



Spring-for-SIDS

Facebook Fundraiser

Instructions

Thank you for your interest in participating in the National *Spring-for-SIDS* Campaign. If you are unable to host an in-person event, but interested in doing a Facebook social media fundraiser, you are at the right place. You along with your Facebook friends are joining thousands of others across the country in the fight against Sudden Infant Death Syndrome. Facebook has an official page where you can fundraise for the American SIDS Institute.

The specific instructions for creating your Spring-for-SIDS Facebook Fundraise are below

Use this link to go directly to the Institute's Facebook Fundraiser page
<https://www.facebook.com/fund/American-SIDS-Institute-198181750203456/>

1. Select the amount you want to raise and the time you want the fundraiser to end.
2. Then you create a title for your fundraiser and follow the other instructions.
3. This is the point where you can explain your passion for the cause. See sample post below.
4. Once you create the fundraiser, it will give you an option to invite your friends on Facebook to donate. Invite as many of your friends as possible.

SAMPLE POST

Please join me in supporting research for Sudden Infant Death. I'm raising money for the American SIDS Institute in memory of my grandson, Alex who died on December 10, 2018. There is no greater tragedy that can happen to a family than having a seemingly well baby die so suddenly. Please help support research that can end SIDS in our lifetime. Your contribution will make an impact, whether you donate \$5 or \$500. Every bit helps. Thank you for your support!

American SIDS Institute

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