

The Ultimate Nonprofit Guide to *Facebook Fundraising Campaigns*



Nonprofit Library

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Introduction

Carrying out successful and lucrative fundraising campaigns on social media has long been seen as out of reach for small nonprofits. Then Facebook changed the game in 2015 when they rolled out the Donate button - a quick and easy way for verified 501c3 organizations in the United States to receive donations without leaving the platform. With the advent of Facebook Fundraising tools, collecting donations and enabling individuals to raise money for the causes that they care about became a lot easier.

In the digital age, social media and Facebook are valuable tools in a nonprofit's fundraising and marketing toolbox. The [2018 Giving Report](#) found that 29% of donors worldwide say that social media is the tool that most inspires them to give. (Email is a close second at 27%.) Of those donors inspired by social media, 56% say that Facebook inspires them the most.

The common pushback that I hear from traditional fundraisers is that these are shiny new tools, and they are not to be trusted. While I certainly do not recommend building your entire fundraising program on Facebook, I firmly believe that this is not about US - the nonprofits. It's about THEM - the donors, and what they want, and HOW they want, to give.



Facebook Fundraising tools helps to normalize giving, and make it a part of our daily life. If giving is seen cool, and trendy, and something that everyone is doing, this is only beneficial to all nonprofits. If we see our friends and family fundraising and donating to causes that they care about, then we are much more likely to seek out causes and participate in philanthropy.

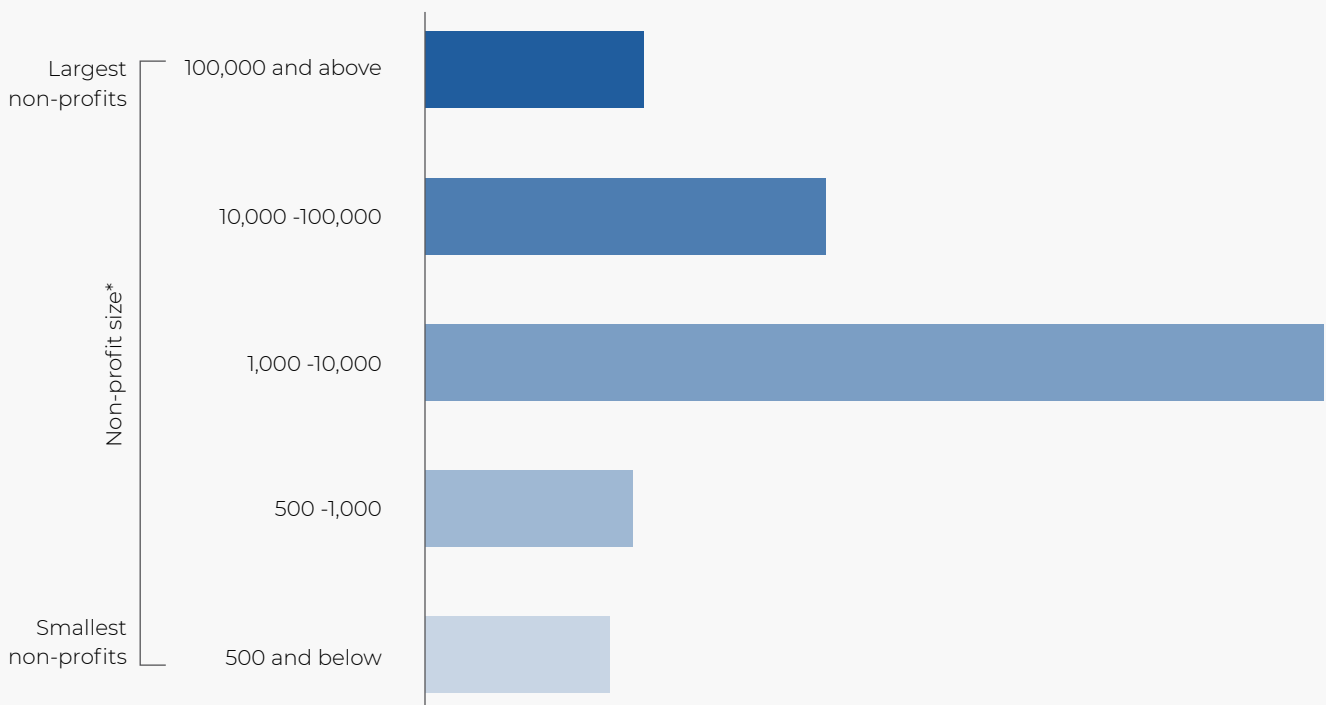
Our donors are using social media, no matter how much we fight it, or bury our heads in the sand and wish for “the good old days” (whatever that means). If our supporters decide they want to participate in philanthropy on Facebook, they will – no matter how much we wish they would give on another platform that we control. Ignoring or scoffing at social media fundraising is done at the fundraisers’ peril.

So, are nonprofits really raising money and are individuals actually giving donations via Facebook? The answer is a resounding YES! Facebook’s charitable giving tools topped \$1 billion from 20 million people since being introduced on the platform three years ago. [\(Source\)](#) A whopping \$125 million was raised on Facebook on Giving Tuesday 2018, up from \$45 million in 2017. Get the full report and more of these statistics at: <https://donations.fb.com/giving-tuesday/>



The money raised on Giving Tuesday 2018 was not for large organizations with huge marketing departments - in fact, Facebook reported that the vast majority of donations were given to nonprofits with Facebook communities of between 1,000-10,000 fans.

TOTAL FUNDS RAISED BY NONPROFITS IN THIS GROUP



*In terms of the number of people who have liked their Facebook page



01.

Why Raise Money On Facebook?

There are several main benefits of making the leap into Facebook Fundraising for your nonprofit.

1. PEOPLE OF ALL AGES USE FACEBOOK.

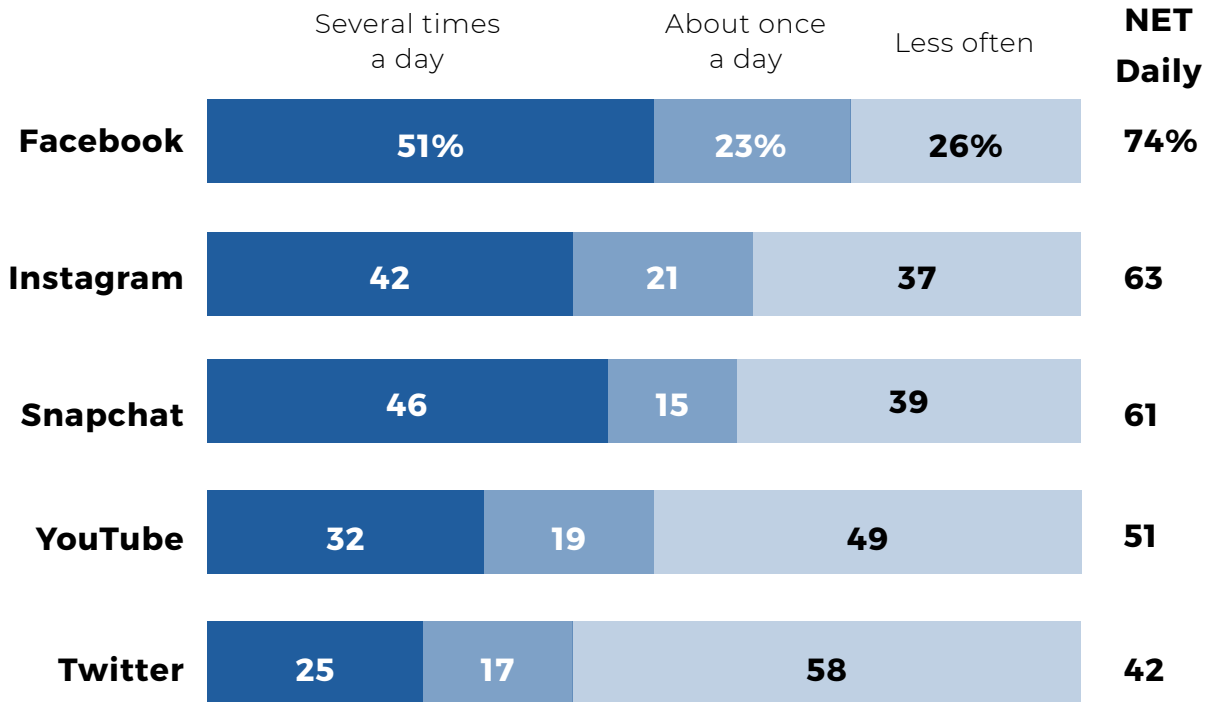
Pew Research center found that Facebook use is relatively common across a range of age groups, with 68% of those ages 50 to 64 and nearly half of those 65 and older saying they use the site. Roughly three-quarters of Facebook users (74%) visit the site daily, including about half who do so several times a day.

