

Plan International Canada Social Fundraiser Guidelines

Hello. Thank you for supporting Plan International Canada by creating a fundraiser on social media. This one-page guide outlines how to start a fundraiser on Instagram or Facebook, along with content guidance to help you create a post with clear and personal content that's aligned with Plan International Canada's brand.

How to Start a Fundraiser



Instagram

1. Visit the **Plan International Canada** profile.
2. Tap the **Support** button at the top of the profile.
3. Select **Create Fundraiser**.
4. Add a photo, fundraiser title, goal amount, and a short message sharing why this issue matters to you.
5. Tap **Share Fundraiser**.

Your fundraiser will appear on your profile and can be shared with your followers.



Facebook

1. Tap the **Plus (+)** button to create a new post.
2. Scroll to the bottom of the menu and select **Raise money**.
3. Search for **Plan International Canada**.
4. Customize your fundraiser with a photo, title, goal amount, and description.
5. Set the post to **Public**.
6. Tap **Post** to share.

For a video demonstration, visit:
[How to Start a Fundraiser on Social Media](#)



Language and Tone

✓ Do:

- Use personal, plain language that feels natural and authentic.
- Share why you care about this cause and why others might want to get involved.
- Remember to thank people for helping support your cause.

✗ Don't:

- Use language that portrays girls or communities as passive, helpless, or waiting to be saved.
- Use charity or saviour-based framing.
- Include political commentary or partisan language.
- Use an overly promotional tone.

Content Best Practices

- Keep your description short and personal.
- Use one clear call to action, such as inviting others to donate. Too many options risks people doing nothing.
- Choose images that reflect hope, action, and solidarity.
- Make sure your fundraiser is set to public so it can be shared widely.

After The Fundraiser

Say thank you! Make sure you let your supporters and volunteers know how much you appreciate their efforts. Wrap up your event by saying thank you through an e-mail, a handwritten note, and/or social posts.

Need Support?

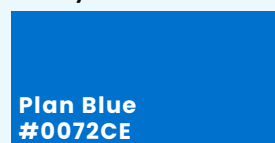
If you have questions or need help setting up your fundraiser, please reach out to the Plan International Canada communications team.

→ **Wajiha Suboor**
wsuboor@plancanada.ca

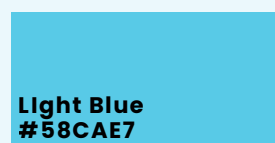
Thank you for taking action and helping advance equality for girls around the world.

Quick colour guide

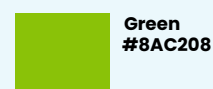
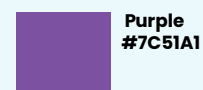
Primary Colour:



Secondary Colours:



Accent Colours:



* All secondary & accent colours can be used at 25%, 50% and 75% tint.