CATS PROTECTION

Instagram fundraising

Let your Instagram followers know that you're joining Cats Protection in working towards a world where every cat has their best possible life because they are protected, cared for and understood by everyone.

By creating a 30-day fundraiser for Cats Protection on your Instagram grid, you can raise much-needed funds to support us in caring for around 430 vulnerable cats across the UK each day.
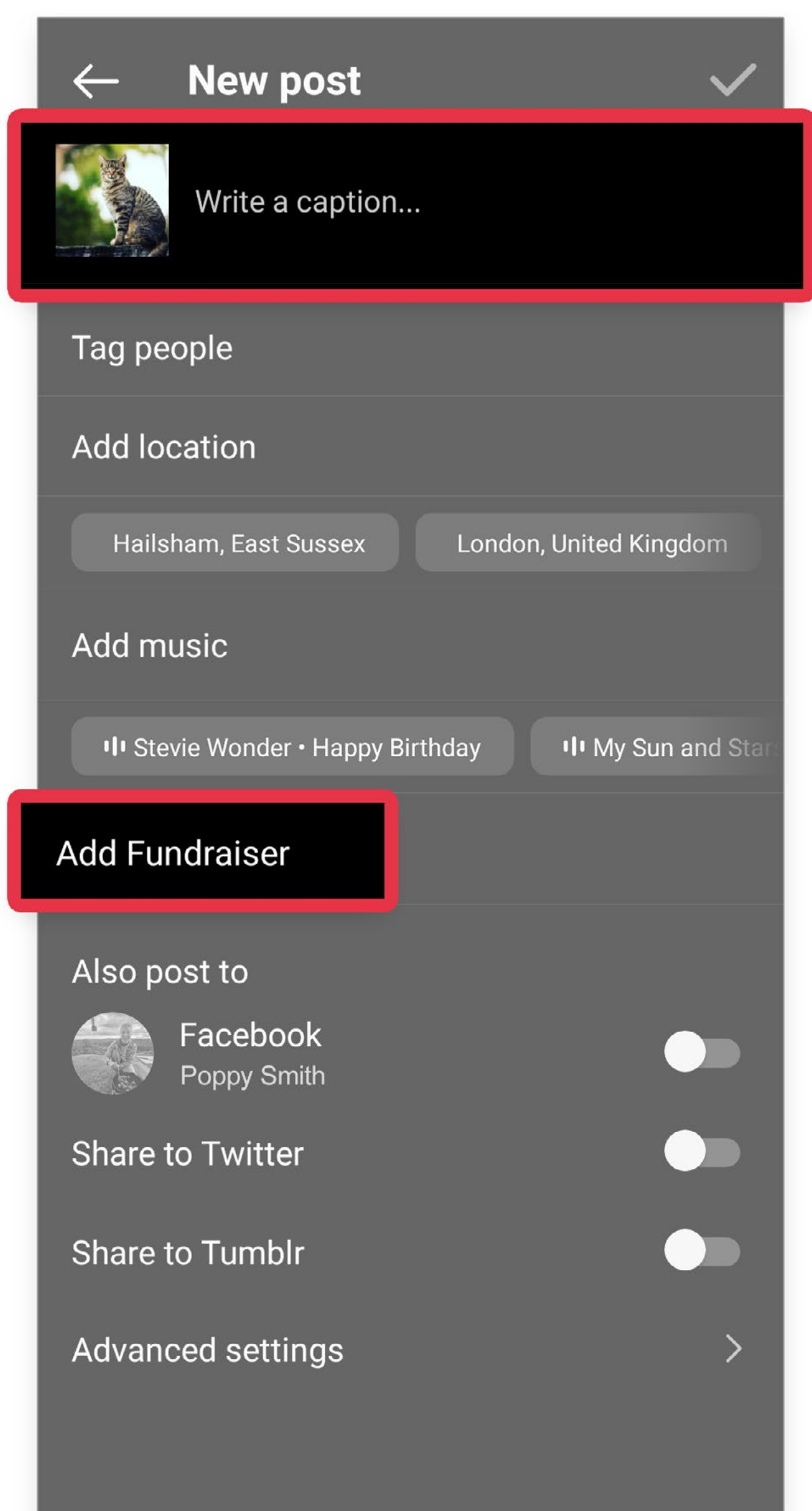
How to set up your fundraiser

