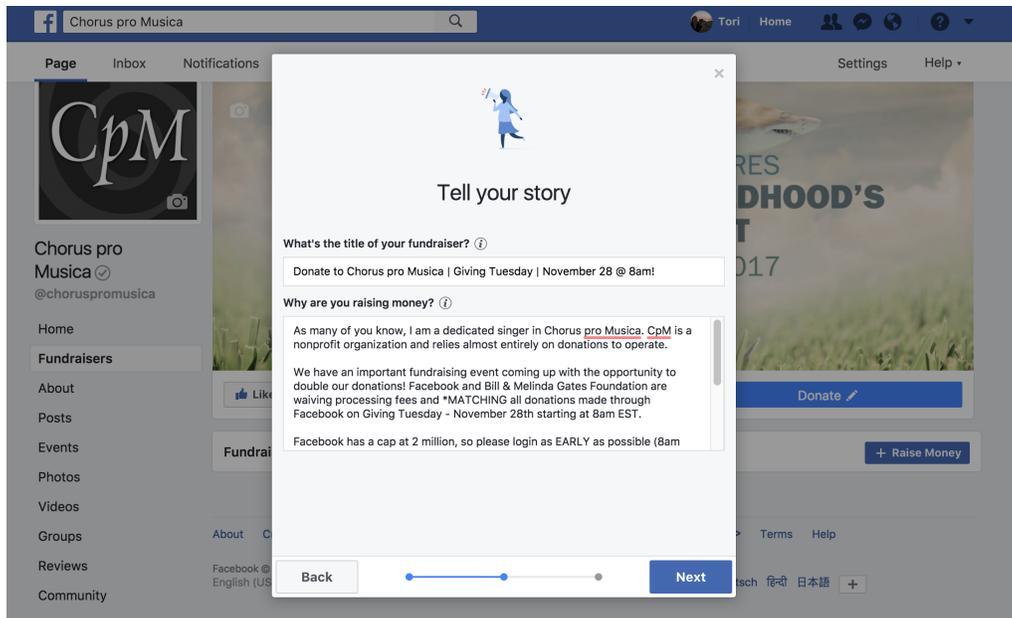
As many of you know, I am a dedicated singer in Chorus pro Musica. CpM is a nonprofit organization and relies almost entirely on donations to operate and put on the amazing programming so many of you have seen.

We have an important fundraising event coming up with the opportunity to double our donations! If you donate to this Facebook fundraiser on Giving Tuesday, November 28th, starting at 8am EST, Facebook and Bill & Melinda Gates Foundation are waiving processing fees and \*MATCHING all donations made through Facebook!

