



Facebook Fundraiser Toolkit

Everything you need to run a successful Facebook fundraiser
to help support our mission

1. Welcome

Hi, Migraine Meanderings Supporter,

Thank you so much for your interest in hosting a Facebook fundraiser to support Migraine Meanderings. The heart of our organization depends entirely on community support: many of our online resources, volunteer coordination, support groups, and the daily work of providing free, unsponsored education. Your donation helps cover our essential operational costs, ensuring our community remains current, holistic, and a safe place for everyone living with migraine.

Here's how to get the most out of your fundraising:

1 Let us know

Tag us @MigraineMeanderings or email info@migrainemeanderings.com. We will share, like, and comment on your posts.

2 Make it personal

Add one line about why this cause matters to you — personal stories raise more than generic asks.

3 Ask directly first

Message 10–15 people individually before posting publicly. Direct asks convert far better.

4 Post more than once

Use the content kit with post templates for launch, midpoint, and the final push.

5 Set a deadline

Your fundraiser runs through [end date]. Urgency helps people donate.

2. Quick Tips for Success

Let's get started on your Facebook fundraiser!

Ask specific people directly

DM or text — this converts far better than public posts alone.

Make your first post personal

One sentence on why this cause matters to you.

Post at least 4 times

One post rarely reaches your full network.

Use photos or video

Posts with visuals get more engagement.

Say thank you

Publicly and personally — it encourages others to give too.

Set a deadline and mention it

Urgency drives last-minute gifts.

3. Posting Tips

Tips & tricks to ensure your fundraising posts get the most views on Facebook

1

Avoid links in the main post

According to Meta, posts that contain a link are shown to fewer people. Put the donation link in the first comment or use Link in Bio.

- End your post with: "Donation link is in the first comment."
- Immediately comment: "Here is the donation link: [your link]."

2

Add the link to Linktree / Link in Bio

Make it easy for people who find you later to donate without searching through comments.

3

Tag friends strategically

Use @ mentions thoughtfully so key people are notified. Avoid spammy @everyone tactics that can hurt reach.

4

Use our graphics (or create your own)

Eye-catching visuals stop the scroll. Pair them with your personal story.

5

Film a short video

Videos almost always get more views than static posts. It doesn't have to be perfect — just sincere.

4. Post Templates — Launch & Midpoint Update

Goal: Introduce the fundraiser and make the personal connection

Launch Post (Day 1)

I just started a fundraiser for Migraine Meanderings, and I'd love your support.

[One sentence on why this cause matters to you personally.] Share how Migraine Meanderings has personally helped or inspired you. Explain how migraine attacks impact your life, and the importance of education and advocacy.

Migraine Meanderings is a not-for-profit advocacy and educational organization that relies on community support to fund its free resources and provide the most up-to-date, evidence-based migraine information. My goal is to raise \$[goal amount] by [end date] — every dollar helps.

Would you consider chipping in, even \$10? Link in first comment below. Thank you! 🙏

Midpoint Update (Day 7–10)

Goal: Show progress and re-engage people who scrolled past the first post

Quick update: thanks to some amazing people, I'm [X]% of the way to my goal of \$[goal amount] for Migraine Meanderings!

[One line on impact so far, e.g., "That will help fund their online support group and educational resources."]

If you haven't had a chance yet, I'd be so grateful for your support before [end date]. Link below. Thank you to everyone who's already given!

5. Post Templates — Final Push & Thank-You

Goal: Close the loop and set up the next ask

Final Push (2–3 Days Before Deadline)

Goal: Create urgency

My fundraiser for Migraine Meanderings closes in [X] days, and I'm \$[amount] away from my goal!

This is my last push; if you've been meaning to give, now's the moment. Every bit gets us closer. Link below. 🙏

Thank you to everyone who's supported this so far; it means the world.

Thank-You / Results Post (After Close)

WOW. Thanks to [X] people, we raised \$[final amount] for Migraine Meanderings, [X]% of my original goal!

[One line on real impact, e.g., "This will directly support patient education and advocacy."]

Thank you to everyone who gave, shared, or simply cheered me on. It truly made a difference. Visit Migraine Meanderings to provide additional support.

Pro tip: Personally thank every donor if possible – it builds lasting community

6. Suggested Posting Calendar

A simple cadence you can follow without overthinking it.

Day 1

Send 10–15 personal messages to friends/family. Post the Launch Post publicly.

Day 3–4

Reply to comments; personally thank early donors.

Day 7–10

Post the Midpoint Update. Message anyone who hasn't responded yet.

2–3 days before deadline

Post the Final Push. Consider a personal follow-up text to close contacts.

Day of deadline

Last reminder post to donate.

After close

Post the Thank-You / Results Post. Personally thank every donor if possible.



Questions?

We're here to help make your fundraiser a success.

Contact us

info@migrainemeanderings.com

Facebook: @MigraineMeanderings

www.MigraineMeanderings.com

We're so glad to have you on the team.

Warmly,
Shoshana Lipson
Executive Director, Migraine Meanderings