Step 1

Create your post as usual by choosing a relevant photo (of you fundraising or of your cat, for example). Then choose a filter should you wish, and click 'Next'.
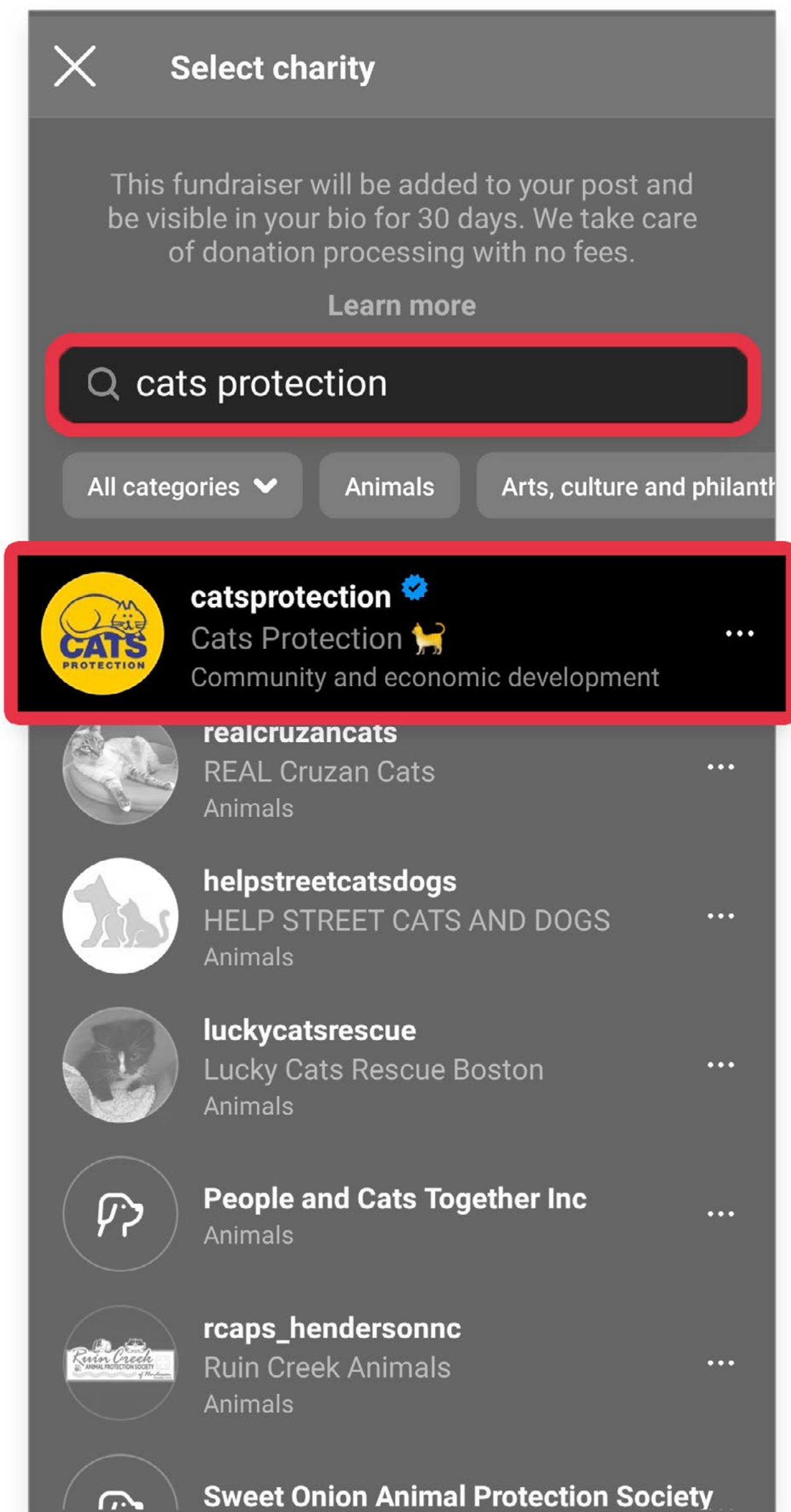
Step 2

Write a caption explaining why you're supporting Cats Protection, then click 'Add fundraiser'.

Step 3

Search 'Cats Protection' and select.

Jump to step 4...