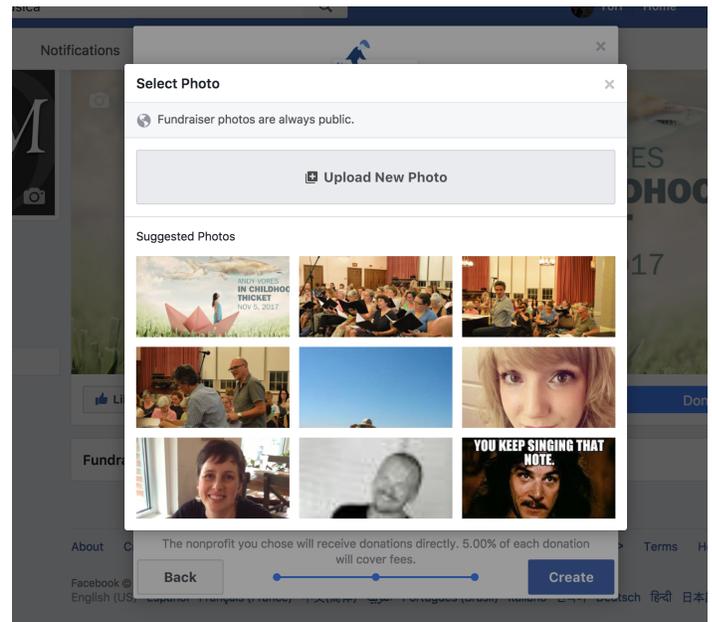
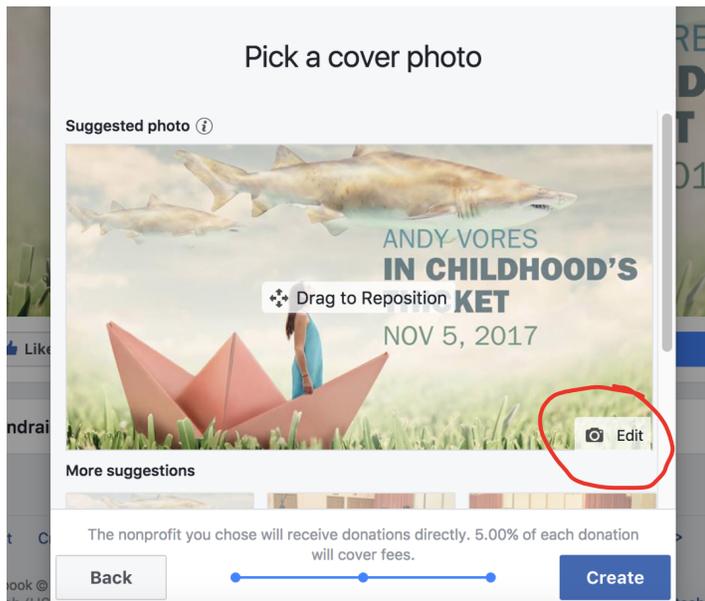
Facebook has a cap at 2 million, so please login as EARLY as possible (8am EST or later) on Tuesday, Nov 28. Click that "Donate" button, give as much as you can, and help CpM continue delivering exceptional choral music to the Greater Boston area.

Thank you for your support!

\*up to 2 million cap globally, \$50,000 per organization, and \$1,000 per donation



5. Click “Edit,” then “Upload New Photo,” and upload a photo for your fundraiser. We

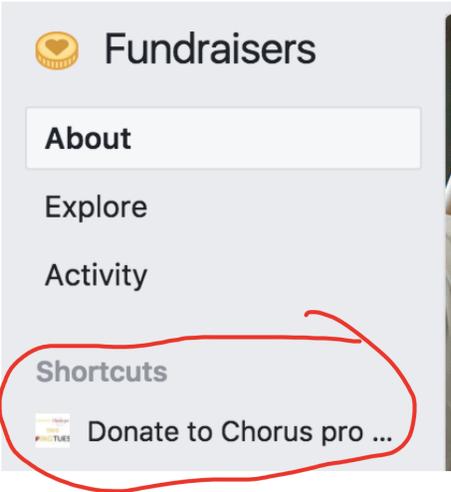
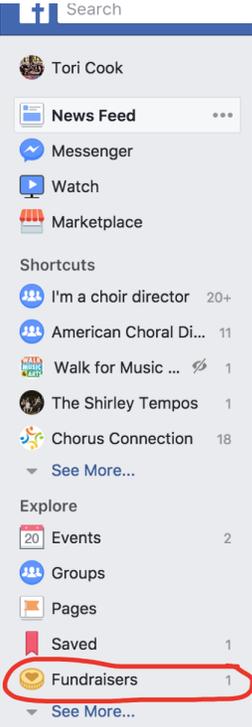


recommend the image we’ve attached for your use in this email.

6. That’s it! Once you’ve got your fundraiser created, be sure to invite all of your friends and share to your wall. **We recommend re-sharing on Monday, November 27 to remind people to donate at 8am the next morning, and if you want, re-sharing the day of to remind your network.**

# How to Find/Edit Your Fundraiser Later

- 1. Login to Facebook
- 2. On home sidebar to the left, click on "Fundraisers"



- 3. Under "Shortcuts" Find your fundraiser

- 4. Click "More...">"Edit Fundraiser" to edit description, goals, end date, and photo.
- 5. Click "Invite" to invite friends to view your fundraiser page
- 6. Click "Share" to share to your own feed
- 7. Click "Donate" to donate to your page

