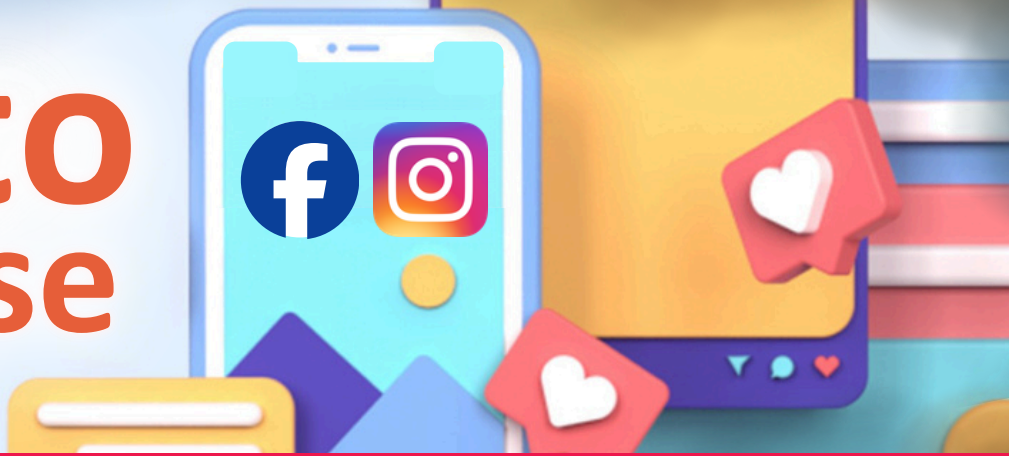


# How to Fundraise

on Facebook & Instagram



Looking for a simple way to make a meaningful impact on the hypophosphatasia (HPP) community? Creating a Facebook or Instagram fundraiser is one of the easiest ways to raise awareness, inspire support, and help provide critical resources for patients and families affected by HPP.

**Start by sharing your story or personalizing one of our ready-to-use templates to make your fundraiser your own.** Then, [follow this guide for step-by-step instructions](#) to quickly set up your fundraising post and start making a difference today.



## Sample Posts to Copy & Paste

### Sample Post 1: Rare Disease Awareness Starts With Us!

I'm raising money for [Soft Bones](#), the U.S. Hypophosphatasia Foundation, to support individuals and families affected by hypophosphatasia (HPP).

HPP is a rare genetic condition that affects bones and teeth, but many people have never heard of it. Raising awareness can help patients get diagnosed sooner and connect families to support. Your donation helps fund education, advocacy, patient programs, and community support for people living with HPP.

Please donate if you can and share this fundraiser to help spread awareness. Every share matters! ❤️

### Sample Post 2: My Birthday Wish This Year

Instead of gifts, I'm asking friends and family to support [Soft Bones](#) and the hypophosphatasia (HPP) community. HPP is a rare metabolic bone disease that can cause chronic pain, fractures, fatigue, dental issues, mobility challenges, and more. Many families face years of misdiagnosis and uncertainty before finally getting answers.

Every dollar raised helps provide:

- ❤️ Patient support, advocacy, and awareness efforts
- ❤️ Community programs and educational resources
- ❤️ Hope for people living with HPP

If you're able, please consider donating or sharing my fundraiser. Thank you for helping me make a difference for the HPP community!

[#SoftBonesHPP](#) [#HPPCommunity](#) [#hypophosphatasia](#) [#RareDisease](#) [#BirthdayFundraiser](#)

### Sample Post 3: Why This Cause Matters to Me

I'm creating this fundraiser for [Soft Bones](#) because hypophosphatasia (HPP) has impacted my life/my family/my friends in ways many people don't see.

Living with HPP can mean:

- Chronic pain
- Fatigue
- Fractures and bone issues
- Dental complications
- Feeling isolated in a rare disease journey

Organizations like Soft Bones help patients and caregivers feel less alone by providing education, support, and connection. If you can, please consider donating or sharing this fundraiser. Your support truly means so much. ❤️

[#SoftBonesHPP](#) [#RareDiseaseCommunity](#) [#Hypophosphatasia](#) [#HPP](#)

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### Sample Post 4: Rare Disease Day

Did you know that today is Rare Disease Day? On this day, families like mine, affected by rare diseases, gather in various ways to raise awareness.

Rare diseases affect 1 in 10 Americans, and 72% of them are genetic. For many living with a rare disease such as hypophosphatasia (HPP), the journey can be lonely and isolating. Together, through sharing our own stories and experiences, we realize we aren't the only ones.

