



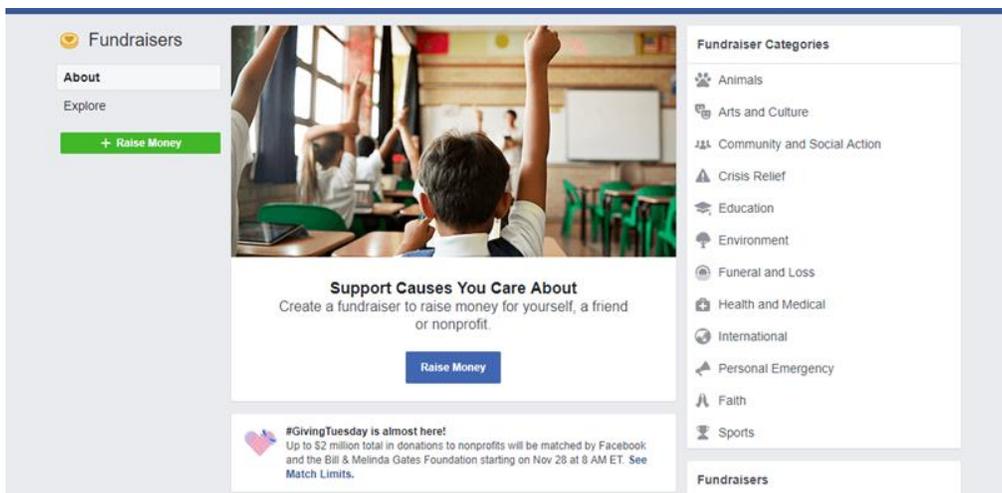
Black Friday. Cyber Monday.

#GIVINGTUESDAY™

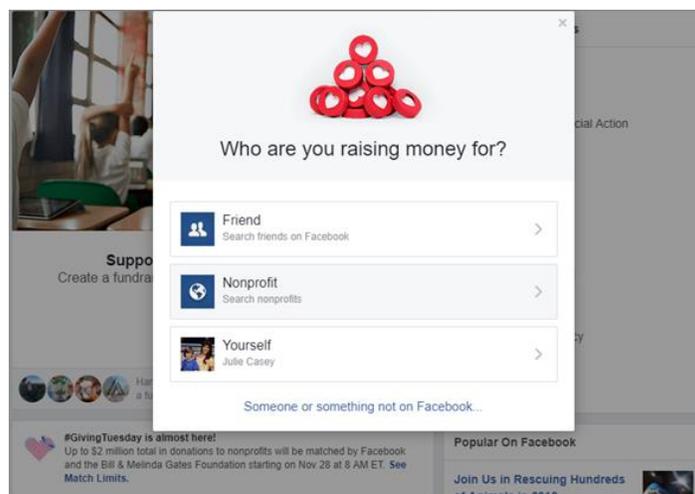
November 28, 2017

How to start your Giving Tuesday campaign and help us receiving matching funds from the Gates Foundation

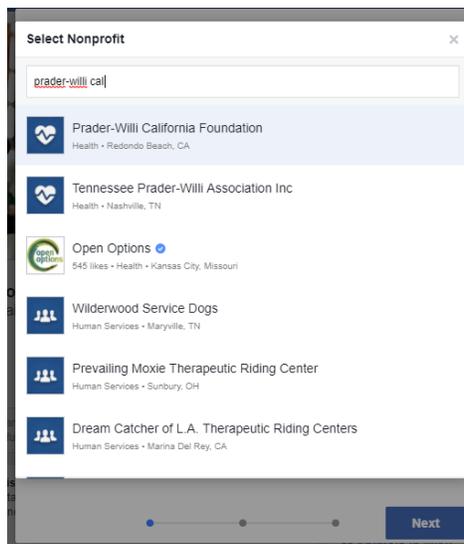
1) Through Facebook's [Fundraisers page](#), then click on "Raise Money"



Next click on "Non-Profit"