Did you know that baby boomers are the fastest demographic joining social media networks? Forbes reported that [82% of boomers](#) who use the internet have at least one social media account, and they have an average of [4.6 social media accounts](#), with Facebook and LinkedIn as the leading platforms.



ROUGHLY THREE-QUARTERS OF FACEBOOK USERS VISIT THE SITE ON A DAILY BASIS

Among U.S. adults who say they use ____, % who use each site...



Note: Respondents who did not give an answer are not shown. “Less often” category includes users who visit these sites a few times a week, every few weeks or less often.

Source: Survey conducted Jan. 8-Feb. 7, 2019

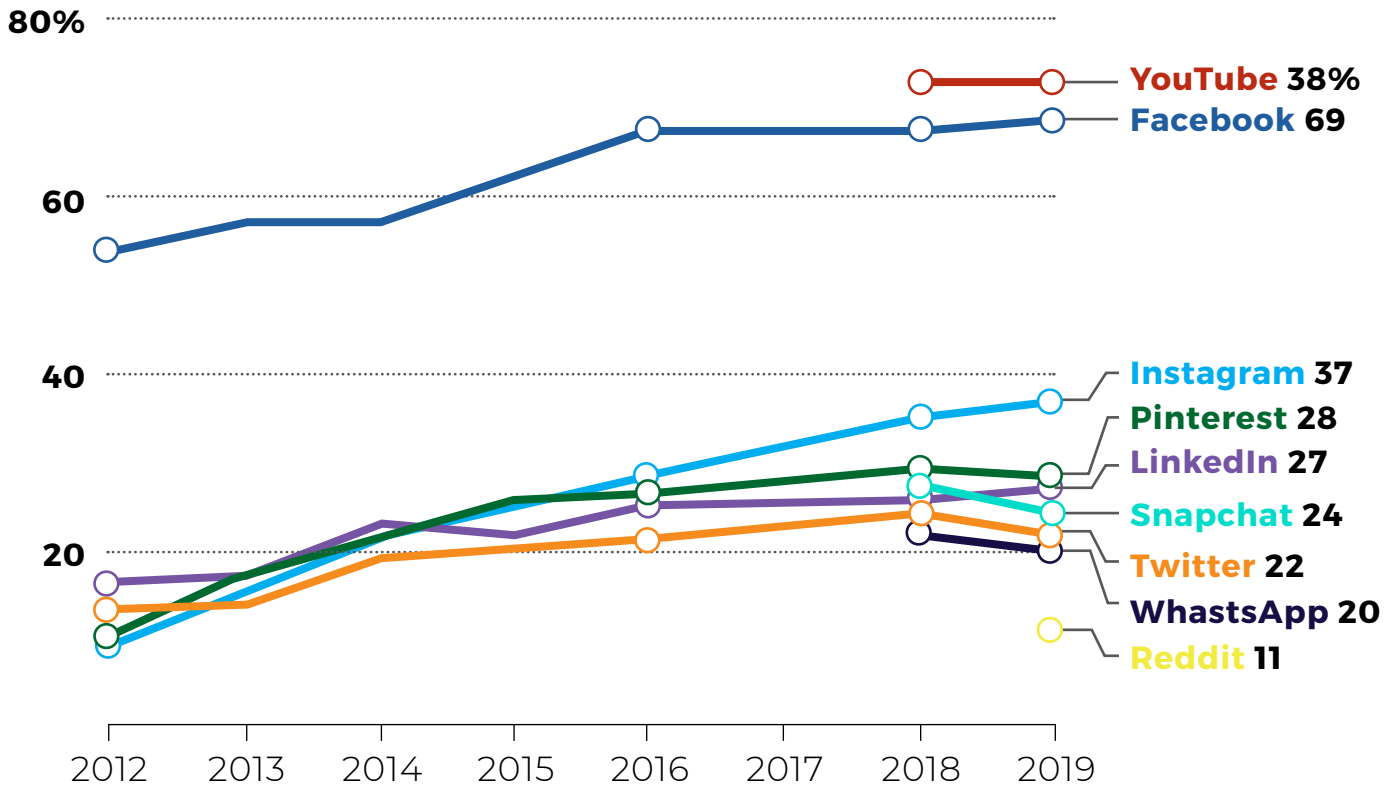
PEW RESEARCH CENTER

Based on the sheer popularity and widespread adoption of the social network, it’s a sure bet that at least a portion of your audience is there.



FACEBOOK, YOUTUBE CONTINUE TO BE THE MOST WIDELY USED ONLINE PLATFORMS AMONG U.S. ADULTS

% of U.S. adults who say they ever use the following online platforms or messaging apps online or on their cellphone



Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp. Comparable trend data is not available for Reddit.

Source: Survey conducted Jan. 8-Feb. 7, 2019

PEW RESEARCH CENTER



2. FACEBOOK DOESN'T TAKE ANY FEES.

After the success of Giving Tuesday 201, Facebook announced that it would no longer take a cut from donations made to verified 501c3 nonprofits, via the platform. This is a huge boon for digital fundraisers, who can now tell their donors that every cent raised on Facebook goes to the organization.

3. FUNDRAISING POSTS CUT THROUGH THE NEW FEED CLUTTER

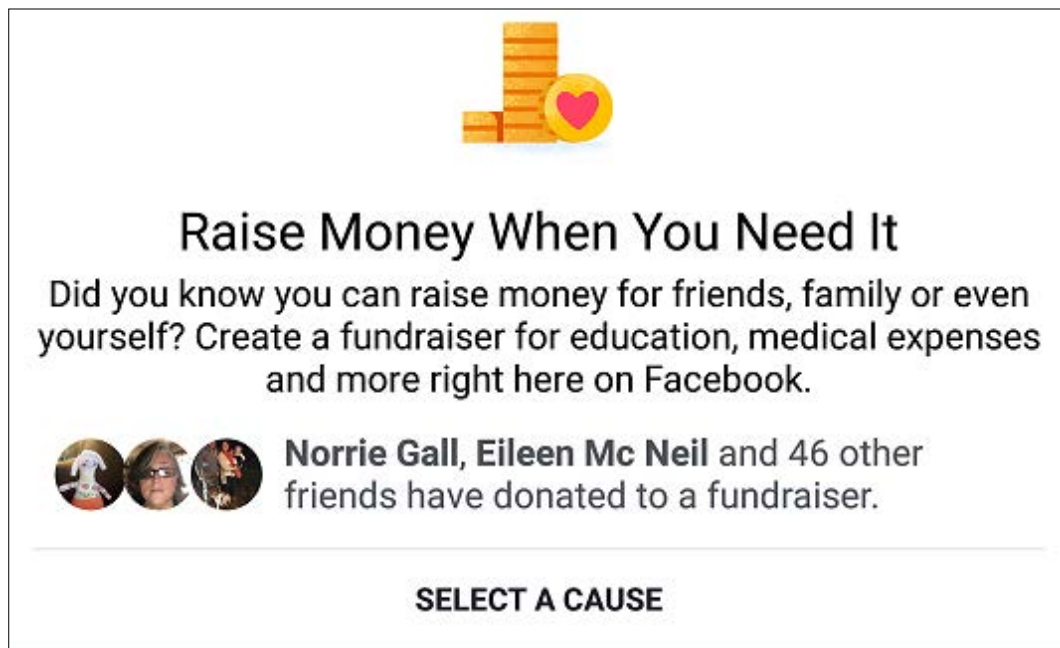
Organic (unpaid) reach is dramatically down across the board for brands and organizations. Facebook (and Instagram, owned by Facebook) have made a shift to emphasizing updates and posts from friends and family in the News Feed, to the detriment of more promotional posts.


However, when one of your Facebook friends starts a fundraiser on Facebook, you don't have to worry about coming across it in the cluttered, noisy News Feed - you get notified. You are actively drawn into the campaign by Facebook itself. The power of this cannot be overstated.

When my Facebook friends start fundraisers for the causes that they care about, I get a personal notification to help them and check out their campaign.




Facebook will also send you notifications and announcements letting you know how many of your friends have started fundraisers:





Raise Money When You Need It

Did you know you can raise money for friends, family or even yourself? Create a fundraiser for education, medical expenses and more right here on Facebook.

