


How to Set Up Your Facebook Fundraiser:

Go to your personal Facebook page.

Click fundraiser ( Fundraisers) in the left menu of your News Feed. You may need to click **See More**.

Search United Way of the Lakeshore. You will see Gary Nelund and Rich Houtteman's fundraisers pop up, scroll to the bottom of the page and select **UNITED WAY OF THE LAKESHORE** (*This is very important. If you select United Way or Dolly Parton's Imagination Library, you will be fundraising for the national accounts and only a small percentage of your dollars will stay local*). Once you set up your fundraiser, we will be asking what county you are fundraising for (Muskegon, Newaygo, or Oceana).

Click Create. You will be directed to the fundraising page.

Left side tab is where you customize your fundraiser.

Select your goal amount. \$1,250 = 50 kids for one year to each receive one book per month or 10 kids to receive one book per month from birth to 5 years old. \$2,500 = 100 kids for one year or 20 kids one book per month from birth to 5 years old.

When should your fundraiser end? Change default date to March 31, 2021.

What's the title of your fundraiser? "Watch me Grow my Beard for Books" or "See me Shave my beard for Books" Or whatever clever title you come up with.

Why are you raising money? Delete default paragraph. Add: **Why is Beards for Books Important?**

Kindergarten is a formative learning year. It's when children learn the skills that will help them adapt and succeed in later years of school. If more kids had the skills and abilities they need to be successful in school when they started kindergarten, they would have a greater opportunity to achieve success in high school and beyond. 61% of Muskegon County, 68% of Newaygo County, and 63% of Oceana County 3rd Graders are NOT reading at grade level according to the MSTEP. From kindergarten to grade 3, children learn how to read. From grade 3 through the rest of an individual's life, they read to learn. If students are not proficient in reading by 3rd grade, then they will continue to struggle in school and comprehension, falling farther behind. Currently, there is a 30 Million word gap between children who are read to versus those who are not. The Dolly Parton's Imagination Library in Muskegon, Oceana, and Newaygo counties helps our children prepare for kindergarten by delivering books right to their door.

Click Create and have fun! Don't forget to share daily, weekly updates to keep your Facebook audience engaged. Pictures of your progress if you are growing a beard. Pictures of your flourishing beard if you are shaving on March 31.