HOW TO GET STARTED WITH FACEBOOK FUNDRAISING AT YOUR NONPROFIT

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WHO IS JULIA CAMPBELL?

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Former one-woman Development Director/Marketing Director/Kitchen Sink Coordinator

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What We Will Cover Today

- How to sign up and get registered with Facebook Fundraising tools for nonprofits.
- How to build an engaged community on Facebook that will be excited to support you.
- What makes some Facebook fundraising campaigns succeed while others flounder.
- How to thank and acknowledge your new donors that came from Facebook (even if many of them don’t share their contact information).
50 million people have raised more than $4 billion for the causes they care about on Facebook.

Facebook charitable giving tools are now available in more than 20 countries around the world.

There are over 1.5 million nonprofits who use Facebook fundraising tools in the US.
More than $120 million was raised on Facebook on Giving Tuesday 2019.

1.1M people started or donated to a Facebook fundraiser and 97K organizations benefited from Facebook Fundraisers in the single day.

100% of the money raised for nonprofit organizations through Facebook goes directly to the organizations doing the work. (No fees)
TOTAL FUNDS RAISED BY NONPROFITS IN THIS GROUP

- Largest non-profits
  - 100,000 and above
  - 10,000 - 100,000
- Non-profit size*
  - 1,000 - 10,000
  - 500 - 1,000
- Smallest non-profits
  - 500 and below

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

PEW RESEARCH CENTER
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 ...

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Several times a day</th>
<th>About once a day</th>
<th>Less often</th>
<th>NET Daily</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>51%</td>
<td>23%</td>
<td>26%</td>
<td>74%</td>
</tr>
<tr>
<td>Instagram</td>
<td>42%</td>
<td>21%</td>
<td>37%</td>
<td>63%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>46%</td>
<td>15%</td>
<td>39%</td>
<td>61%</td>
</tr>
<tr>
<td>YouTube</td>
<td>32%</td>
<td>19%</td>
<td>49%</td>
<td>51%</td>
</tr>
<tr>
<td>Twitter</td>
<td>25%</td>
<td>17%</td>
<td>58%</td>
<td>42%</td>
</tr>
</tbody>
</table>

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.

PEW RESEARCH CENTER
51% of online donors surveyed say Facebook is the social media platform that most inspires them to give.

28% of these donors have given through Facebook fundraising tools.

87% of them say they’ll give again via Facebook.
BEST WAY TO STAY UP-TO-DATE

Nonprofits on Facebook: https://www.facebook.com/nonprofits/

Facebook’s Nonprofit Resources: https://nonprofits.fb.com/
Only one Page can have the Donate button per IRS EIN (tax number).

Find out if you are eligible, and register: www.donations.fb.com
Update your Guidestar (now called Candid) account, because a lot of Facebook’s information is pulled from there.

Facebook checks Guidestar in their verification and vetting process.
6 MAIN WAYS TO GET DONATIONS ON FACEBOOK

- Donate button on Facebook Page
- Donate button on Facebook posts
- Donate button in ads
- Donate button in Facebook live streams
- Facebook Fundraisers set up by your Page
- Facebook Fundraisers set up by your supporters
Cassie Mazzaglia donated to Melissa Cannistraci's birthday fundraiser for St. Jude Children's Research Hospital.

21 hrs · Facebook Fundraisers ·


Melissa's Birthday Fundraiser
Fundraiser for St. Jude Children's Research Hospital by Melissa Cannistraci

For my birthday this year, I'm asking for donations to St. Jude Children's Research Hospital. I've chosen this n... Continue Reading

$200 raised of $200

Cassie Mazzaglia and 7 others donated.

Donate
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
DONATE BUTTON ON PAGE
PAGE POST

The ALS Association
Research breakthroughs made possible by your #ALSiceBucketChallenge dollars!

Donate to end ALS
Join the fight against ALS today, HELP FIND A CURE
Not affiliated with Facebook.