 **Norrie Gall, Eileen Mc Neil and 46 other** friends have donated to a fundraiser.

SELECT A CAUSE

If you like a nonprofit's page on Facebook, the platform will prompt you to create a fundraiser:







Want to create a fundraiser for Wildlife Conservation Society?

Since you like Wildlife Conservation Society, we wanted to let you know that now you can create a fundraiser for them on Facebook. We'll help you get started!





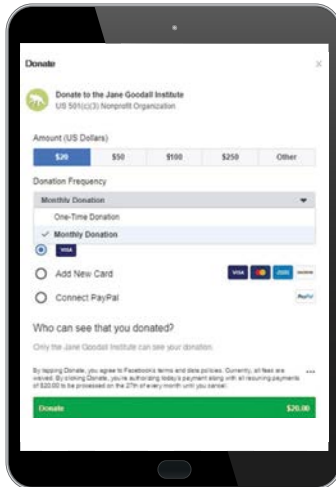
Julia, want to create a fundraiser for a nonprofit?

You recently liked a nonprofit Page, so we wanted you to know that you can help nonprofits raise money by creating a fundraiser on Facebook.

SELECT NONPROFIT

4. FACEBOOK IS WORKING TO MAKE THE FUNDRAISING TOOLS BETTER.

There are new features being added every day, such as:



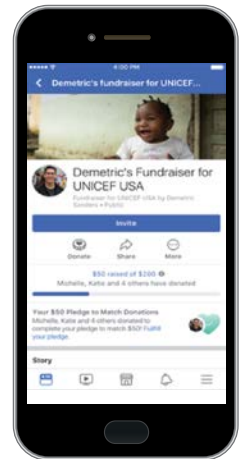
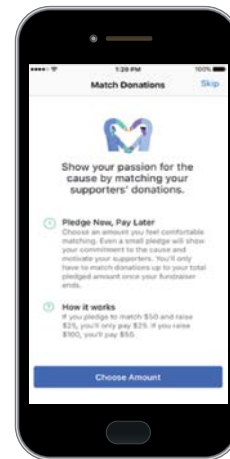
RECURRING DONATIONS

When a user clicks “Donate” they now have the option to select an amount, then select:

- One time
- Daily
- Monthly
- Annual

FUNDRAISER MATCHING

- Upon creation they will be asked if they want to pledge a matching donation
- They can choose to match from \$5 to \$2,500
- Pledge Now, Pay Later
- Matching funds are only paid on funds raised



Amount Raised

\$386 / \$1,000

Time Left

6 days

SUPPORTERS

18	717	30
donated	invited	shared

About this Fundraiser

I AM PERSONALLY MATCHING UP TO \$500 IN DONATIONS

I love animals, and I'm sure you do too. But too many animals needlessly suffer at the hands of humans. Help me fund one the organizations that's fighting the good fight to do something about it. What do you want to end: dog meat trade? Canadian seal hunts? Wildlife trade? Puppy mills? Animal testing? A host of the other inhumane practices?

If so, please donate. I will personally match up to \$500 in donations, so let's lighten my wallet and improve animals lives in one fell swoop!... [See More](#)

How much would you like to donate?

\$10	\$25	\$50	\$100	Other	Donate
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INVITE FRIENDS

+ Add friends to this fundraiser

Janet Ruth Invite

Jason McCallister Invite

Megan Soffer Invite

[Show More Friends](#)

RECENT ACTIVITY

Michelle Chu donated. ▼
July 1 at 9:40pm · 🌐

ABOUT THE NONPROFIT

The Humane Society of the United States ✓

US 501c3 charitable organization

Official Page of The Humane Society of the United States (HSUS), the nation's largest and most effective animal welfare organization.

[Learn more at Guidestar.org](#) ●

Fundraiser Thank You: Nonprofit Page Admins can now easily post thank you messages to supporters raising money on their behalf.

Updated Reporting: Nonprofits can now select a range of dates and have daily transaction reports emailed in one spreadsheet instead of downloading multiple CSVs.



Compare these automated features to your online donation page for your nonprofit, where a visitor can click on it, not complete their donation, and never come back again. If you click on a friend's fundraising campaign inside Facebook, and don't end up completing your donation, Facebook will remind you to complete it:

Does your nonprofit website donation page do that?

If you don't sign up, you could be leaving money on the table.

Facebook knows your birthday - and the birthdays of the other 2 billion users that signed up and use the platform. When your birthday approaches, Facebook sends an automatic notification asking if you want to start a birthday fundraiser for a cause that you care about. Imagine that multiplied by 2 billion - the number of people who use Facebook across the globe.

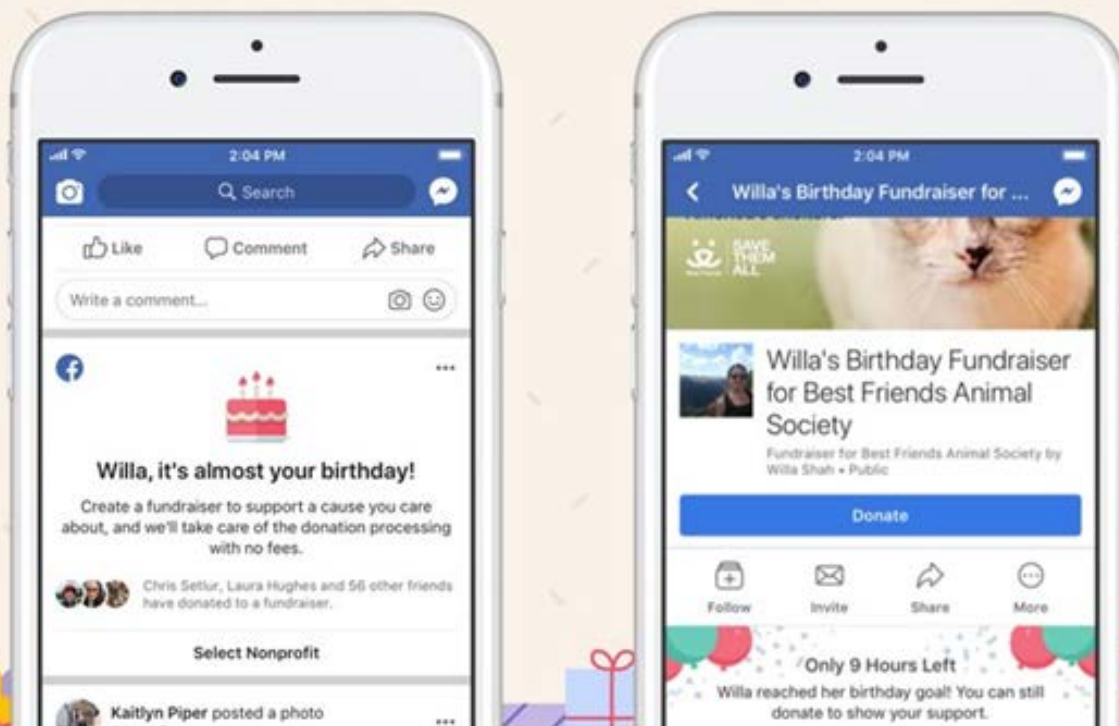
That's powerful marketing, and if your nonprofit isn't part of this ecosystem, if you aren't available to be picked when a supporters wants to donate their birthday and raise money for you, you could be missing out on hundreds, if not thousands of dollars!



Julia, want to finish donating?

Since you recently started donating to Polaris, we thought you might want to finish donating to show your support.

DONATE



02. Before You Start

How do you know if Facebook Fundraising tools are right for your nonprofit? You need to conduct a quick assessment of your capacity and your resources before you start jumping in and asking people to fundraise for you on Facebook.

In my experience working with nonprofits on their Facebook Fundraising campaigns, there are three main requirements for success:

1. A staff person who is responsible for managing the nonprofit Facebook page and keeping track of the fundraising campaigns attached to it.
2. Dedicated time each week to thank and acknowledge the individual Facebook users who raise money on your behalf and those that donate.
3. A willingness and ability to share evidence of impact, compelling stories, and eye-catching visuals and/or video.

Facebook fundraising is like exercise. The more focused, purposeful, and consistent you are, the better results you will achieve. If you spend 15 minutes per month building your community on Facebook, you won't get the same results as an organization that spends a few hours per week.



