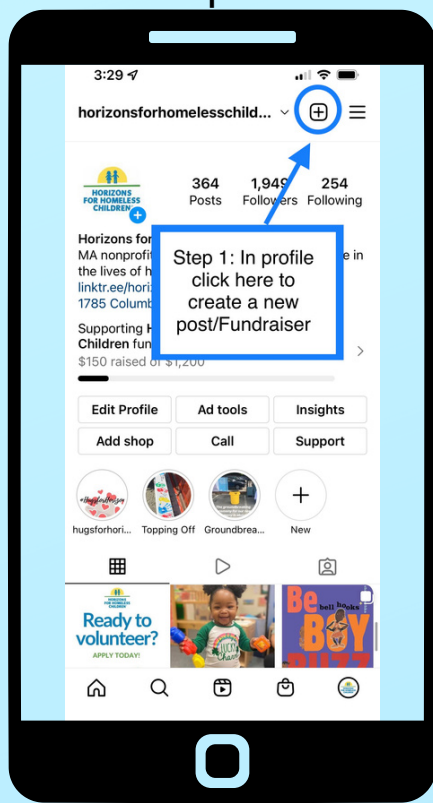


Fundraising on Instagram

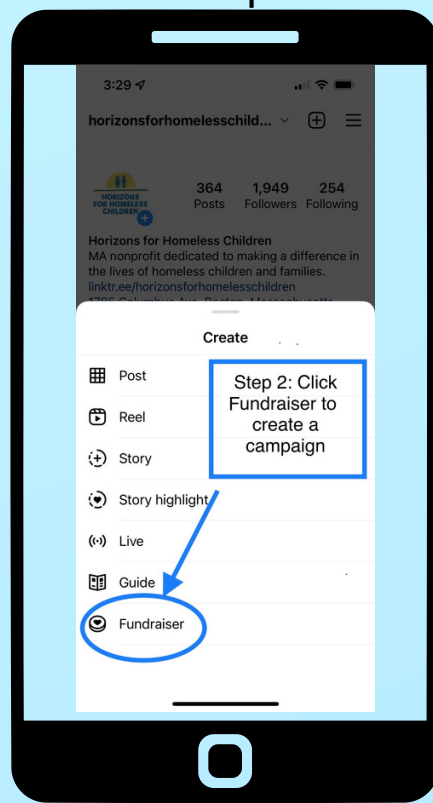
four easy steps

Step 1



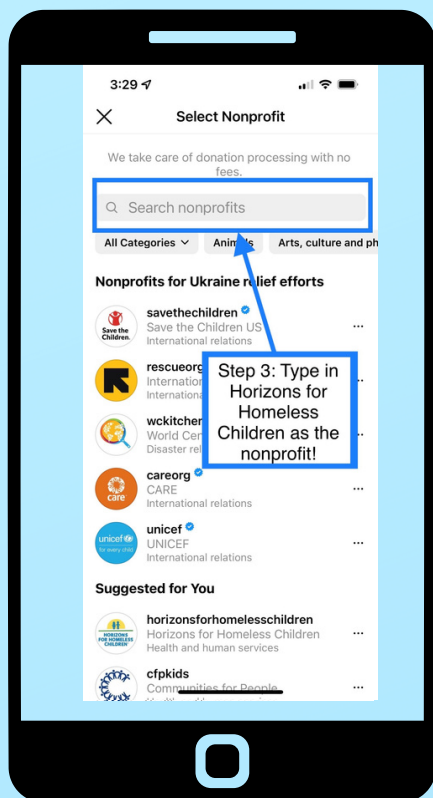
Step 1: Head to your profile and click the square plus icon to add a new post/Fundraiser.