Donate Now
The Greater Boston Food Bank
Sponsored · 😊
Feed a family for the holidays. Your $20 gift provides a complete holiday meal for a family of five.

No One Should go Hungry
Help provide food for hungry families across...
my.gbfb.org
Not affiliated with Facebook

Donate Now

43 Likes
12 Shares

TWITTER  @JULIACSOCIAL WWW.JCSOCIALMARKETING.COM
INDIVIDUAL PROFILE

POSTS

TWITTER - @JULIACSOCIAL WWW.JCSOCIALMARKETING.COM
FACEBOOK LIVE STREAMS

Mun Da Chef is live now.
Posted by Grabyo
5 mins ·

Donate

TWITTER - @JULIACSOCIAL WWW.JCSOCIALMARKETING.COM
We're in the final two days of our Give Water, Give Life campaign to raise $50,000 to bring water filtration systems to ten villages. Donate $5, $10 or $25 today and your contribution will be matched!
When a user clicks "Donate" they now have the option to select an amount, then select:

- One time
- Daily
- Monthly
- Annual
$5/MONTH
PCI could provide a family in Malawi with the training and equipment to fish for their food.
JOIN

$10/MONTH
PCI could give a child in Nicaragua access to a nutritious breakfast every day of the school year.
JOIN

$25/MONTH
PCI could help farmers in Bangladesh increase their yields for their communities through training and the purchasing of new farming tools.
JOIN

$50/MONTH
PCI could ensure a safe delivery for a mother and her baby in rural Guatemala.
JOIN

$100/MONTH
PCI could provide a homeless child in India with shelter, care and vocational and literacy training at a PCI drop-in center for one year.
JOIN
Together, we can.
Keep the lights on for youth.
Donate today.

**Educator**
$250/month
Funds Career Exploration, Job Training, Staff Development.

**Neighbor**
$100/month
Funds Field Trips, Community Event, Youth-Led Service Projects.

**Mentor**
$50/month
Funds Youth Leadership Training, Youth Coordinator Position, School Assemblies.

**Friend**
$25/month
Funds late-night events, Purchases Materials for Activities.

**Supporter**
$10/month
Funds 1 Year Membership for a teen at the youth center.

**Skill Building**

**Community Involvement**

**Student Voice & Choice**

**Caring Youth & Adult Relationships**

**Physical & Emotional Safety**

Twitter - @JULIACSOCIAL www.jcmanagement.com
Peer-to-peer fundraising
Individual profiles can create Fundraisers
Facebook Pages can create Fundraisers
FACEBOOK FUNDRAISERS

Add up to three friends to be co-organizers of the Fundraiser.
FACEBOOK FUNDRAISERS

Customized nonprofit landing pages – unique URL

Example: https://www.facebook.com/fundraisers/FeedingAmerica/
Tell your story

What's the title of your fundraiser?

Purify H2O's $20K #GivingTuesday Challenge

Why are you raising money?

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.

Pick a cover photo

Suggested photo

Drag to Reposition

More suggestions

Facebook charges no fees for donations to nonprofits. All donations will go directly to the nonprofit you chose.

Create
MATCHING FUNDS

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.
MATCHING FUNDS

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 of 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!...

How much would you like to donate?

$10       $25       $50       $100       Other

Donate

RECENT ACTIVITY

Michelle Chu donated.
July 1 at 9:49pm

SUPPORTERS:

18 donated
717 invited
30 shared

INVITE FRIENDS

+ Add friends to this fundraiser

Janet Ruth
Jason McCallister
Megan Scffer

Show More Friends

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

TWITTER - @JULIACSOCIAL WWW.JCSOCIALMARKETING.COM
INSTAGRAM DONATE BUTTON IS RUN THROUGH FACEBOOK CHARITABLE GIVING TOOLS
WHY DO THESE TOOLS WORK?

1. Popularity and ubiquity of Facebook.
2. No fees.
3. Beating the algorithm.
4. Facebook pushing these tools.
5. Ease of use for the Fundraiser and the donor.
WHAT ARE THE MAIN CONCERNS?