TAKE THIS SELF-ASSESSMENT:

FACEBOOK FUNDRAISING SUCCESS DEPENDS ON:	ASK YOURSELF:
Well-defined goals.	<i>What are you trying to accomplish? How will you know success?</i>
Some staff capacity.	<i>Do you have a person responsible for maintaining, cultivating, and building a community on Facebook?</i>
A basic comfort level with social media and online technology.	<i>How much professional development will you need to remain up-to-date?</i>
Knowing what your donors and supporters want to hear from you and what will get them to give.	<i>Can you create a compelling reason for people to donate on Facebook?</i>



03. Start Raising Money on Facebook

Go to www.donations.fb.com to determine your eligibility and register with Facebook. It may take a few days or weeks to get verified. Once you are verified by Facebook and you have access to the fundraising tools, you can start a Facebook Fundraising campaign!

Some things to know about registering your nonprofit for these giving tools:

- Only one Facebook Page can have the Donate button per IRS EIN (tax number).
- The Facebook Page must be listed in the Nonprofit category.
- The Facebook Page must be linked to a donations account.

Your Facebook Fundraising campaign will be split into three main phases:

- Phase 1: Planning and preparation
- Phase 2: Launch and implementation
- Phase 3: Follow-up and acknowledgement

Plan an adequate amount of time for each phase of the campaign. I recommend a timeframe of four weeks for Phase 1, two weeks for Phase 2, and two weeks for Phase 3. **Of course, you want to make sure that your Facebook Fundraising efforts tie-in with your overall organizational goals and ongoing donor stewardship and marketing plans. These campaigns are not one-and-done events!**



04. Phase 1 (4 Weeks): Planning and Preparation

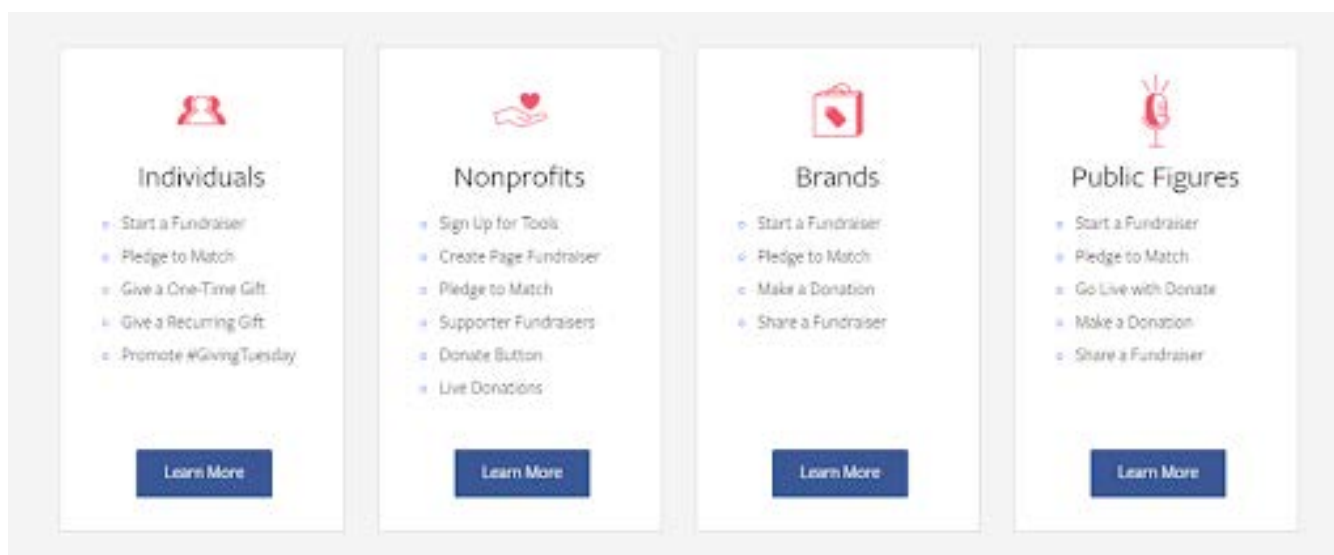
STEP 1: CHOOSE WHICH TYPE OF FACEBOOK FUNDRAISER YOU WANT TO RUN.

There are two ways to leverage Facebook giving tools for your nonprofit organization:

1. You can plan and launch a Fundraiser from your nonprofit Facebook Page.
2. You can encourage your supporters to start Fundraisers for you and ask their networks for money.

To maximize your results and get the most out of these powerful fundraising tools, I recommend creating a strategy for both type of fundraiser. To start, let's first focus on the first type - planning and launching a Fundraiser (a campaign) from your nonprofit Facebook Page.





Requirements to create a campaign from your Page

- This feature is only available right now to verified, 501c3 nonprofits in the US and EU. (Sorry Canada!)
- The creator of the fundraising campaign must be admin of the Facebook Page and have admin privileges.
- These kinds of Page Fundraisers can only be created on Desktop and not mobile devices at this time.

How to set it up:

- From a Desktop go to www.facebook.com/fundraisers.
- Click the blue Raise Money button at the top of the page or the grey Raise Money for a Nonprofit Organization at the bottom.
- From your Page, click the Fundraisers tab from the left menu.
- Create a fundraiser by clicking the +Raise Money OR click Create Fundraiser from the [...] dropdown on Page under cover photo

STEP 2: DETERMINE THE GOAL OF YOUR CAMPAIGN.

The goal is how much you want to raise with this particular fundraising campaign inside Facebook. Normally Facebook campaigns raise money for a specific project.

To help you determine the goal, consider

- What are your most immediate needs?
- What is a project that requires attention?
- What would be compelling and interesting enough to attract a lot of outsider attention?

If this is your first campaign, ask:

- How much do we need to make an impact?
- How much does the project or initiative that I want to create or improve cost?
- How much did similar crowdfunding campaigns in our area raise?
- Find a balance between what is within reach and what is an aspiration.

Ask a few questions to get a baseline of what is achievable:

- How much have we raised online in the past year?
- What is the average amount that we have raised in a campaign or event?
- What is the average donation amount online for us? ([\\$88 is the industry average](#))

This screenshot shows the 'Who are you raising money for?' selection screen in Facebook. At the top, there is a red ribbon icon. Below it, three main categories are listed: 'Friend' (Friends on Facebook), 'Nonprofit' (Search nonprofits), and 'Yourself' (Noelle West). A link at the bottom says 'Someone or something not on Facebook...'

This screenshot shows the 'Select Nonprofit' screen. It features a search bar at the top. Below the search bar, three nonprofit options are displayed: 'Purify H2O' (30,534 likes, Environment), 'St. Jude Children's Research Hospital' (2,221,042 likes, Health, Memphis, Tennessee), and 'Alzheimer's Association' (818,884 likes, Health).

This screenshot shows the 'Let's start with the basics' setup screen. It includes several fields: 'Who is organizing the fundraiser?' (Purify H2O), 'Who are you raising money for?' (Purify H2O), 'How much money do you want to raise?' (20000 USD), and 'When should your fundraiser end?' (May 12, 2018). At the bottom, there is a note about public visibility and a 'Next' button.



STEP 3. CHOOSE AT TIME PERIOD FOR THE CAMPAIGN.

The campaign must have a start and an end, to encourage people to donate within that timeframe. This promotes urgency and relevancy, as well as a sense of FOMO - fear of missing out.

Right now, look at your nonprofit calendar and pick a date to launch your Facebook fundraising campaign. I suggest that your campaign should not be longer than 2-3 weeks, to avoid donor fatigue (and staff fatigue). It takes a lot of stamina and energy to promote and maintain an active fundraising campaign.

Remember that at least four weeks of preparation work goes into the campaign up front so plan for that, and you should allocate at least two weeks of dedicated follow-up on the back end.

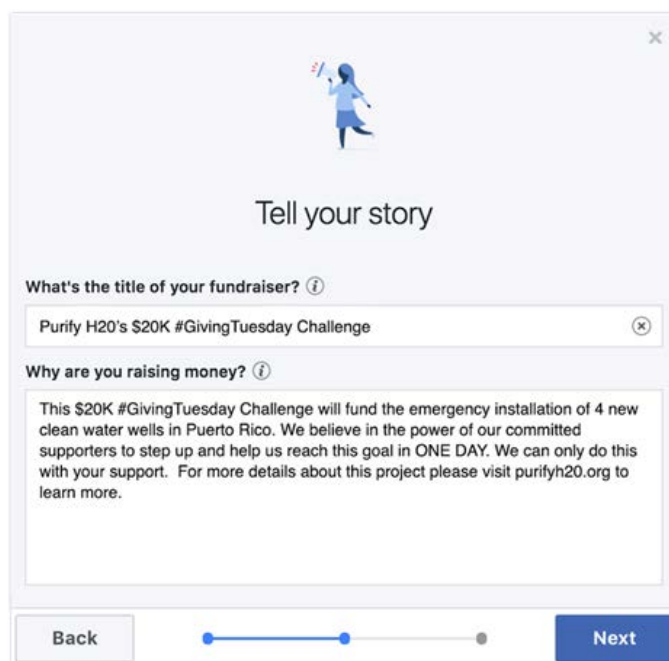
STEP 4: WRITE A COMPELLING CASE FOR SUPPORT.