To recognize Rare Disease Day, I'm fundraising for [Soft Bones](#) to help support people living with hypophosphatasia. Please help me reach my fundraising goal by donating or sharing this post. Together, we can make a difference for the rare disease families everywhere.

[#SoftBonesHPP](#) [#Hypophosphatasia](#) [#RareDisease](#)

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### Sample Post 5: October 30th is World HPP Day

To recognize World HPP Day, I'm fundraising for [Soft Bones](#) to help support people living with hypophosphatasia.

Many individuals with HPP spend years searching for answers before receiving a diagnosis. By raising awareness & supporting the HPP community, we can help patients feel seen, heard, and supported.

Please help me reach my fundraising goal by donating or sharing this post. Together, we can make a difference for rare disease families everywhere.

[#SoftBonesHPP](#) [#Hypophosphatasia](#) [#RareDisease](#)

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### Sample Post 6: Quick & Simple Fundraiser Caption

❤️ I'm fundraising for [Soft Bones](#) to support the hypophosphatasia (HPP) community!

Every donation helps provide education, support, advocacy, and hope for families affected by this rare disease. Please consider donating or sharing!

[#SoftBonesHPP](#) [#Hypophosphatasia](#) [#RareDisease](#)

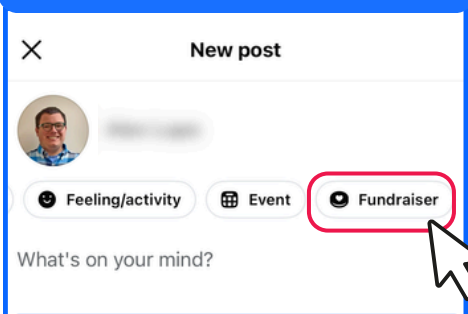


# How to Host a Facebook or Instagram Fundraiser

Hosting a fundraiser is fairly simple. Follow these steps to add a fundraising button to your post or Instagram bio. **Pay attention to which social media platform and device you are using, as this will affect which set of instructions you will need to follow.**

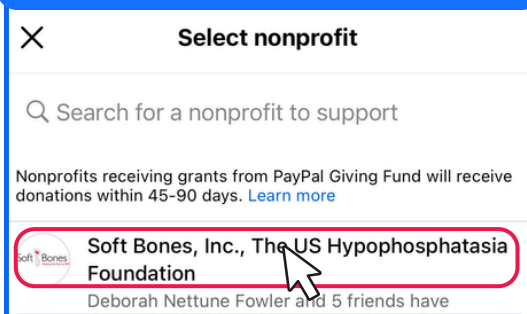
## Facebook Steps (Mobile)

Create a new post, and tap “Fundraiser” in the menu



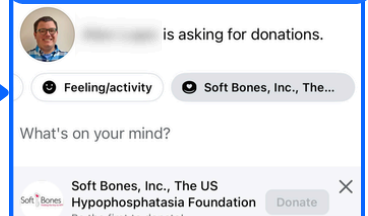
You'll need to scroll right

Search for “Soft Bones, the US Hypophosphatasia Foundation”



Tap it once you've found it

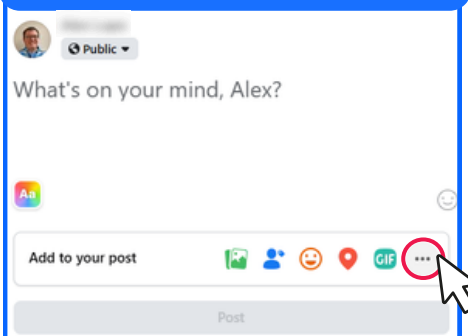
Use sample posts for your post's text, and then publish it!



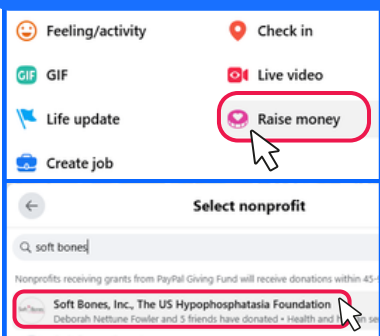
or write your own fundraiser text.