Step 4

Give your fundraiser a title. If relevant, please name the branch or centre you'd like this money to benefit (for example, Poppy's fundraiser for Cats Protection Eastbourne).

Edit the goal amount, press 'Done' and you're good to go!

Please note: the lead photo (if you select more than one) and caption of the post will be used to create your fundraiser.

Promoting your fundraiser

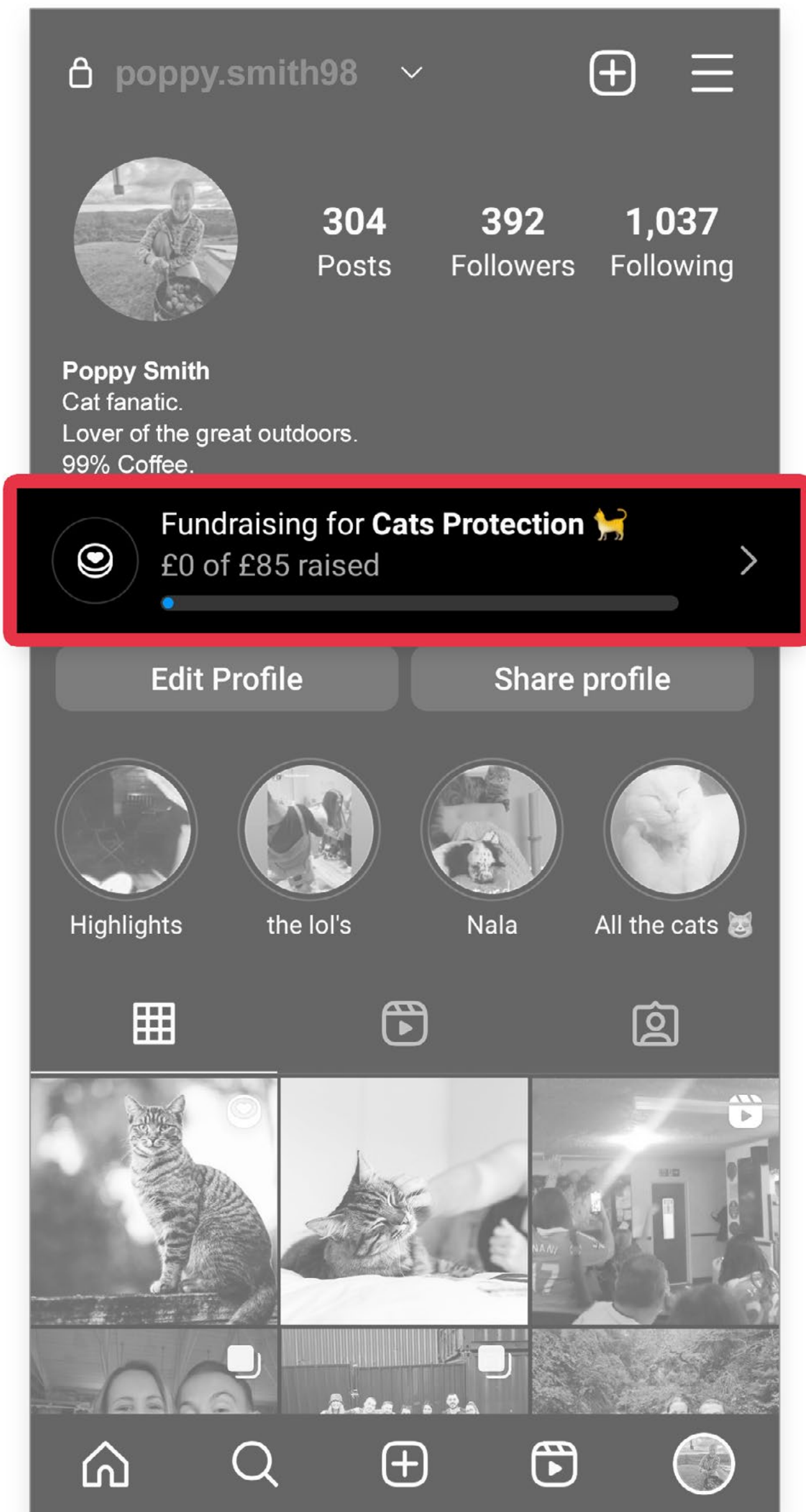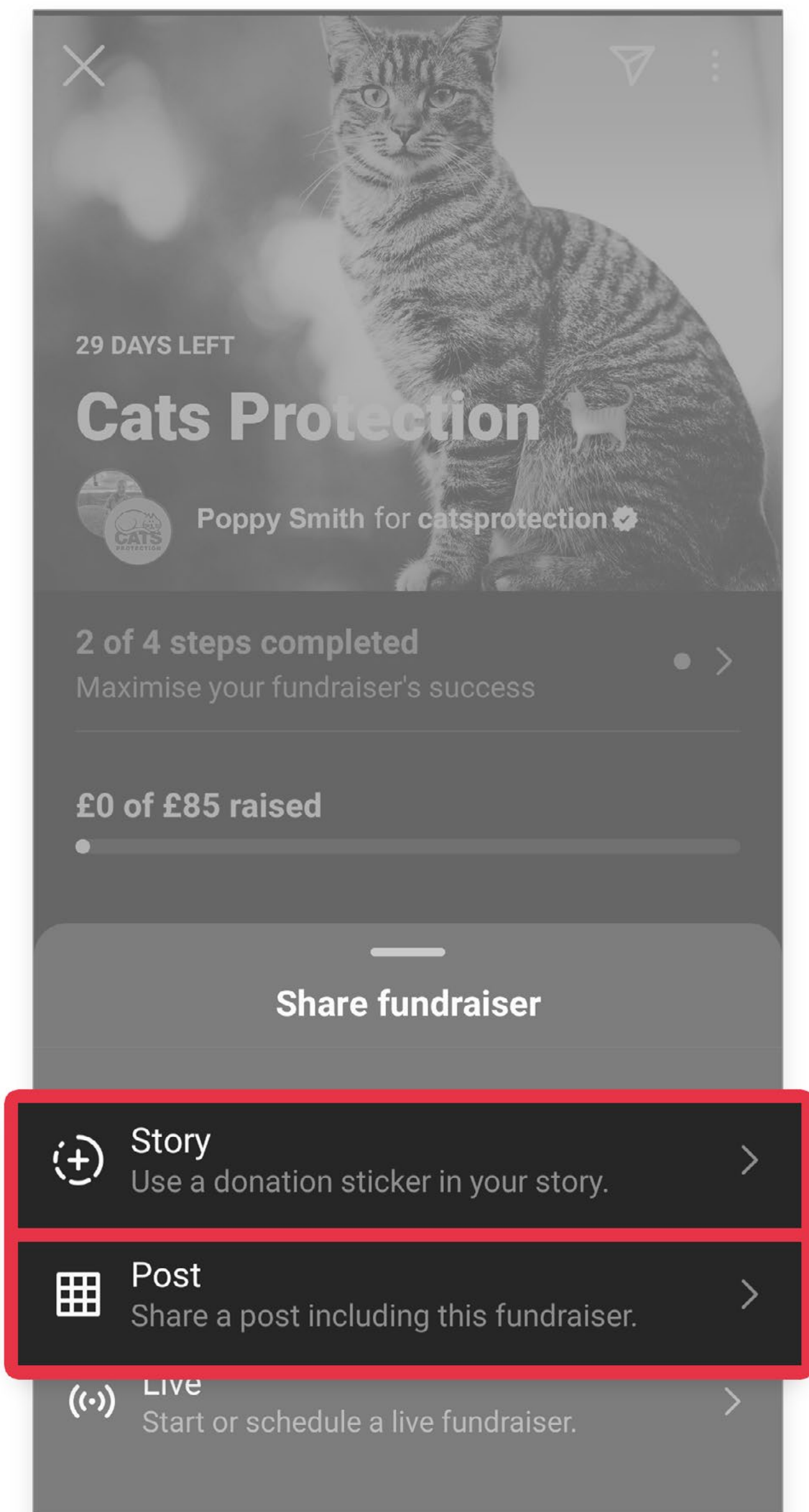Your Instagram fundraiser will last for 30 days, and you can edit the details at any time from an auto-created link in your bio.