Start by grabbing attention with a great title and visual.

The ease of set up and use makes Facebook Fundraisers very appealing to even the most non-technically inclined. Anyone can set one up – so how to make yours stand out?

You have to grab my attention. Make it absurdly simple to understand what you are raising money for, with just a glance at the Fundraiser.

Most likely I will see your Fundraiser announcement as a post in my news Feed before I click over to the full page where I can get all the information.



The screenshot shows a Facebook fundraiser setup interface. At the top, there is a small illustration of a person holding a megaphone. Below it, the text "Tell your story" is centered. The form has two main sections: "What's the title of your fundraiser?" with a text input field containing "Purify H2O's \$20K #GivingTuesday Challenge", and "Why are you raising money?" with a text area containing the following text: "This \$20K #GivingTuesday Challenge will fund the emergency installation of 4 new clean water wells in Puerto Rico. We believe in the power of our committed supporters to step up and help us reach this goal in ONE DAY. We can only do this with your support. For more details about this project please visit purifyh2o.org to learn more." At the bottom, there are "Back" and "Next" buttons, and a progress indicator.



You have to entice me with a great headline/title and cover image.

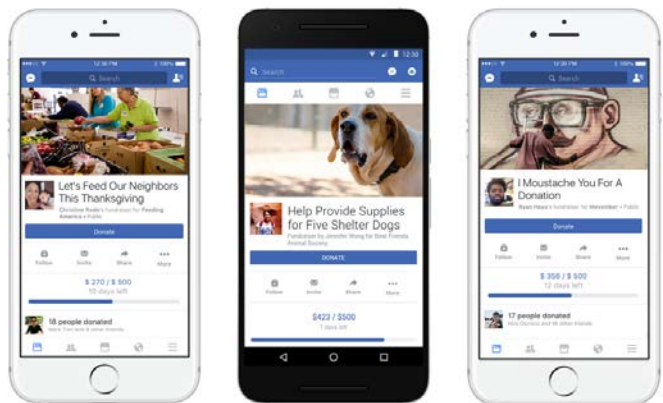
The title of the Fundraiser and the cover image are crucial in conveying exactly what you are trying to raise money for and piquing curiosity.

Calling it “Fundraiser for Beverly Food Bank” and having your logo as your image will not cut it, and certainly won’t entice many people to give.

Here are some examples of great headlines and cover photos, that clearly explain the purpose of the Fundraiser:

When creating the title and the case for support, consider:

- Are you only raising money for the sake of raising money?
- Is there a relevant, timely reason to be asking for these donations?
- Start thinking about the promotion and marketing that will propel this campaign.
- What message will make people sit up and take notice?



STEP 5: CHOOSE A COVER PHOTO FOR THE CAMPAIGN.

The best Facebook Fundraising campaign cover photos are eye-catching, colorful, and inspire curiosity and an emotional connection.

Tell people where the money is going to go, and give them options for support. Remember that on Facebook, the more specific that you can be in your ask, the better: “Would you consider giving \$10 to support my project?”



LOOK AT THE DIFFERENCE YOU CAN MAKE!



\$15 X 12 MONTHS = \$180

Three weeks of groceries for 20 women and their families through our Food Pantry



\$25 X 12 MONTHS = \$300

A year of classroom materials for two students in our Women's Education Center.



\$50 X 12 MONTHS = \$600

Healthy and hearty breakfast for 145 poor homeless women in our Dining Room



\$100 X 12 MONTHS = \$1,200

A utility arrearage payment to keep a woman safe in her home



Feature your most compelling story. After I see the image and the title, if my interest is piqued, I can read the first few lines of the Story section.

This is critical to keep my attention and make the case for donations.

For example: I'm raising money to buy new Spanish textbooks for my daughter's class. After funding was cut at school, the wonderful (and bilingual) Mrs. Adams stepped up to teach. If we parents can come together to buy new workbooks, our children can continue to learn!

Use the story to explain what you are trying to do, and what will happen once the money is raised.



STEP 6. DRIVE DONATIONS TO YOUR FUNDRAISER WITH FACEBOOK ADS

There are two types of ads that you can use to promote your Facebook Fundraising campaign, increase reach, and drive donations.

The first type of Facebook Ad that you can use is a Boosted Post. You can create a Facebook post about the Fundraising campaign on your Facebook Page, and then pay a set amount to boost that specific post.

The second type of ad is a Call to Action Ad that you create using [Facebook Ads Manager](#). This is where you design a separate, standalone Facebook ad that does not live on your nonprofit Facebook Page. This will only show up in the News Feed to a targeted audience. Set it up at <https://www.facebook.com/ads/manager/>.



The most effective way to use Facebook ads to reach the right people is to create a targeted audience for your ad. You can target existing Facebook fans and people who have indicated that they are interested in your work by visiting your website (this is tracked by installing the Facebook Pixel on your website). You can also upload an email list of current donors and prospects - a warm audience - to drive donations for your campaign.

Another way to leverage Facebook is to reach more people who are similar to your existing donors. In the Facebook Ads Manager, you can create a lookalike audience based on your donor list and share your Fundraiser and posts with new people who are likely to be receptive.

Word of caution: I never recommend creating Facebook ads and targeting complete strangers who have never heard of you. Even if they have indicated to Facebook that they care about your cause, always target a warm audience first - people who like your Facebook page, people on your email list, current donors, volunteers, and others who have indicated that they are interested in your work. That way you will get the most traction from your Facebook Ad budget and not be wasting it on people who may never make a donation or take an action on your behalf.





Peer-to-Peer Facebook Fundraising Campaigns

The second way to leverage Facebook Fundraising tools to drive donations is the most powerful way. Encourage and empower your supporters and stakeholders to launch Fundraisers for you and ask their networks for money

So how do you actually get these people to launch Fundraising campaigns on your behalf?

It's a three-step process:

1. Ask your donors to create Fundraisers on behalf of your organization. If no one knows that this is a viable option, how can they make a decision to adopt it?
2. Give them the right tools to launch a successful Fundraiser. People aren't born effective fundraisers. They often need support and tips on creating a successful fundraising campaign.
3. Cultivate your supporters who fundraise for you and turn them into long-term, loyal donors.



STEP 1: START WITH LOW-HANGING FRUIT.

If this is your first rodeo, aim to enlist 10 people to start a Facebook Fundraiser for you in the next 30 days. Start by personally approaching those that know and love you the most!

Board members, development committee members, staff, volunteers, people who have raised money for you before, your donors and supporters - they have all raised their hands and said that they care about the cause and the organization.

Offer them a new opportunity to make a difference and raise more money, simply from their phones and desktops!

Let them know that you will walk them through setup, implementation, and follow up, and that you will be with them cheering them on every step of the way.

REMEMBER - Just saying "Facebook has awesome tools, now give us money" is not a compelling enough reason for people to make a donation!

Give people a reason to participate, an emotional angle, a succinct story. Let them know where the money is going and why you are promoting Facebook Fundraising campaigns this year, and what you hope to accomplish with the funds raised.



