FRIENDS OF THE POOR® WALK
Promoting Your Event With Geofencing

By creating your local Friends of the Poor® Walk as a Facebook event and then 'geofencing it', you can invite your community to participate and donate. Geofencing is an easy and affordable way to reach donors and walkers alike.

How Does It Work?
Geofencing allows you to set a virtual geographic boundary around a specific location. Once you've set your virtual boundaries on Facebook, you can establish triggers that send your desired audience an ad when their mobile device enters those boundaries.

How Do I Get Started?
Start by reviewing and assessing all of your social media sites (Facebook, Twitter, Instagram, your website, etc.). Donors and walkers will have a higher interested in joining your local Friends of the Poor® Walk when they see information that is current, relevant, and easy to understand.

Questions to Consider

- What type of information is presented?
- Is there information that non-Vincentians will understand?
- Does our information look fun, exciting, and welcoming?
- When was the last time our information was updated?

How Do I Set Up A Geofence?
1. Log into your Conference or Council's Facebook page. Click "Events."
2. Create Event and enter the information for your local Walk.
3. After your event is created, boost your event by clicking Promote > Boost Event > Audience.
   - Select "People in Your Local Area" and push location and within **10 mile** radius. Your strategy for geofencing will look different, depending on your local population. Rural locations will need a broader geographic radius and urban areas a smaller radius.
   - Select the Duration and Budget for your event. Duration should be the number of days leading up to the event, and your budget should be at least that number because the minimum is $1 per day. If there are 60 days left until the Walk, your budget will be $60.

Other Tips
- Be sure to follow the SVdP Brand Guidelines.
- Use high-resolution graphics and photos.
- Don't forget the small details – for example event location and time or hashtags for participants.
- Facebook also has analytics so that you can see how effective your post was and how many people saw it. Monitor your Facebook events so that you can see what works for you.