

HOW TO HOST A SOCIAL FUNDRAISER



Let's get social

Great news! **Camp Hobé is an official non-profit with Facebook and Instagram.** That means you can easily host a fundraiser for Camp Hobé on your social accounts. It's simple for your friends and family to donate, and there is no cost for Camp Hobé.


Fundraise for your birthday, in celebration of camp in June, to honor someone special, or simply to start a conversation with friends and family about what Camp Hobé means to you.

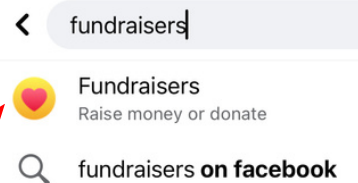


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Fundraising on Facebook

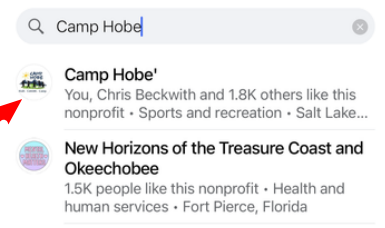
1. Open the Facebook app on your phone and hit the search button. 



2. Search for and select **Fundraisers**.

3. Tap the **Create fundraiser** link and then **search for Camp Hobé** to select it.

Select Nonprofit



4. Now **customize your fundraiser** for more success! You can change out the photo, give your fundraiser a custom title, and describe what Camp Hobé means to you. Set a goal amount and end date and hit **Create**.



5. **Share, share, and share some more!** You may be wowed by the support you get.

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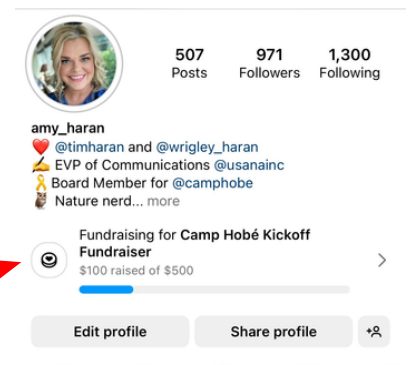
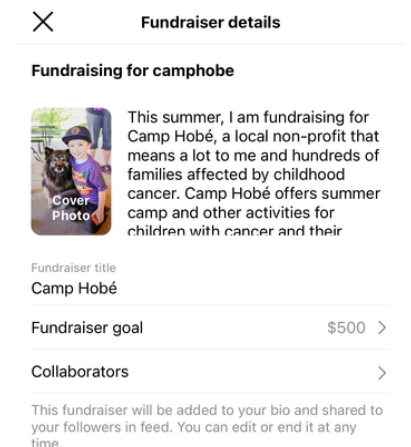
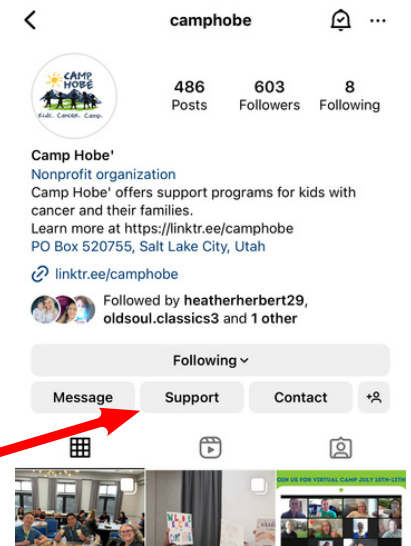
Fundraising on Instagram

1. Open the Instagram app on your phone and go to the **Camp Hobé profile** (@camphobe)

2. Tap the **Support** button and choose **Create Fundraiser**.

3. Complete your **Fundraiser Details**, including adding a photo and describing why Camp Hobé is important to you. Be sure to customize your title and goal, and add any collaborators (like partners, friends, or kids) who are joining you. Tap **Share Fundraiser** when you're ready.

4. The **Fundraiser link** will automatically be added to your bio for 30 days and shared as a post. Be sure to **share on your stories and link to the fundraiser at least a few times**. Your friends and family may surprise you with their support.



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Post Tips & Ideas

Make it personal

- Your work as a volunteer, staff member, or board member
- Your personal connection as a camper or camp family member

Share what you appreciate about camp

- Kids can leave their worries behind and connect with people who understand
- Amazing volunteers, including skilled medical staff
- Fun traditions and activities, like swimming, hiking, therapy dogs, yoga, arts and crafts, campfire, ziplines
- Low or minimal cost to families
- Fiscally well-managed with a nearly 40-year track record

Explain the scope

- We serve approximately 250 kids with cancer and their siblings
- We provide in-person camp, virtual camp, and other activities
- Campers are from throughout the Intermountain West
- 40 families a day in the U.S. learn their child has cancer

Pick a great photo!

You could share a pic from camp social feeds or post a personal photo of yourself or a loved one who has benefitted from camp.

Use quotes and facts from our website

Our campers tell their story better than anyone. Draw from camphobekids.org for their thoughts and camp stats.