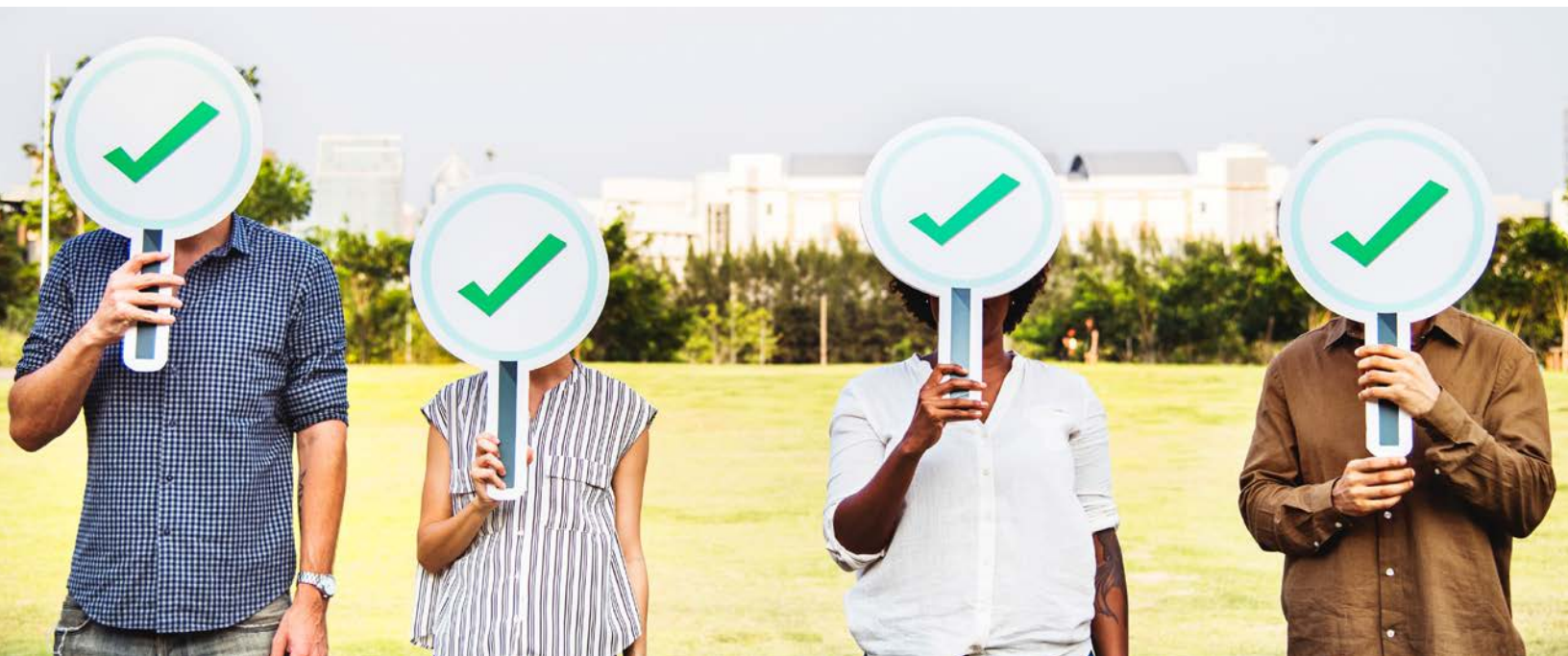
STEP 2: FORM A LAUNCH TEAM.

A Launch Team is a group of excited, passionate individuals that will help you spread the word about the Facebook Fundraising tools and help people set them up and use them. The Launch Team can be made up of anyone that you think would make a great ambassador!

- Staff
- Volunteers
- Board
- Community members
- Clients
- Partners

The key is PASSION and enthusiasm. Some potential tasks for the Launch Team:

- Set up their own Facebook Fundraisers for you and tell their networks;
- Promote the Facebook Fundraising tools as an option to donors and volunteers
- They also be mobilized to announce and promote the Facebook Fundraising campaign run by your organization's Facebook Page.



STEP 3: CREATE EDUCATIONAL MATERIALS SUCH AS A FACEBOOK FUNDRAISING TOOLKIT.

Do not assume that just because people have Facebook accounts that they know and understand what it takes to coordinate a Fundraiser for your cause.

Tell potential fundraisers that you will give them all of the information they need to get started - visuals, graphics, data, and more. Be sure to house all of this content on your website <https://www.aauw.org/resource/how-to-create-a-facebook-fundraiser/>

If you don't have the capacity to create your own instruction manual or Facebook Fundraising Toolkit for your supporters, you can always direct them to Facebook's official site: <https://donations.fb.com/individuals/>

Using free graphic design tools such as Canva or Adobe Spark, make and share graphics explaining the process, like the ADAA: <https://adaa.org/facebook-fundraisers>



Coral Reef Alliance:

https://coral.org/wordpress/wp-content/uploads/2017/01/10SimpleStepsForCreatingFacebookFundraiserForCORAL_Final.pdf

Kids In Need Foundation:

<https://www.kinf.org/facebookfundraisers/>

AAUW:

<https://www.aauw.org/resource/how-to-create-a-facebook-fundraiser>



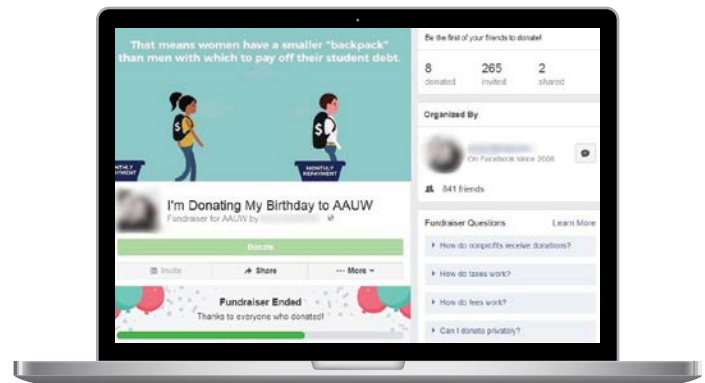
STEP 4: EXPLAIN THE UNIQUE BENEFITS OF CREATING FACEBOOK FUNDRAISERS.

Explain to your community the specific benefits of creating a Fundraiser on Facebook:

- Fundraisers can easily invite friends and family to participate and publish updates on their timelines;
- Donors can give in just two taps via their phones or desktop;
- Facebook takes ZERO fees on Fundraisers created for nonprofits.

USE THE EXAMPLE OF THE AAUW'S WEBSITE:

“The benefits of creating a Facebook fundraiser are numerous. You can encourage donations to AAUW in your honor while increasing visibility for AAUW’s work and mission by inviting friends to support your fundraiser, learn more about your cause, and donate.



Facebook also makes raising funds easy, exciting, and secure: Fundraiser creators can set donation goals and track their progress toward those goals, and donors can enter their payment information securely and easily through Facebook. With Facebook fundraisers, supporting women and girls only takes a few clicks!”



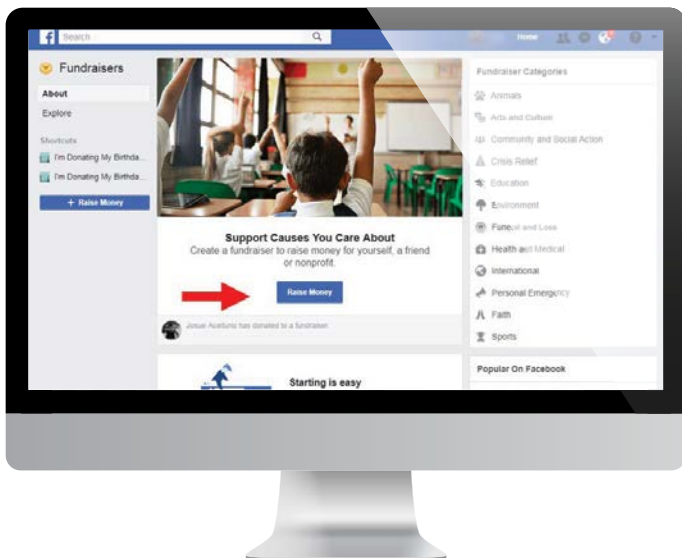
STEP 5: SHARE A HOW TO VIDEO.

Go one step further for your Facebook Fundraisers and create a short, simple video thanking people for their interest in starting a fundraiser, and walking them through the five simple steps required to start one for you:

To create a fundraiser for a charitable organization click here or follow these steps:

1. Click Fundraisers in the left menu of your News Feed.
2. Click Raise Money.
3. Select Nonprofit/Charity.
4. Select a charitable organization, choose a cover photo and fill in the fundraiser details.
5. Click Create.

Videos get more reach and engagement in the Facebook News Feed, increasing the likelihood that more of your supporters will see it. You can also embed the video on your website, share it on other social media channels, and send out a dedicated email featuring the video.



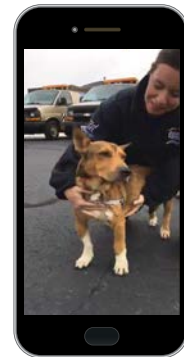
STEP 6: ORGANIZE A FACEBOOK LIVE.

Plan and carry out a special Facebook Live to announce your fundraising campaign and to encourage people to start Fundraisers for you.

The purpose of the Facebook Live:

- To announce the campaign
- Did you know - To announce that people can raise money for you
- To walk them through the process
- To thank them

There are many creative ways that you can leverage Facebook Live to promote your campaign and to thank and acknowledge people who have set up Facebook Fundraisers. You can actually raise money for the Fundraiser during a [live stream broadcast](#).



Donations will roll in in real time, and you can thank people and acknowledge supporters while you are live!

The key feature here is a donate button that will be inserted into the live video, making it super easy for people to participate.

