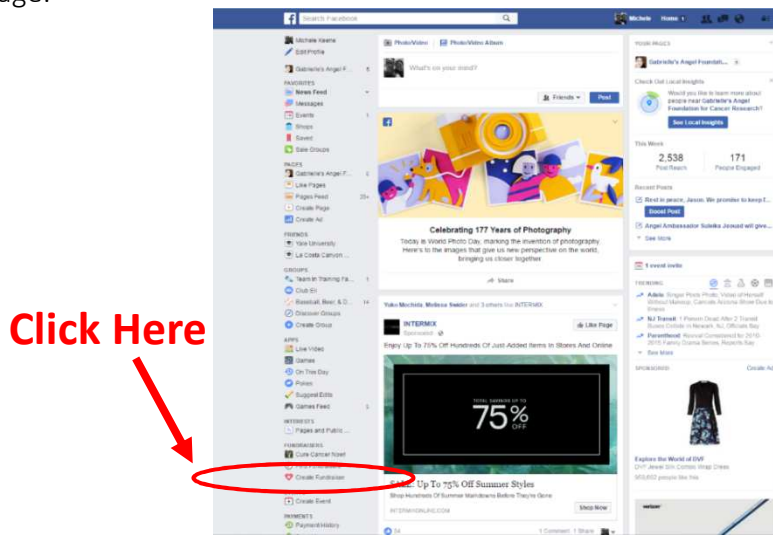


# #20for20

## Create Your Own Facebook Campaign: Step-by-Step Instructions

1. Click on the “Create Fundraiser” button on the bottom of the left-hand column of your Facebook homepage:



2. Search for & select “Gabrielle’s Angel Foundation for Cancer Research”
3. Fill in fundraiser details:
  - a. Select one of our #20for20 cover photos
  - b. Title your fundraiser: “20 years. 20 grants. \$20 to get one step closer to a cure!”
  - c. Share your story: Let people know why Gabrielle’s Angel Foundation is important to you and why they should donate. Personalize your description as much as possible.
    - i. **Sample:** *Cancer touches all of us which is why I am so proud to support Gabrielle’s Angel Foundation for Cancer Research & their #20for20 campaign! This cause is very dear to me because... [Share your story here]. Let’s help these angels fund 20 new grants in their milestone 20<sup>th</sup> year!*
4. Set an end date for your campaign
5. Set a fundraising goal: We recommend a number divisible by \$20 to align with our #20for20 message. When you hit your first goal, set another one!
6. Click “Create”! Once you have invited your Facebook friends, send an email to any contacts not on Facebook and direct them to <http://gabriellesangels.org/20for20>.

### Questions?

Contact Michele Keene, Associate Director of Development at [mkeene@gabriellesangels.org](mailto:mkeene@gabriellesangels.org) or 646-861-2033.

**Thank you for your support of #20for20.  
We simply could not do this work without angels like you!**