

## **Fundraising for Single Payer on Facebook (Support Single Payer Health Care in California)**

**Important:** As the sponsor of the California OneCare Campaign, all money generated on eBay for the Health Care for All Education fund will be used to support the educational activities of the campaign.



The first thing you'll need to do is join Facebook if you're not already on it. Once your page is set up, type "causes" in the box in the upper right corner of the page. On the Causes page, type "**Support Single Payer Health Care in California**" in the search box. Once there, you can join the cause and make your own contribution to it.

Anyone whom you invite to the cause and who then joins by clicking on your invitation is counted as your recruit. In order to invite your friends, click on the "Invite" link under the main photo on the cause page. You can invite up to 60 people per day. In addition, if someone joins a cause by clicking a link posted on your profile, he or she is counted as your recruit. To post the **Support Single Payer Health Care in California Cause** link to your profile, click on the "Share" button on the right-hand side of the cause page.

When you invite people to a cause, you will be prompted to start an invite pledge. If you click on "Take This Pledge," you are pledging to invite 100 friends to the cause within the next two days. Since you may only send out 60 invites per day, Causes will notify you when you are free to send more. Your invite pledge will be displayed on the cause page, but only you will be able to see it. When you complete the pledge, a short feed story will be posted on your wall.

**You can pledge to raise a certain amount of money by a deadline you specify. You will see this personal fundraising pledge every time you return to the cause page, but other users will not be able to see it. In order to start a pledge, go to the cause page and click on "Pledge to Raise." You will then be asked how much you are pledging to raise and by what date. Any money donated by people you recruit is counted towards your fundraising total.**

Contributors will have the option to choose to give an amount once or monthly. If monthly is chosen, Causes will make your donation to Health Care for All once a month. Your recurring donation will be managed by Causes and not by their credit card processor, Network for Good, so if there are questions or issues, Causes should be contacted at [support@causes.com](mailto:support@causes.com). Recurring donations can be deleted but they cannot be edited. Should anyone wish to edit a recurring donation, the current one needs to be deleted and a new one begun with the new information.

If you wish you can make a donor match. A donor match is a type of donation pledge in which you commit to donate an amount of money when the cause reaches a certain amount of members or a specific donation total. You are able to specify these conditions. Donor matches are a great way to encourage others to participate in the cause. To start a donor match, click on "Create a Donor Match" on the cause page.

**You can also make a birthday wish. A birthday wish allows your friends and family to contribute to the Support Single Payer Health Care in California Cause in honor of your birthday. Approximately two weeks before your birthday, Causes will send you a notification prompting you to create a birthday pledge and encourage your friends to donate a specific amount which you decide. Facebook will provide you with a number of mechanisms to notify your friends of your birthday wish and urge them to donate.**

Any donation to the **Support Single Payer Health Care in California Cause** is 100% tax deductible.

For donations to the **Support Single Payer Health Care in California Cause**, Network for Good will provide an electronic receipt at the time of the donation. Both the receipt seen onscreen at the completion of the donation process and the e-mail sent shortly thereafter meet all IRS requirements as a record of donation.