You can also create buzz and get more exposure for the fundraiser, because live videos are watched 10x more than videos that are not live, and engaged with at a rate of 5x more.

After the live broadcast, the video will live on your Facebook Page and you can still continue to promote it and collect donations afterwards.

You have the ability to tag individual donors and thank them in real time as the donations come in!



Call them out by name, make short videos where you throw confetti, create thank you signs, make it fun!

charity:water created over [250 individual thank you videos](#) when they turned 5 years old, thanking their donors.

You don't have to have a videographer on staff – take out your smartphone or use your laptop's camera.

Once you have some Facebook Fundraising campaigns created that you can use as examples, launch an awareness campaign to promote it to your community.

Examples:

- Share the Facebook Fundraising Toolkit that you created.
- Post it on your website
- Email campaign
- Write a blog
- Post on social media
- Create a video announcing it
- Be intentional.
- Capture birthdays.
- Celebrate milestones and anniversaries.
- Incorporate it into your annual fundraising strategy.
- Add it to your welcome email series.
- Talk about it at all of your in-person and virtual events.



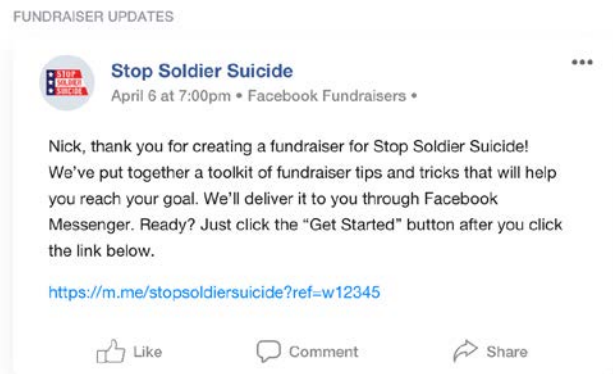
06.

Phase 2 (2 Weeks): Launch the Campaign

The work doesn't end as soon as you press Publish and launch the Facebook Fundraising campaign!

If you have people raising money for you:

- Contact them as soon as their Fundraiser reaches \$50. Facebook will send you a notification.
- Share the Facebook Fundraising Toolkit as a resource for them.
- Ask if they need help or information and give them your contact number.
- Encourage them and be excited!
- Show genuine appreciation for their efforts on your behalf.



You can also go inside the Fundraiser and thank people:

- Click on the “Fundraisers” tab on the left side of your nonprofit’s Facebook Page
- Click on a Fundraiser
- Write a post on their fundraising page where it says “write something”
- Add an optional photo or tag
- Hit “Post”



If you are running the Fundraising campaign on your nonprofit Facebook Page, be sure to regularly update your fans and your donors on your campaign progress.

Running a successful Facebook Fundraiser is just like any other crowdfunding or online fundraising campaign.

You can’t simply create it, launch it, and then forget about it until the deadline looms.



You need to be active in the Fundraiser every day, or multiple times per day, sharing stories, thanking donors, going behind-the-scenes, creating excitement, and continuing the momentum.

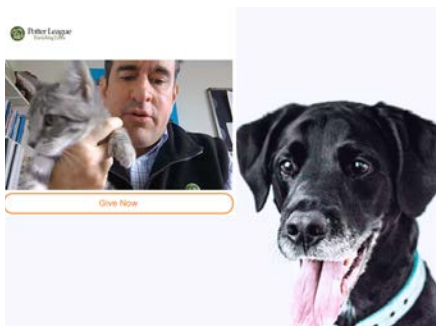
Share graphics, like the one to the left, inside the Fundraiser and on your page to let supporters know how much more you need to raise to meet your goal.

Best practices for participating in and acknowledging Facebook Fundraising campaigns run by individuals:

- Send personalized thank you notes to fundraisers to post in the Fundraising Page on your behalf, from your Executive Director or Board chair
- Send videos for them to post inside the campaign
- Create updates on your work and impact to inspire people during the campaign
- Send personal messages for them to share
- Share the impact of the fundraiser immediately
- Send photos and graphics
- Ask the fundraiser to let participants know they can get more involved if they choose and share a link to sign up or get more information.



Send specific, targeted emails during and after the campaign to any donors who provide you with their contact information:



For extra credit and added attention, include a thank you video using tools like ThankView or CauseVid.

The Potter League for Animals
Executive Director #GivingTuesday Thank You Video
<https://my.causevid.com/myvideo/59/0/64227/>



07

Phase 3 (2 weeks): Follow-Up and ● Acknowledgement

Thanks!

Create your Facebook Fundraiser Retention Plan:

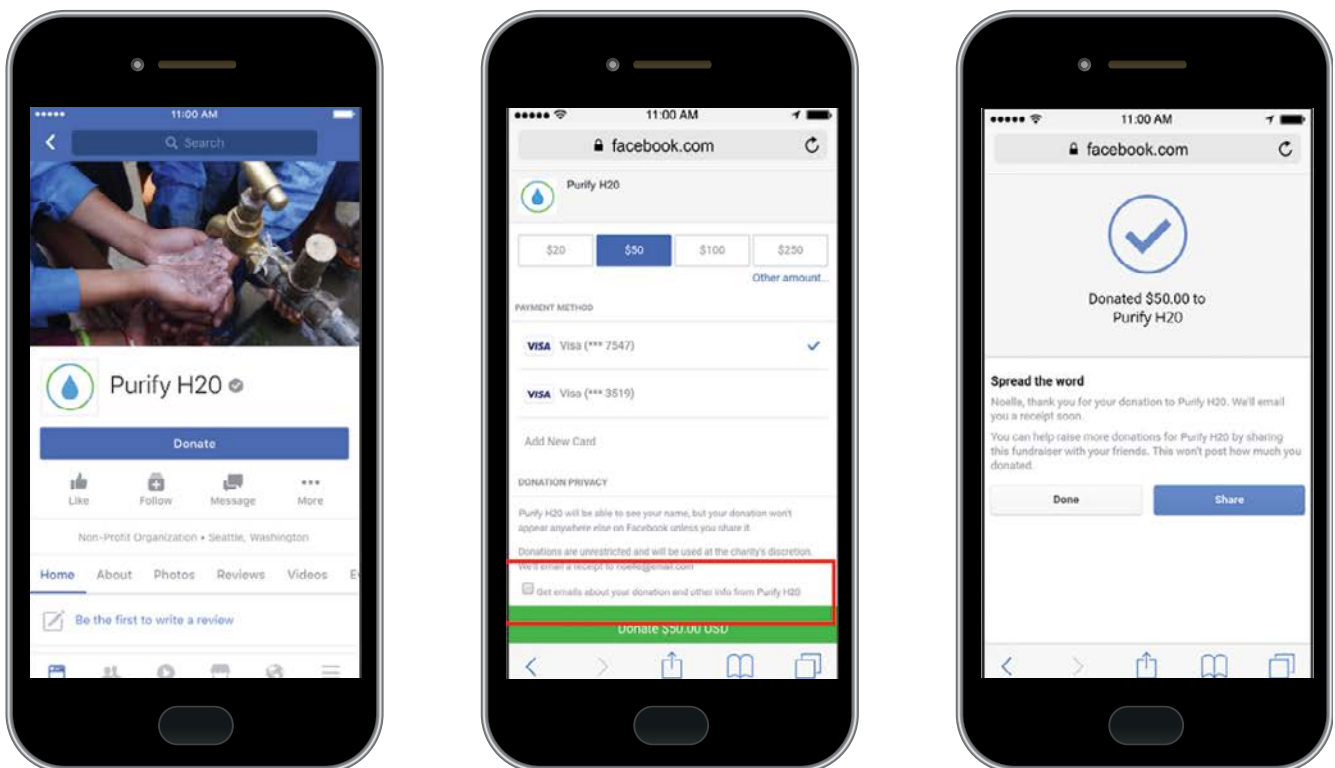
1. Immediately after Fundraiser campaign concludes, post a thank you video from you or your Executive Director on the campaign Page.
2. Post a thank you to the Fundraiser (or a group of them) on your nonprofit Facebook Page on a regular basis, tagging them where possible.
3. Call them or send a handwritten note. Offline touches matter a lot!
4. Ask the individual Fundraiser about their experience - what worked, what didn't work, what they would change, how you could help next time. People love to give their opinions and feedback, and you will gain valuable insight that will in turn help you improve the experience for future Fundraisers.
5. Ask if there is any other information that you can provide or if they have any other questions for you.
6. Be sure to provide descriptive, compelling stories about where the funds are going to go, what you have planned for the money, who it is going to help. The more detailed you can be, the better!



