



## OLGA'S FACEBOOK FAN PAGE AND YOUR FUNDRAISER

### Overview

Olga's Kitchen places a strong emphasis on the power of the internet, specifically social media. The term social media is used to describe various types of web properties that thrive based on communication and participation from individuals in mass. Much like our restaurants and your fundraiser, the success of social web properties depend on the number of individuals who take a positive active role within the communities they reside.

Our Facebook fan page (<http://www.facebook.com/olgaskitchen>) is one of our social media properties that we feel can help you increase attendance and earnings at the fundraising event you will be holding at our restaurant. This document is meant to serve as a basic guide to help you get the most out of the support Facebook can offer.

### What We Do

Every time a fundraising event is set up we create what is called a Facebook Event posting. These postings contain all the necessary information regarding who, what, where, when, how and why each fundraiser is being held. The posting also contains a printer friendly version of the voucher required to participate in each fundraiser. What makes these postings unique is that they are housed within the event section of our Facebook fan page and allow for any Facebook member to send an invitation to any of their Facebook friends. The invitation links directly back to our event section posting where each individual can RSVP.

### Getting Started

Are you new to Facebook? If so, it's easy to get started and you may find that its uses stretch far beyond that of promoting your Olga's Kitchen fundraiser. It is quick and easy to sign up, just go to (<http://www.facebook.com/>) and fill out the registration form in the center of the page. Click sign up and you are well on your way to becoming a Facebook pro.

After you sign up, Facebook will walk you through setting up your profile. It will take less than 10 minutes do, just follow the directions as they appear and you will be set in no time. If you run into any problems, please do not hesitate to email your questions to [chad.oliver@olgaskitchen.com](mailto:chad.oliver@olgaskitchen.com).

Once you have successfully signed up for Facebook you will need to become an Olga's Facebook Fan in order to take full advantage of the invite functionality of our event section. To become an Olga's Facebook Fan please visit <http://www.facebook.com/olgaskitchen> and click on the "become a fan" button while logged into Facebook.

### Using Facebook to Promote Your Fundraiser

Now that you are an Olga's Facebook fan you will be able to send out invitations to anyone you know on Facebook. Do this by clicking on the "Events" tab at the top of the Olga's Kitchen Facebook Fan Page. Search the event section and locate your fundraiser. They arranged by date starting with the most recent. Once you find your fundraiser click on the title to enter the event detail page of your fundraiser. RSVP to the event by clicking the appropriate circle. Now you will be able invite anyone you know by clicking on the button labeled "Invite People to Come" located just below the image of your event flyer. You can invite your Facebook friends by simply clicking their names or you can invite people you know who aren't on Facebook by entering in their email address in the space provided. There is even an area for you to send along a personalized message with your invite! Once you have invited everyone you know just click the send button and your friends will receive their invitation! It is important to remind them to print a flyer to present to our server at the time of their meal. Remember they can simply print the image that will be contained within your invite!





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### The Value

There are numerous reasons why utilizing the event postings on our Facebook fan page can be extremely valuable to the success of your fundraiser as a whole. Here is a list of some of them:

- 1. Increase Attendance** – The average Facebook user has anywhere from 200-300 Facebook friends! The more you utilize the invite function, the more people you are exposing to your fundraiser message. The more people exposed to your fundraiser, the more people will attend the event.  
MORE PEOPLE ATTENDING EQUALS MORE MONEY DONATED!
- 2. Getting the Word Out** – Olga's has nearly 5,000 Facebook fans. When we set up your event every one of our fans will be exposed to your Fundraiser via our Facebook wall, this means there are a lot of people who could help you make your fundraiser a success!
- 3. Easily Updatable** – If you have a last minute change in plans or just want to relay a quick message to a large group the Facebook event wall can be extremely useful!
- 4. Allows for Proper Staffing** – If you encourage people to RSVP to the event via Facebook we can ensure that we will be properly staffed to handle your event with ease. We want to make sure that the people participating in your event enjoy their meal with the usual speed and accuracy of any other Olga's Kitchen guest.

### What Can You Do?

This all sounds great right? So what can you do to ensure that your event posting on Facebook helps your fundraiser?

- 1. USE IT** – If you aren't a Facebook member it is time to sign up! It might seem daunting at first, but if you have questions we are here to help! Get signed up and connect with all of your friends who are already using it or help convince them to start using Facebook themselves. Invite as many people as you can to your fundraiser using the event posting!
- 2. Encourage Others** – Even if most of your supporters have already verbally committed to attending your fundraising event, encourage them to use the Facebook event posting to RSVP! This way the event is kept fresh in their mind and they can also invite additional people to the event that you may not have thought to invite. Remember the success of your event will depend on the number of people who attend so every little bit of promotion helps!!

I hope you found this guide very beneficial to you as you start planning your Olga's Kitchen Fundraiser. Once again please do not hesitate to contact me via email at [chad.oliver@olgaskitchen.com](mailto:chad.oliver@olgaskitchen.com) if you have any questions, concerns, or ideas regarding the use of the Olga's Kitchen Facebook fan page and your fundraiser.

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