Here, you can provide updates on how much you have raised and the impact every donation will have.

You can also share your fundraiser to encourage your followers to make a donation and support your mission.

By tapping 'Share', you can promote your fundraiser through a sticker on your Story or share a post including your fundraiser.

Your followers will also be able to add the fundraiser to their profile and it'll remain in their bio until the fundraiser ends. The more shares, the further the reach!

Instagram will donate 100% of the funds raised automatically to Cats Protection after your fundraiser has ended, even if you don't reach your target. Thank you!

How to use Instagram donation stickers

Instagram Stories let you share all the moments of your day using multiple photos and videos in a slideshow format. You can add a donation sticker to your Instagram Stories and let people know you're supporting Cats Protection. Pictures of our feline friends make for pretty purrfect content!

Step 1

Add an Instagram Story by swiping right on your home screen. Here you can take a photograph/video or swipe up to add a photo/video from your camera roll.

Step 2

Once you're happy with your photo/video, click the sticker button (with the smiley face on in the top right-hand corner) or swipe up.
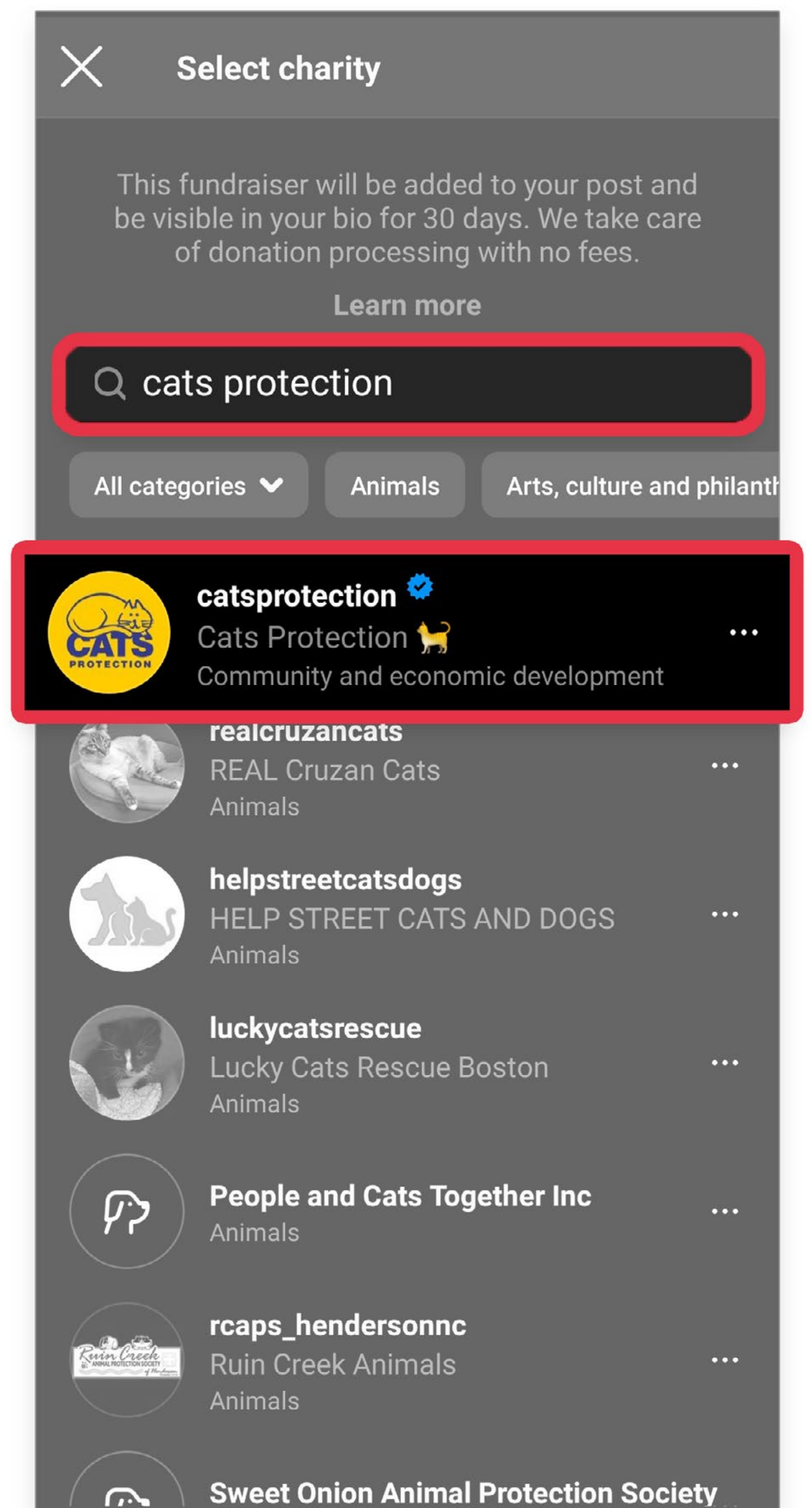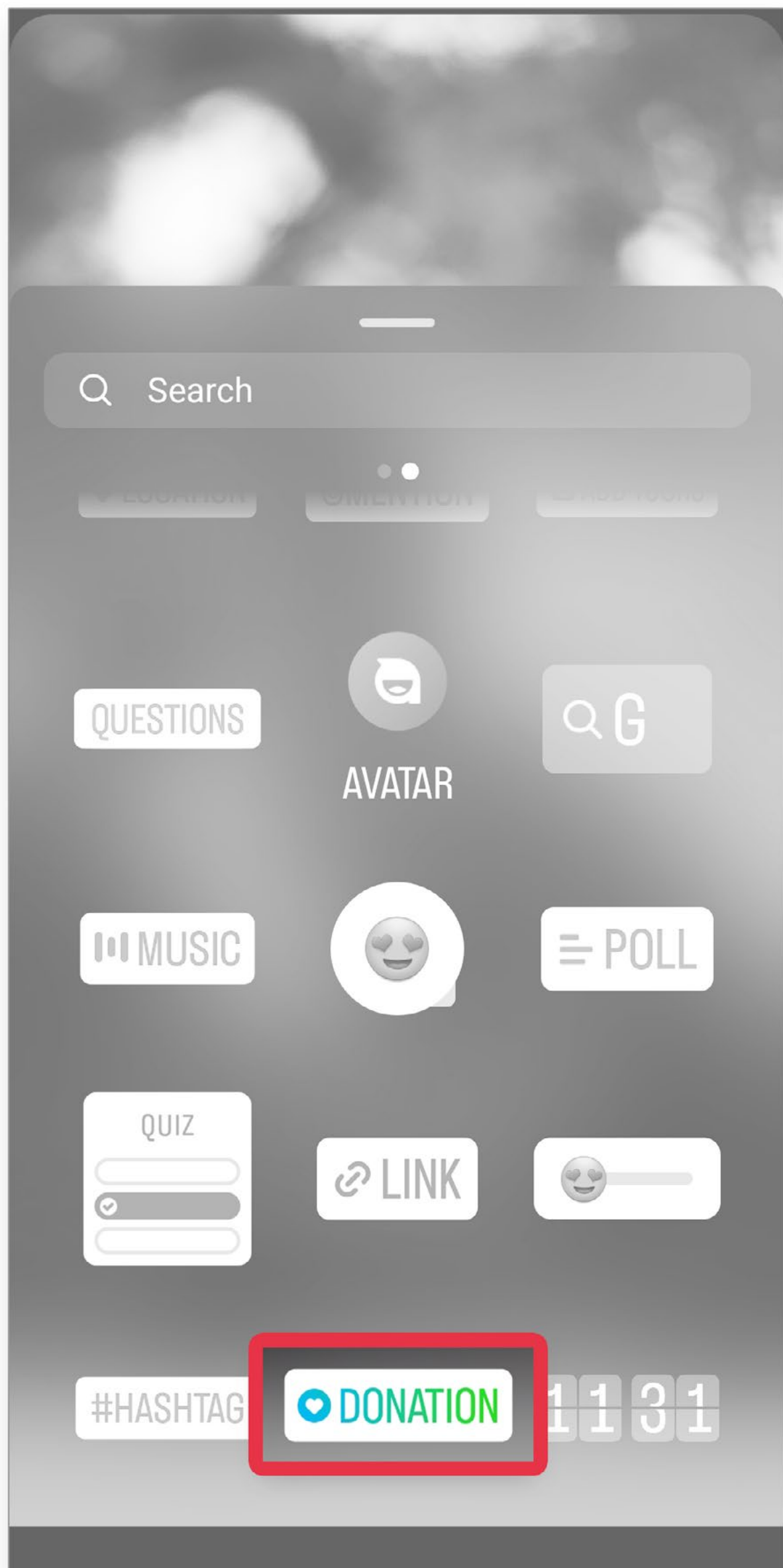