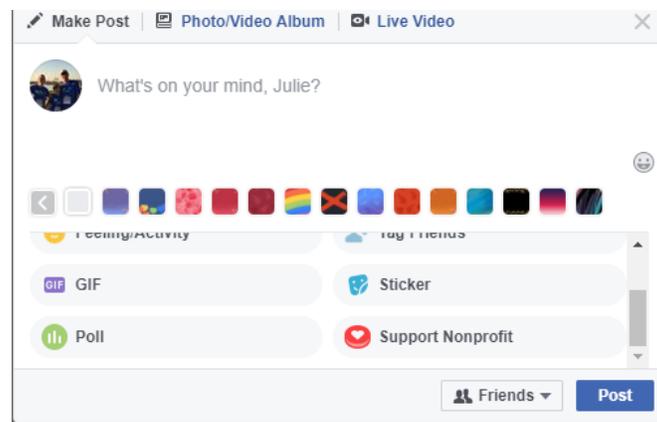


- Type in “Prader-Willi California Foundation” to select, and finish setting up your campaign

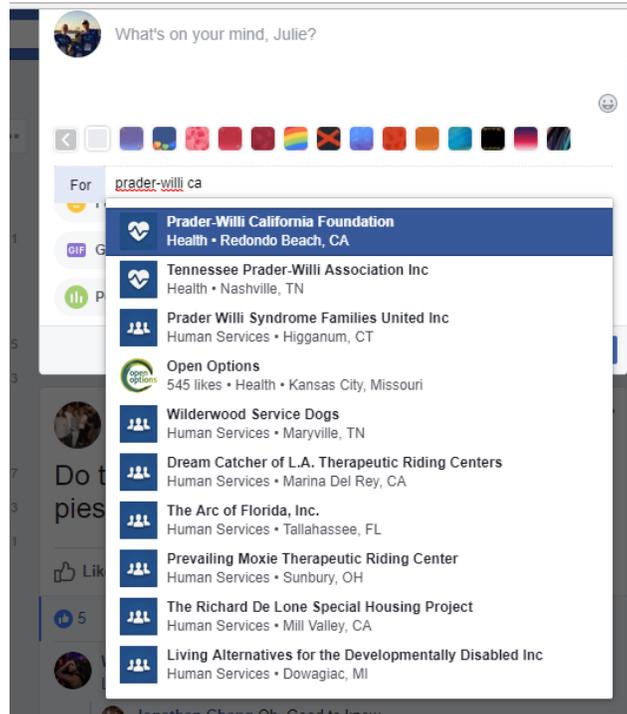


2) Start a post or live video with a donate button

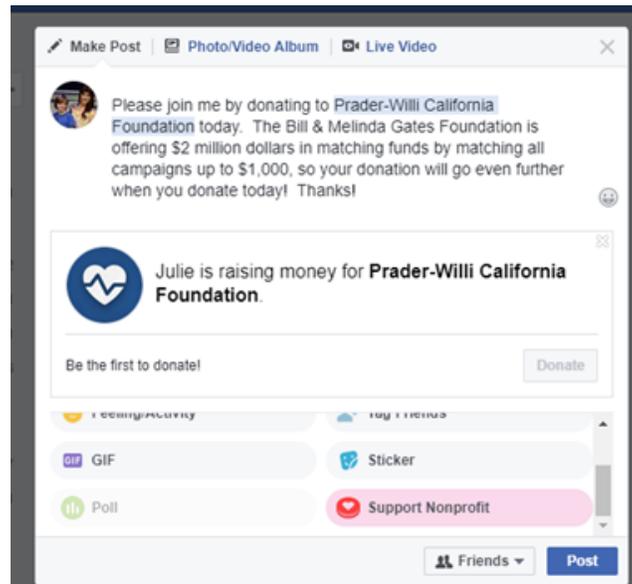
- Scroll down to the post options and click on “Support Nonprofit”



- Type in “Prader-Willi California Foundation” to find and select us



- Write an introduction message, then “post”



Whichever way you chose, encourage your friends and family to donate on Tuesday, November 28th – matching donations will go quickly, so encourage your friends and family to donate early in the day. Of course all donations are appreciated, so even donations that come in after the matching funds are exhausted will go to good use. Also, even friends and family who don't use Facebook are welcome to donate directly through our [website](#) by selecting the Giving Tuesday campaign.