1. Not knowing when someone starts a Fundraiser.
2. Security and brand protection.
3. Facebook reporting can be confusing.
4. If you aren’t registered, it can take months to get the funds through Network for Good (and there is an administration fee).
5. No contact info provided on the social donors.
A NEW ERA FOR FUNDRAISING
They are not your donors

You are one of their charities
TWO SCENARIOS: ISABELLE’S BDAY FUNDRAISER

Facebook fundraiser
Lemonade stand
Shared photos
Facebook Live
Showed photo of delivering donations
Nonprofit posted a thank you to her, and we shared it

Direct donation
Post the link to the website
no one can tell who else gave
No idea how close we are to the goal
Nonprofit doesn’t know that Isabelle is the fundraiser
No way to adequately thank her for driving donations for her birthday
HOW NONPROFITS CAN EFFECTIVELY USE FACEBOOK FUNDRAISERS
LAY THE FOUNDATION FOR A SUCCESSFUL FUNDRAISING CAMPAIGN

Fully complete the About section of your nonprofit’s Facebook Page.

On Facebook, make sure “Similar Page Suggestions” is clicked “ON” in your Page settings so people can find you after they interact with content on a similar Page.

Choose a vibrant and eye-catching Facebook Page cover photo – this is what your Fundraisers will pull from.
THREE MAJOR STEPS TO SUCCESS

1. Ask your donors to create fundraisers on behalf of your organization.
2. Give them the right tools to launch and carry out a successful fundraiser.
3. Cultivate your fundraisers and turn them into long-term, loyal donors.
STEP ONE: INFORM AND ASK!

Create an awareness campaign!
Website
Email
Blog
Social media
Promote the exciting news about fundraising on Facebook for your organization.
Got a birthday coming up? 🎂
Why not help us share the joy, by setting up a birthday fundraiser? 💖
Click the link below 👇 to set yours up - and thank you in advance!
https://www.facebook.com/fund/MartletsHospice/
Thank You!

Thank you for starting a Facebook fundraiser for Mr. Bones Dog Rescue. Donations from Facebook fundraisers have allowed us to rescue 12 more dogs this year than last year! You are such an important part of our community and we appreciate your effort on behalf of all of our furry friends.

If you’re ready to start a fundraiser on Facebook for Mr. Bones Dog Rescue, here are some photos and text that you can download to help boost your donations.

Just right click on your thumbnail to download to your desktop.

PHOTOS

WORDS

Highlight the text below, then copy and paste it into your Facebook fundraiser:

I’m raising money for Mr. Bones Dog Rescue, an all-volunteer animal rescue organization. Mr. Bones rescue pulls high-risk dogs from shelters, then provides medical care, training, and socialization so they become Good Canine Citizens. With your help, Mr. Bones can rescue and rehabilitate even more dogs! Thanks for helping!
**BE INTENTIONAL AND PROACTIVE!**

<table>
<thead>
<tr>
<th>Incorporate</th>
<th>Incorporate it into your overall fundraising strategy.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Add</td>
<td>Add it to your welcome email series for new subscribers.</td>
</tr>
<tr>
<td>Talk</td>
<td>Talk about it during events.</td>
</tr>
</tbody>
</table>

TWITTER: @JULIACSOCIAL  WWW.JCSOCIALMARKETING.COM
STEP TWO: GIVE PEOPLE THE TOOLS
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!

https://www.aauw.org/resource/how-to-create-a-facebook-fundraiser/
HOW TO FUNDRAISE
the 4K way

1. Make a list of all your potential donors
2. Write your story
3. Connect with your donors through letters, email, and social media
4. Say thank you
5. Ask multiple times everyone needs reminders, don't be afraid to ask again
6. Share your progress as you get closer to your goal
7. Inform your donors how their contribution is helping young adults impacted by cancer
8. Talk about your journey tell at least one person a day about the 4K and UCF
9. Celebrate and thank your donors again when you reach your goal
Starting is easy
We’ll help you get started and give you tips to reach your goal.

