



## For First Responder Mental Health

### 2020 Facebook Fundraiser and First Responder Challenge

Challenge Runs  
June-September  
Winner announced  
**LIVE on Facebook**  
Sep 19 @ 6pm

### The Challenge

- ★ Fire, Police, EMS and other organizations create a fundraising event on their Facebook Page with proceeds to RE;ACT
- ★ INVITE and SHARE your fundraiser with your Facebook and social media followers to get donations
- ★ Challenge another local department or precinct to join in
- ★ Be the top fundraiser to **WIN \$5000** for your department, precinct or organization
- ★ WIN \$1000 monthly challenges with shares, hashtags and participation
- ★ Support local business through tags in your fundraiser
- ★ Non-profit departments receive 10% percent of your funds raised for your mental health training

### The Result

- ★ Funding for RE;ACT to support mental health training, awareness, counseling and peer support
- ★ 10% of funds raised returned to your non-profit department or precinct
- ★ Creating awareness for First Responder mental health
- ★ **BRAGGING RIGHTS!**

## Contest Instructions

- ★ Respond to the RE;ACT Challenge by urging your Facebook Administrator to create a fundraiser with RE;ACT as the charity (see detailed instructions for sample language and ideas in setting up your fundraiser). It's SIMPLE and will only take about 10 min. Once your fundraiser is live, a RE;ACT Rep will reach out to help promote it
- ★ Create a unique hashtag– e.g. #XXXXREACTCHALLENGE
- ★ Invite all your followers to donate and to share the fundraiser. The top fundraising event by midnight on September 18, 2020 will win \$5000!
- ★ Follow RE;ACT on FB and Messenger for additional monthly challenges:
  - 🔗 June Share Challenge- \$1000 to the fundraising event with the most “shares”
  - 🔗 July First Responder Photo & Hashtag Challenge- \$1000 to the fundraising event with the most first responder photos that include the event and REACT hashtag
  - 🔗 August “Why I RE;ACT” Video Challenge- \$1000 to the fundraising event who successfully encourages the most followers to post a short video on their fundraiser page stating “I RE;ACT for....” and their reason for supporting RE;ACT Ten \$100 gift cards will be awarded to video participants in a random drawing
  - 🔗 September Local Business Support Challenge– Tag your favorite local business in a post on your fundraiser page. RE;ACT will purchase gift cards from the businesses with the most mentions and award them to their supporting First Responder Departments/Precincts/Organization
- ★ Tune in to the RE;ACT Facebook page on September 19 at 6pm when the \$5000 winner will be announced LIVE

## Contest Rules

- ♦ Any First Responder organization with a Facebook page is invited to create a fundraising event to join in the challenge. RE;ACT reserves the right to eliminate fundraising events that do not meet criteria from winning cash prizes. Organizations without a Facebook page compete with prior permission
- ♦ Each fundraiser runs independently and donations, shares, likes and posts are tabulated from the first day the fundraiser is posted through 11:59pm September 18, 2020. Challenges run only in the month of the challenge
- ♦ Non-profit departments may request a percentage of the funds to use toward mental health training or counseling by emailing react4ryan@gmail.com
- ♦ All donations become the property of RE;ACT Foundation, NFP 501(c)(3) for use according to foundation by-laws to support awareness, counseling and training of mental health for first responders.



RE;ACT celebrates the life of Lt. RYAN ELWOOD, strives to create AWARENESS for the battle he fought, campaigns for much needed COUNSELING to help his fellow Fire Fighters and First Responders who face the same challenges each day and funds TRAINING to benefit the profession for which he was so passionate.

The semicolon is included as it has come to represent hope and love for those who are struggling with depression, suicide, addiction and self-injury.

**RE;ACT Foundation, NFP 501(c)(3), 81-2639016**

[www.react4ryan.com](http://www.react4ryan.com)

<https://www.facebook.com/react4ryan/>



# Facebook Fundraiser Set-up, Detailed Instructions

1. Facebook administrators logon to your Facebook page
2. Click the three little dots below the banner on your page and scroll to "Create Fundraiser", OR visit <https://www.facebook.com/fund/react4ryan/>
3. Fill in the fields, raising money for RE;ACT (use the search option to locate "RE;ACT", be sure it has Orland Park as its location)
4. Set a goal for how much money you want to raise- \$1000 is a great goal! ☺
5. Fundraisers should end September 19, 2020. Facebook may restrict how far out you can go, so you may need to adjust the date each month
6. Title your fundraiser with your Facebook Page Name: "XXX RE;ACTS for First Responders" For Example: "Anytown FD RE;ACTS for First Responders"
7. Customize why you are raising money and be sure to create and add a hashtag: "#XXXREACTChallenge".  
E.g. #AFPDRectChallenge  
Sample language: *Join us in raising funds to support First Responder Mental Health! We are raising money for RE;ACT who is advocating and helping to save the lives of First Responders and your contribution will make an impact, whether a little or a lot. A portion of your donation will go directly to us to support our goal of resiliency for our team. Stay tuned to help us win monthly challenges and don't forget to SHARE this fundraiser to help us win! #XXXREACTChallenge #REACT*
8. Choose a cover photo– use the default RE;ACT cover or choose your own department photo
9. Invite ALL your followers to donate and SHARE your fundraiser
10. Publish your Fundraiser and a RE;ACT Rep will contact you!

## Challenge Others!

- ★ Challenge another department, precinct or organization to beat your fundraising goal by tagging them in a post
- ★ Tag @RE;ACT to get us in on the competition to cheer you on and promote your fundraiser
- ★ Encourage your followers to post in your fundraiser using your hashtag, posting about their favorite First Responder
- ★ Use your hashtag in every post!
- ★ Use #REACTChallenge in every post!

★ **Create a Facebook Fundraiser from your FB Page and elect RE;ACT as recipient**

★ **Create a unique hashtag using REACTChallenge**

★ **Invite all your followers and friends to donate and share– the more they share, the better your chance to win!**

★ **Ask donors to post their mental health story in your fundraiser**

★ **Take the monthly challenges for a chance at monthly prizes**

★ **Challenge another department, precinct or organization. Let RE;ACT know about your competition to cheer you on!**

★ **Keep promoting to raise awareness for First Responder Mental Health**



RE;ACT Foundation, NFP 501(c)(3), 81-2639016

[www.react4ryan.com](http://www.react4ryan.com)

<https://www.facebook.com/react4ryan/>



# Help us Raise Funds!



## For First Responder Mental Health

**Support  
your local  
Fire, EMS  
and Police!**



Help us raise funds  
for RE:ACT with 10%  
toward our  
Mental Health Training



Follow us  
for monthly  
Challenges to  
support training  
and create  
Awareness for  
Mental Health

★ Like our Facebook Page

Facebook Page Name



★ Donate to our Fundraiser

Fundraiser Name



★ Use our Hashtag

Fundraiser Hashtag



★ **SHARE** our Fundraiser  
& **INVITE** your friends!



**#REACTCHALLENGE**

**Through Sep.19, 2020**



RE:ACT Foundation NFP, 501(c)(3) 81-2639016

[www.facebook.com/react4ryan](http://www.facebook.com/react4ryan), [www.react4ryan.com](http://www.react4ryan.com)