Step 2



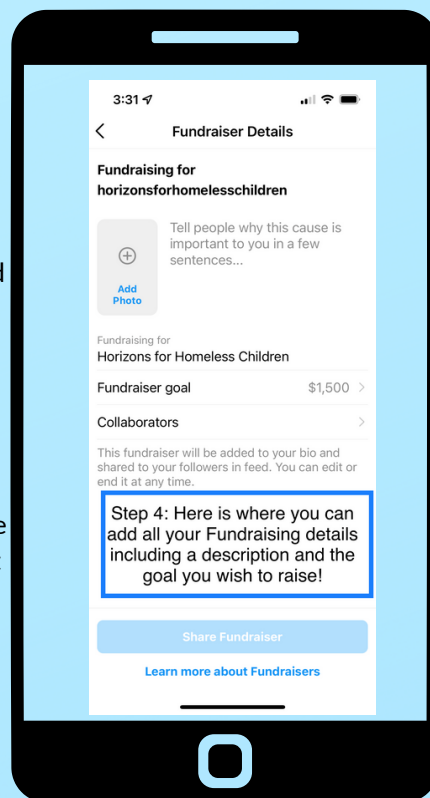
Step 2: Select "Fundraiser" from the options.

Step 3



Step 3: Once you have clicked on Fundraiser, you will be able to search for "Horizons for Homeless Children" to select your nonprofit. It may also be listed under the "Suggested for You" section if you are already following @horizonsforhomelesschildren on Instagram.

Step 4



Step 4: Once you have selected Horizons you can add in details for your campaign! In this step you can include a description for why you are fundraising for Horizons. (See sample language on the next page).



Life is already full of competing demands. Fundraising for your favorite charity doesn't have to be one of them.

Fundraising for Horizons on Instagram is a convenient feel-good way to support us, allowing you to reach your followers easily with simple words and graphics that convey why Horizons matters to you. You can support Horizons by simply doing the activity you love and Instagram will track your progress and handle the financial transactions so all you need to do is share your campaign with your followers. Whether it is a birthday, lemonade stand, a barre class, or a bake sale, we are grateful you've chosen to use your event to benefit the children and families served by Horizons.

Campaign Example:

To celebrate my 30th birthday, I'm hoping you'll consider making a gift to my birthday wish list, which will benefit my favorite non-profit, Horizons for Homeless Children. Horizons serves children who are living in homeless shelters and the best present I can think of is making sure they have all of the diapers, wipes, crayons and paints they need to spend a fun day in their classroom. You can donate right here through Instagram and the money will go straight to Horizons. Thanks in advance for celebrating with me!

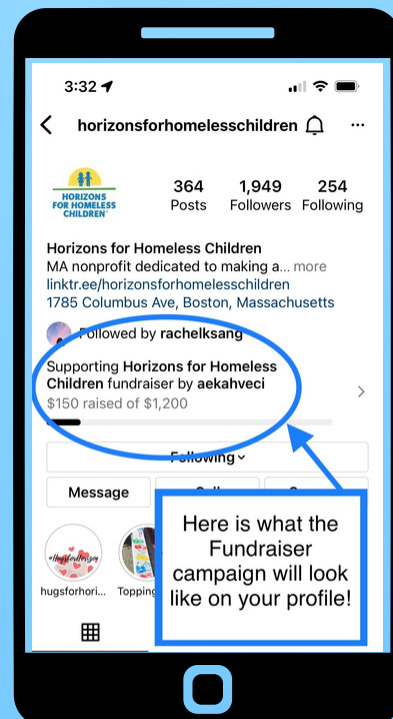
Keep in mind:

Here are some things to keep in mind as you manage your new fundraiser:

- **Need a photo?:** Click on any of these options to choose your photo. [Option 1](#), [Option 2](#), [Option 3](#), [Option 4](#).
- **What does a gift provide?:**
 - \$50 - Diapers, wipes, and formula
 - \$25 - Classroom supplies (paints, crayons, and paper)
 - \$10 - STEM activity supplies
- **Fundraisers last 30 days:** This fundraiser will be added to your bio for 30 days and shared to your followers in-feed. You can edit or end your campaign at any time.
- **Share it often to raise more:** Your fundraiser will be shared to your followers' in-feed and added to your profile bio. Make sure to repost it several times during your campaign.
- **Invite collaborators:** Invite friends to join your fundraiser and grow your community of donors.
- **Instagram covers all fees:** The money you have raised will go to Horizons, even if you don't reach your goal.
- **Thank your donors:** Also don't forget to thank everyone who has donated to your fundraiser!

Submitted Your Fundraiser?

Once you have submitted your campaign, Instagram will review and approve it. When it has been approved, the fundraiser will show up on your profile like this.



**For questions about your campaign, you can always email us at info@horizonschildren.org.
Thank you for supporting Horizons for Homeless Children.**