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

YOU CAN HELP. GIVE BLOOD.

VISIT YOUR FACEBOOK PAGE AND SELECT “CREATE EVENT”
Use your own cover photo or choose one from our toolkits at: 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

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!

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

DON'T WORRY ABOUT THIS SECTION!

SELECT "PUBLISH"

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

Schedule  
Add Schedule

Keywords  
Type and select keywords from the list of results

Kid Friendly

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