

Facebook is a very powerful tool for getting the word out about an upcoming tournament and for encouraging people to participate. Due to a limitation in Facebook's Events Application, Grassroot Soccer (GRS) cannot add your tournament as an event on the GRS Facebook page. Therefore GRS strongly urges you to create a Facebook event page for your tournament using your own Facebook account.

CREATING AND MANAGING YOUR FACEBOOK EVENT

1. Log in to your Facebook home page.
2. Select "My Events" from the navigation menu.
3. Click the "Create Event" button.
4. Fill in all the details about your event:
 - When?
 - What are you planning? (This will be the event name.)
 - Where?
 - More info? (Include who, what, where, when and why, and the link to your online registration page.)
5. Invite guests. Click the "Select Guests" button to invite your Facebook friends and other users to attend your event. You can even send emails to people not on Facebook. Be sure to invite everyone you know: friends, family, classmates and community members.
6. Choose whether your event is public or private (checkbox). If you check the box next to "Anyone can view and RSVP," the event will be public. This means that anyone can see the details and add himself or herself to the guest list. If you don't check the box, the event will be private. This means that only the time and description is shown to uninvited guests. Facebook users can request to be added to the guest list for complete event info.
7. Choose whether or not to show the guest list on the event page (checkbox).
8. Upload an event photo to display in the upper left corner of the event.
9. Click "Create Event" to complete your event.
10. Once you've created your event and invited all your friends, be sure to:
 - Encourage attendees to share the event with their Facebook friends as well - this is easy for them to do using the "Share" link on the top of the event page).
 - Update the event page regularly by posting breaking news, tournament brackets, funds raised, etc.

SAMPLE INFO FOR YOUR FACEBOOK EVENT PAGE

Get your teams together and sign up for the [SCHOOL/COMMUNITY NAME] Grassroot Soccer 3v3 tournament! You can register as part of a team or as a free agent (free agents will be grouped into teams for the tournament).

Register now at www.grassrootsoccer.org/tournament-calendar!

Who: [WHO CAN PARTICIPATE]

What: Grassroot Soccer 3v3 Tournament

Where: [LOCATION]

When: [MONTH, DAY, YEAR & TIME]

Why: It's soccer with a purpose. It's youth around the world fighting for an AIDS Free Generation.

Registration Fee: \$[FEE] (\$20 includes a Grassroot Soccer t-shirt)

All funds raised benefit Grassroot Soccer (GRS), an international nonprofit that uses the power of soccer to prevent the spread of AIDS and save lives among those with the highest rates of new infections—youth in Africa. For more information about Grassroot Soccer, visit www.grassrootsoccer.org.