



# Spring-for-SIDS 2019

## Facebook Fundraiser

### Instructions

Thank you for your interest in participating in the National *Spring-for-SIDS* Campaign. If you are unable to host an 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 fundraiser page where you can fundraise for a non-profit like us.

The specific instructions for creating your Spring-for-SIDS Facebook Fundraise are below. Please take note of searching for us using our full official name, **American Sudden Infant Death Syndrome Institute Inc.**

1. On the left side of your home page on Facebook, if you click on fundraiser, it will take you to the official Facebook fundraiser page. <https://www.facebook.com/fundraisers/>
2. Select the "Raise Money for a Nonprofit Organization" option
3. In the search bar, type "**American Sudden Infant Death Syndrome Institute Inc**"
4. Select the amount you want to raise and the time you want the fundraiser to end
5. Then you create a title for your fundraiser and follow the other instructions
  - This is the point where you can write-up a reason for your fundraiser. You can use the SFS poster as a resource for your post OR see sample post below.
6. 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

Want to join me in supporting research for SIDS? I'm raising money for American Sudden Infant Death Syndrome (SIDS) Institute in remembrance of my grandson <insert name> who died suddenly <insert date>. Your contribution will make an impact, whether you donate \$5 or \$500. Every little bit helps. I've included information about American SIDS Institute below.

The American SIDS Institute, is a national nonprofit health care organization, is dedicated to the prevention of sudden infant death and the promotion of infant health through an aggressive, comprehensive nationwide program of:

- Research about both the cause of sudden infant death and methods of prevention.
- Education about prevention methods for the public and medical community.
- Family Support by providing answers to parents' questions in a straightforward and sensitive manner.

Thank you for your support!