The donor cultivation and retention strategy for the individuals who raise money for you is different than the strategy for the slew of new (maybe anonymous) donors that they brought in to your organization.

These donors are considered third-party donors, and they require different stewardship techniques.

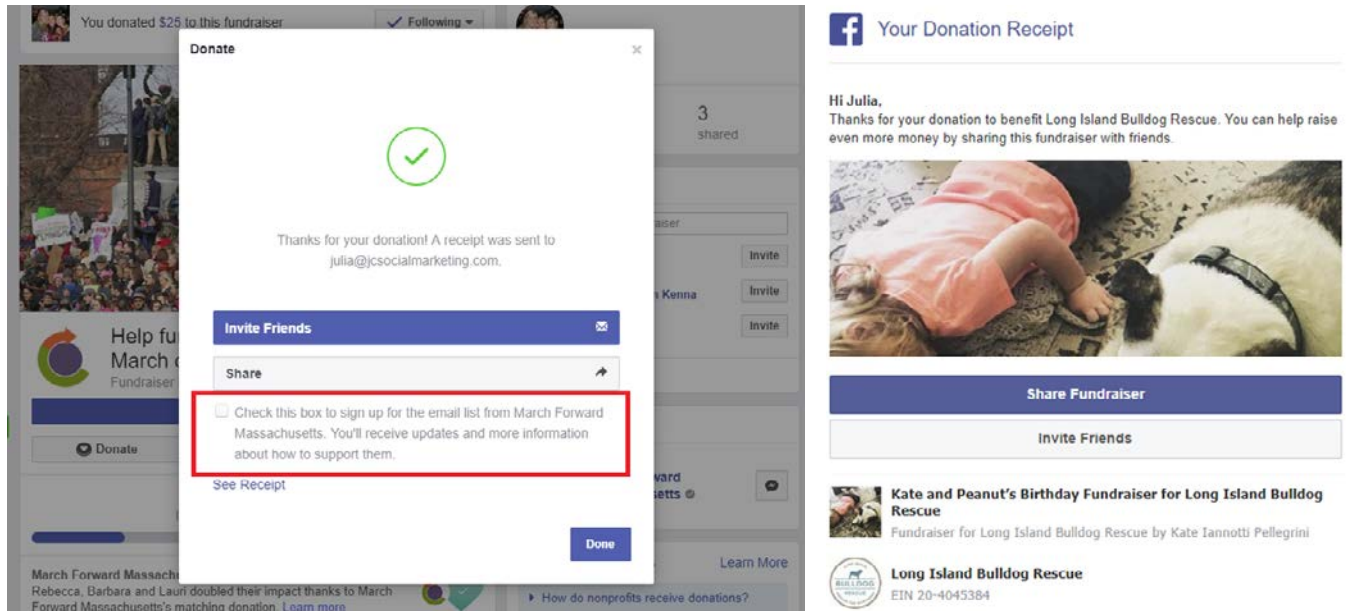
When you make a donation to a friend's Fundraising campaign on Facebook, as the donor you are given the option to check a box to provide the charity with your contact information:



There has not been a comprehensive study on how many donors elect to give their contact information to Facebook. Do not be disappointed if many of the donors do not check this box. Focus on those that do - the ones that want to hear more from you and build a relationship.

Donation Receipt

This is an example of the donation receipt that is automatically generated and sent out by Facebook to all donors (even if you as the nonprofit do not get their email address):

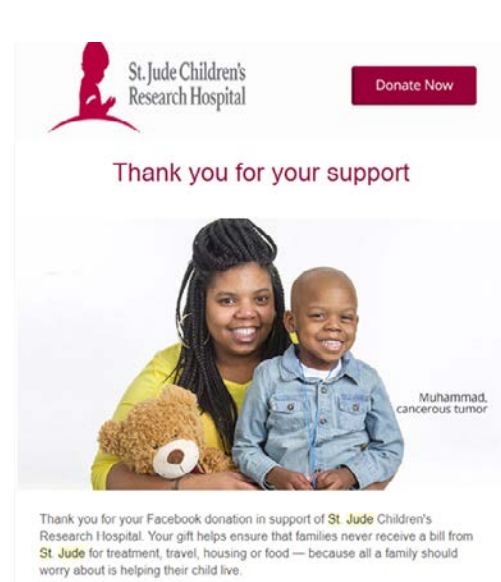


You can rest assured that all donors will at least get this touch point. However, a better strategy is to send a customized thank you email to the Facebook donors that elected to hear from you, reminding them of their connection to your organization, and hopefully inspiring them to stay engaged.

Thank You Email

This is an example of a thank you email that I was sent after I made a small donation to my friend's birthday Fundraiser for St. Jude:

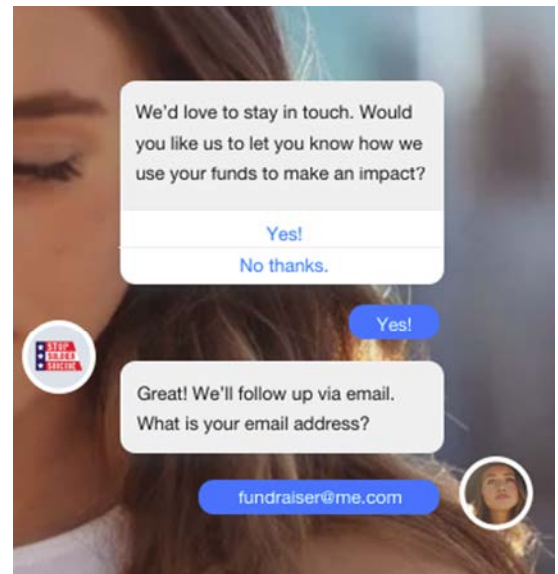
It reminded me that I gave via Facebook, and told me how my gift helps. The eye-catching, happy visual helps too!



Your nonprofit can also explore third-party tools, such as GoodUnited.io, that help automate and manage the process of acquiring emails and getting contact information from Facebook donors:

Your Third-Party Facebook Donor Retention Plan

1. After the Fundraising campaign concludes, post a thank you video on the Page targeted at thanking all the donors who contributed.
2. Compile the contact information of those who elected to hear from you and send out a personalized email immediately thanking them and welcoming them.
3. Create a special email welcome series to give them more information about your organization – your BEST stuff and your most compelling stories of impact.
4. Most importantly, if a donor doesn't agree to give you their contact information – DO NOT WORRY ABOUT THEM.





Conclusion: Explore and Experiment

To determine if nonprofit fundraising on Facebook will work for your nonprofit, always return to your goals. What would you like to achieve by setting up fundraisers on Facebook?

If you want some quick cash for a specific project, then Facebook fundraising may be the way to go.

If you want to build your donor file and build relationships with donors, fundraising on Facebook is not the best avenue for long-term donor retention.

Nonprofit fundraising on Facebook may be valuable to your organization.

Nonprofits spent YEARS complaining that:

- Social media is worthless for development;
- It doesn't provide direct measurable ROI;
- It's impossible to drive donations on these sites.

However, now that Facebook is actually providing the tools to get donations, actively encouraging their BILLIONS of users to adopt them, and not taking even a tiny percentage via fees, nonprofits are complaining because these tools aren't perfect!



Like anything else, perfect is the enemy of the DONE.

Facebook Fundraising tools are disrupting traditional fundraising methods and the entire nonprofit ecosystem.

Let me be clear – I don't think that social media fundraising will REPLACE the old, tried-and-true ways of raising money. But I do have news for you. Giving money on social media is already happening.

It's not a future trend. It's reality. And it's here to stay (for the foreseeable future at least).

Your donors, your supporters, your stakeholders – they are using social media. (Just look at the most recent report on social media use from Pew Internet if you don't believe me.)

You can stand there and [curse the sky](#), or you can figure out how to best embrace these tools to benefit your supporters and your mission.



Meet the Author

Julia Campbell, author of *Storytelling in the Digital Age: A Guide for Nonprofits*, is a digital marketing strategist and nonprofit technology evangelist. After 10 years in the nonprofit sector as a one-woman development director and marketing shop, she founded J Campbell Social Marketing in 2010 where she provides workshops, webinars, and consulting services to nonprofit professionals in organizations of all sizes.

Julia understands the specific obstacles that marketing and fundraising professionals face every day – isolation, wearing multiple hats, high expectations, and increasing responsibilities. Using social media, email, blogging and online fundraising, Julia has a long history of helping nonprofits find success online.



For more from Julia Campbell, follow [J Campbell Social Marketing](#) on Social Media:



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