Share with friends
Connect friends to your cause and gain supporters across Facebook.

Get donations
People can donate to your fundraiser in just a few clicks without leaving Facebook.
How to Start a Facebook Fundraiser

Visit www.facebook.com/fundraisers

Click Raise Money for a Nonprofit Organization

Search "Anxiety and Depression Association of America"

Modify The details and click "Create"!

adaa.org
1. Join the #Give4Kids event
   - Go to @JULIACSOCIAL on Twitter to RSVP and to our Facebook event.
   - Invite your friends.

2. Create a fundraiser
   - Visit Facebook.com/yourname/fundraising,
     join Monday at 9 am or Sunday morning to turn on donation.
     Facebook is making all donation fees for Giving Tuesday starting at 10 am Tuesday.

3. Use our Facebook frames
   - Go to your Facebook profile.
   - Share your event photo and select “Use Frames from Posts”.
   - Click “Add Frames.”
   - Share the link to your event.

4. Tell your friends why
   - Making it so powerful in advance of events where you know you’ll be sharing.
   - Use the video maker available in your event story.

#give4kids
HELP SUPPORT MALALA FUND
Donations go to malalafund

Donate

Tap the sticker to donate and support @malala’s fight for girls’ education
Give your Fundraiser a catchy title
Eye-catching graphics
Personal story
Keep the goal achievable – you can increase it later
Share it widely
Specific CTAs – Would you consider giving $10 to support my project?
MAINTAIN EXCITEMENT

Celebrate milestones
Thank people as donations come in
Encourage sharing
“Like” and comment on supporters’ donations as they come in

Giving and Fundraising Quotes

Giving is not just about make a donation, it’s about making a difference.

- Kathy Calvin
greetingcardpoet.com
Thank you to everyone who has celebrated #GivingTuesday by supporting patients, like Marco, and their families! We still need 257 more people to give to unlock a $50,000 matching gift from a generous donor. Please visit http://on.bchil.org/2gCX2zq
Heifer International @Heifer - 23h

"I am a goat farmer because the goats give me everything I need." - Chasha Veronica, Zambia. Today, when you give a goat to a farmer, like Chasha, your gift will be doubled! ms.spr.ly/6013rLEP
stbaldricks 5 years ago today, Abby was diagnosed with childhood leukemia, Ph+ ALL.

Abby endured 30 months of treatment & unfortunately Abby’s cancer relapsed in September 2014. She had a bone marrow transplant in January 2015 & is working hard on recovering.

Her family is asking for YOUR help to honor her "cancerversary" Donate $5 to support Abby’s five years of fighting 🖤 bit.ly/abby-fundraiser
HOW TO LEVERAGE FACEBOOK LIVE DURING A GIVING DAY

Capture attention by writing a powerful headline.

Prepare for your video in advance to ensure interviews and content unfold smoothly.

Ask people to share with others and click the Donate button!
INVOLVE YOUR AUDIENCE!

Facebook Live brings people together through video in real-time.

Address your commenters by name and respond to their questions.

Thank donors! Make the audience part of the show.
QUALITY STORYTELLING COUNTS

You don’t need a professional cinematographer to produce a successful Facebook Live fundraising video.

Story is better!

Effective imagery moves people to act.
MORE VIDEOS, BETTER RESULTS

Making more than one video isn’t a must, but it’s a great strategy for building campaign momentum.

The first video helped raise awareness, but it was the second video that allowed Hari to double his original fundraising goal.
Everybody likes to feel like an insider.

Introduce your front-line staff.

Take them behind the scenes.

Giving the audience access to someplace special gives them extra incentive to give!
DEMONSTRATE IMPACT

Talking about your cause is important, but if you can demonstrate real impact, people will be more likely to give.

Offer viewers a firsthand look at where their charitable dollars are put to work – in real-time!

