



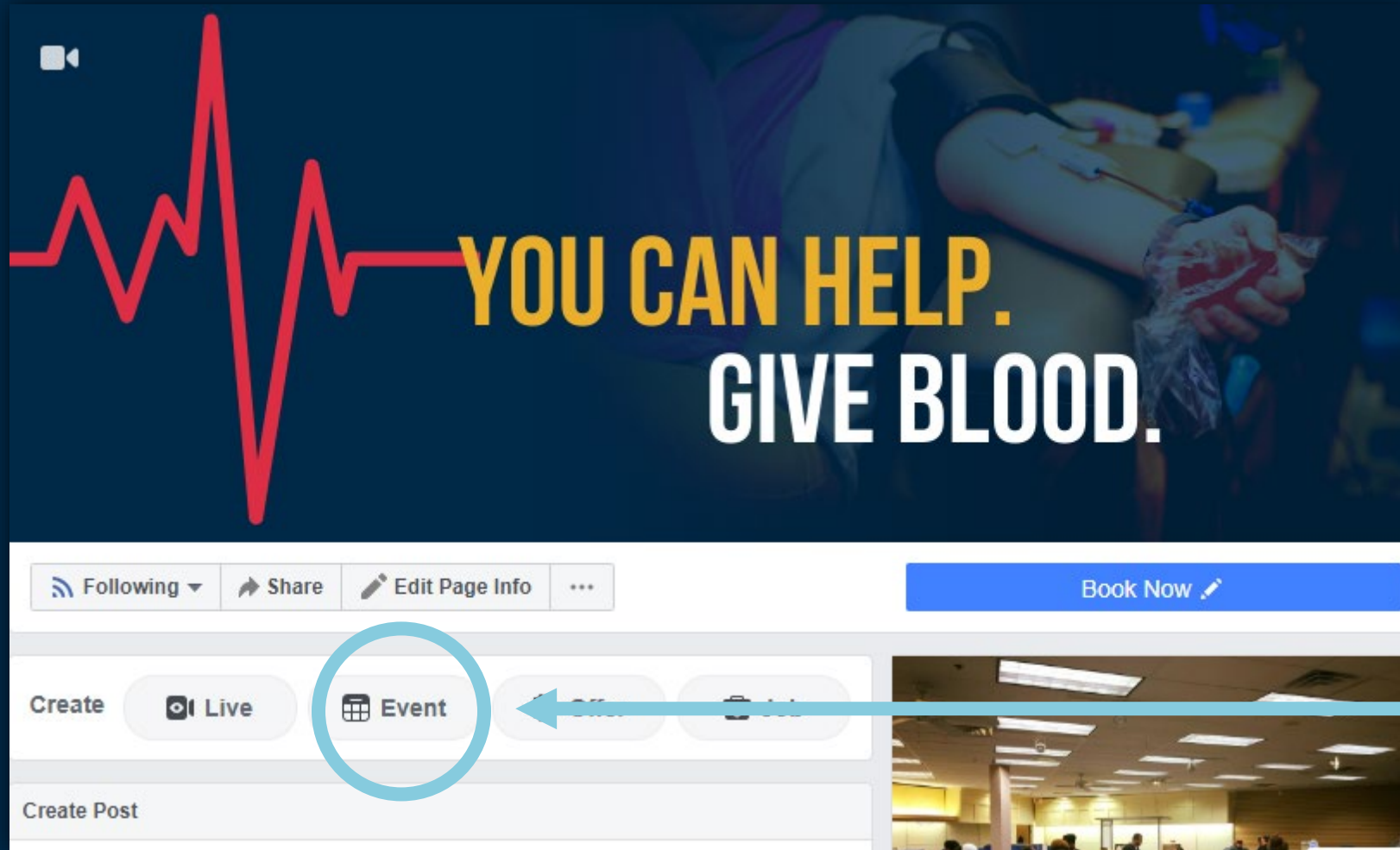
HOW TO CREATE A FACEBOOK EVENT FOR YOUR BLOOD DRIVE

WHY A FACEBOOK EVENT INSTEAD OF A POST?

- **Notifies people in the area of the event**
- **Events show chronological on organization's page**
- **Easy cross promotion with co-host requests**
- **Notifies those interested when there is a change**



CREATING A FACEBOOK EVENT FOR YOUR BLOOD DRIVE




VISIT **YOUR FACEBOOK PAGE**
AND SELECT "CREATE EVENT"



New Event by Mississippi Valley Regional Bl... ✕

Required Info
Enter the following information to create your event.

Event Photo or Video ?



Event Name 21121

Long event names may not fully appear in some places (ex: mobile phones)

Location ? Online Event

📍

Description ?

When you create an event on Facebook the Pages, Groups and Events Policies apply.

▼

USE YOUR OWN COVER PHOTO OR CHOOSE ONE FROM OUR TOOLKITS AT: [BLOODCENTER.ORG/TOOLKIT](https://bloodcenter.org/toolkit)

NAME YOUR EVENT. MAKE SURE TO USE YOUR ORGANIZATION'S NAME IN THE TITLE.

INCLUDE THE LOCATION OF THE DRIVE.

ADDING DETAILS ABOUT YOUR BLOOD DRIVE

New Event by Mississippi Valley Regional Bl...

Description ⓘ

Join us for saving lives with (Host Group) at (Location) from (date and time). ←

Schedule your appointment by contacting (contact information)

Category ⓘ

Causes ←

Frequency ⓘ

Occurs Once

Starts

5/20/2020



4:00 PM



CDT

Ends

5/20/2020



7:00 PM ←



CDT

INCLUDE HOW DONORS CAN
SCHEDULE AND WHO TO **CONTACT**.


CHOOSE **“CAUSES”**
AS YOUR CATEGORY.

SELECT THE **DAY AND TIME**
OF YOUR BLOOD DRIVE.


DON'T FORGET TO ADD US AS A CO-HOST!

New Event by Mississippi Valley Regional Bl... ×


Co-hosts
Co-hosts will have editing privileges and can add the event to their calendars to help spread the word.

| 

Pending ⓘ

 Mississippi Valley Regional Blood Center
5500 Lakeview Pkwy, Davenport, Iowa 52807 · Nonprofit Organization · Blood Ba... ×

MISSISSIPPI VALLEY REGIONAL BLOOD CENTER - @MVRBC
COMMUNITY BLOOD SERVICES OF ILLINOIS- @BLOODSERVICES
CENTRAL ILLINOIS COMMUNITY BLOOD CENTER - @CICBC

 ***When you add us as a co-host, the Facebook event shows up on our page and yours to make the MOST out of your blood drive promotion!***



FINISHING YOUR BLOOD DRIVE EVENT SET-UP

Details
Include other information for your event so people know what to expect.

Schedule ⓘ

Keywords ⓘ

Kid Friendly

When you create an event on Facebook the [Pages, Groups and Events Policies](#) apply.

DON'T WORRY ABOUT THIS SECTION!

SELECT "PUBLISH"



FOLLOW US ONLINE!



@MVRBC
@BLOODSERVICES
@CICBC



MVRBC



@WILLYOUGIVE



**MISSISSIPPI VALLEY
REGIONAL BLOOD CENTER**



@WILLYOUGIVE



@WILLYOUGIVE