## Facebook Steps (PC)

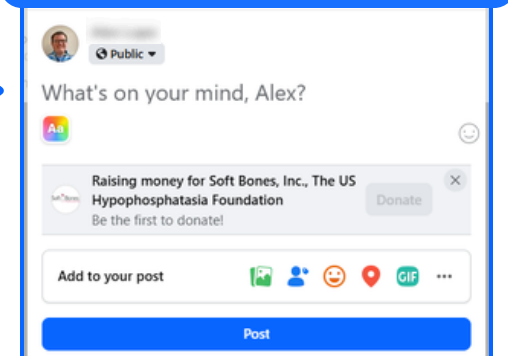
Create a new post, and tap the three dots in the menu



Tap “Raise money”, & search “Soft Bones”



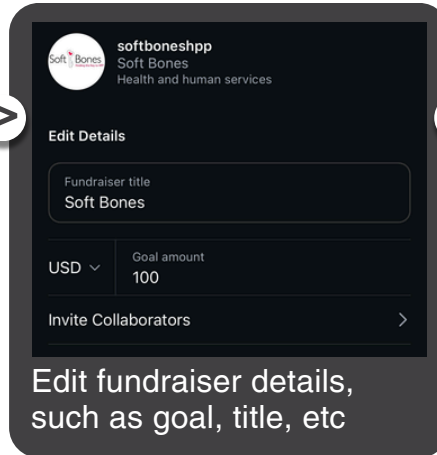
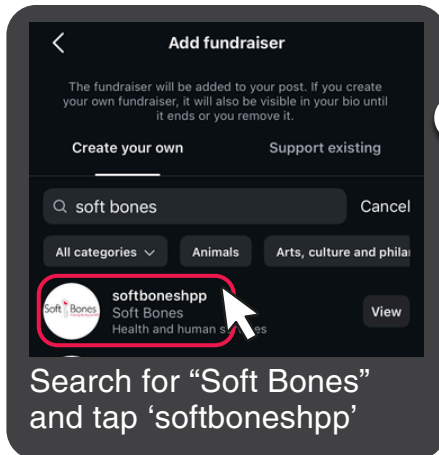
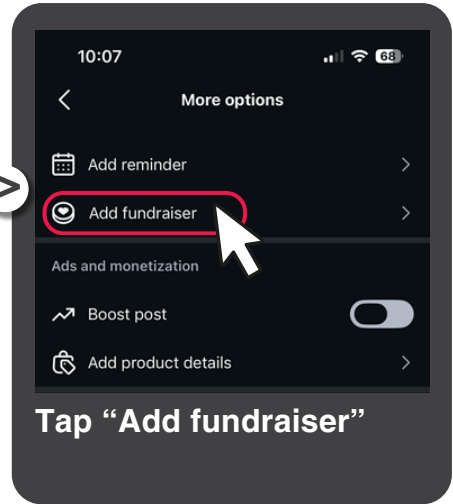
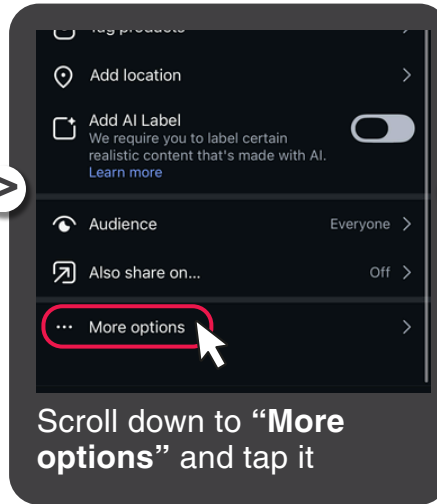
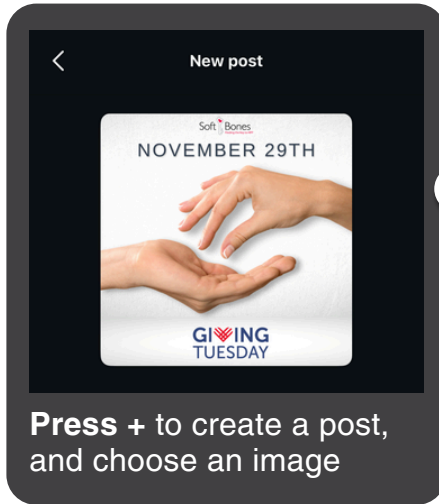
Use sample posts for your post's text, and then publish it!



or write your own fundraiser text.


# Instagram Steps (Mobile\*)


\* Instagram does not have a Fundraiser function for PC





Use [sample posts](#) for your post's text or write your own fundraiser text, then press post & publish it!


## Some Tips & Tricks

 **Tell your story** or why you chose to create a fundraiser.

 **Add photos** to your fundraising post.

 **Share with your inner circle of family & friends** first to gain momentum.

 **Invite friends and families** to like and follow your Facebook fundraiser to increase reach.

 If you initially created a fundraiser on Facebook, you can link your Facebook fundraiser to your Instagram profile. When someone taps the **Donate** button on your Instagram profile, they'll be directed to your fundraiser on Facebook.