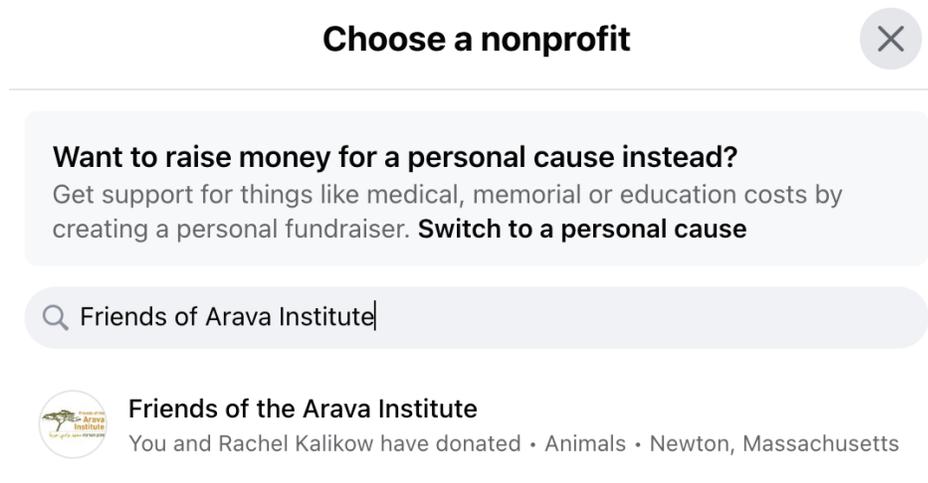




## **Israel Ride: Facebook Fundraising Instructions**

1. On your computer, login to Facebook: <https://www.facebook.com/>
2. On the left of your news feed, scroll down and click “see more” & then click on  Fundraisers
3. Click “Select nonprofit” under “Raise money for a nonprofit” at the top of the page
4. Search for “Friends of the Arava Institute” - FAI is listed more than once so you will see two options, **make sure that you select the option with the orange and green logo rather than the blue option:**



**If you do not choose the option with the above FAI logo, we will not be able to see who raised the money and who donated.**

5. On the left of the screen, enter:
  - The goal of how much money you would like to raise (the currency must be USD)
  - Create a title for your fundraiser - please include “Israel Ride 2022” in your title. **It is very important to include “Israel Ride” in your title so that we are able to give you credit on your fundraising page.**



- Write a detailed description that tells your story and shares a bit about the Israel Ride (this is optional but highly recommended). Remember, we want to hear your stories and the more you are able to personalize the text, the greater the impact:
  - **Sample text:** *“I am thrilled to announce that I am riding in the 2022 Israel Ride. Cyclists will be riding 150-350 miles from Jerusalem to Eilat, exploring Israel while learning about and supporting the innovative work of Arava Institute for Environmental Studies and Hazon. I have committed to raise at least \$4,000 towards the crucial peace-building and environmental justice work of these two incredible organizations. Would you consider making a donation at whatever level you are able? No gift is too small - every dollar helps me reach my goal! Thank you for your generosity and support! Together, we can make a difference.”*

6. Click **Create** to publish your fundraiser. You’ll see a screen pop up where you can invite your friends to donate to your fundraiser, share your fundraiser in your feed.

7. Once your fundraiser is created and published, please email [info@friendsofarava.org](mailto:info@friendsofarava.org) so that we can look out for incoming donations. Please also email us at the conclusion of your fundraiser with the total amount raised.

*\*Please note that unless your fundraising page is set up correctly, we will not be able to determine who made specific donations to your page and what they are designated for. If the page is set up incorrectly, the donations will not be directed to support the Israel Ride. As a reminder, it may take up to a month for FAI to receive the various donations and then upload these gifts to individual Classy pages. We appreciate your patience during this process.*

**Thank you for your support and good luck!**