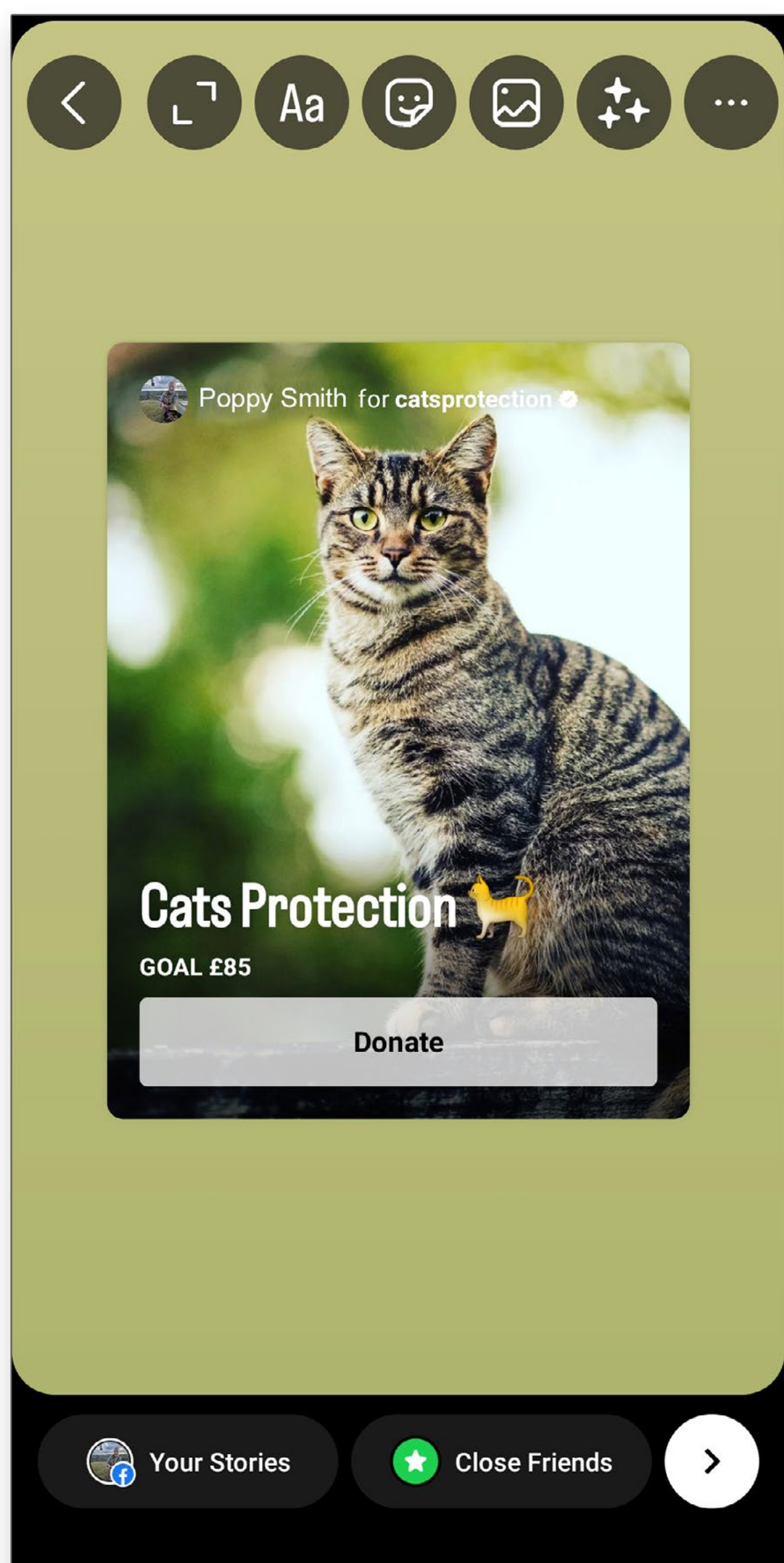
Jump to step 3...

Step 3

Click 'Donation'.

Step 4

Search 'Cats Protection' and select.

Step 5

Add the sticker to your Story to encourage your followers to make a donation.

Don't forget, Instagram Stories disappear 24 hours after posting. So, if you want to save them, add them to your Highlights!

From all the cats and kittens, thank you so much for choosing to help us.

If you have any questions or would like to get in touch, please contact our Fundraising team at DigitalCommunity@cats.org.uk

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