Genuine passion is genuinely contagious.
GIVE ADVANCE NOTICE AND PROMOTE ACROSS PLATFORMS

You can build anticipation for your fundraising campaign by telling your supporters when you plan to go live.

Posting information on your other platforms, like Instagram or your website, is another great way to build your audience for when you go live.
ENCOURAGE FUNDRAISERS TO THANK EVERYONE

- Private message
- Facebook live
- Facebook video
- Post on the Fundraiser page

TWITTER - @JULIACSOCIAL WWW.JCSOCIALMARKETING.COM
STEP 3: ENGAGE WITH YOUR FUNDRAISERS

Fundraisers are listed by oldest first. The list displays:

- the title of the fundraiser
- the name of the Facebook user who started it
- the photo they’re using to promote the campaign
- their goal amount
- how much they’ve raised so far
- how much time is left

TWITTER - @JULIACSOCIAL WWW.JCSOCIALMARKETING.COM
ENGAGE WITH YOUR FUNDRAISERS

Contact fundraiser as soon as they reach $50
Reach out immediately
Share the User Guide
Ask if they need help or information
Encourage them
Show appreciation
BUILD YOUR NETWORK

Send thank you letters to fundraisers to post in the Fundraising Page.

Send videos for them to post.

Send personal messages for them to share.
Hi Sarah,

Thanks for choosing us as a beneficiary of your fundraiser! I’d like to send you a little 💖 to say thank you!

Please share your address here: https://givp.nl/dcf/9azalGDv

Thank you for believing in a world without childhood cancer is possible 💖.

Lan Freitag
Community Fundraising Manager - Children’s Cancer Research Fund
fundraise@childrenscancer.org
Leukaemia Care
30 May at 16:18 · Facebook fundraisers

Thank you to:
David Caldicott

You’ve raised £46 by raising money on Facebook for your birthday

You’re amazing!
leukaemiacare.org.uk

---

Autism Assistance Dogs Ireland is 😊 feeling thankful.
15 July at 12:12 · Facebook Fundraisers

Hi Geraldine, I just wanted to personally reach out and say THANK YOU on behalf of all the children and families desperately awaiting an Autism Assistance Dog 🐾.

You and your supporters are amazing 😍 and the vital funds you raise will go directly towards a puppy’s feed & training costs so he can qualify as an Autism Assistance Dog and change the world for a child with autism.

To help you reach your fundraising goal, we have created some useful tips about how to host an awesome Facebook Fundraiser on our website here: https://www.autismassistedogsireland.ie/.../tips-for-hosting...

Any questions at all, you can email on carla@aadi.ie or call me on (022) 43851.

Thanks again, you are pawesome 😊
Carla Ankiah
Head of Fundraising, Partnerships & Supporter Relations
Autism Assistance Dogs Ireland
BUILD YOUR NETWORK

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

MAKE YOUR GIFT TODAY SO WE CAN REACH OUR GOAL!

$75K
$55K
$35K
$15K
$0K

girlsinc
Inspiring all girls to be strong, smart, and bold
Thank you!

You've just changed lives.

This is Helen Aposo. She used to walk a mile and a half to a neighboring village to get water. The walk was long, and the wait was even longer once she got there. Helen’s village didn’t have a well.

When she brought the water home, she’d say to herself, “How should I use this water today? Should I water my garden so we can grow food? Should I wash my kids’ uniforms? Should I use it to cook?”

Helen thought about the water for 10 gallons, and 10 gallons, Helen never had enough water.

We saw the shame in her eyes when she described how her two kids were often sent home from school because their uniforms were dirty.

But a few years ago, people did exactly what you did today — they donated. And because of those donations, Helen’s village got a well. Now, Helen has all the water she needs.

Please know that 100% of your gift will help fund water projects in developing countries, in villages like Helen’s.

Thank you.
Thank you for your Facebook donation in support of St. Jude Children's Research Hospital. Your gift helps ensure that families never receive a bill from St. Jude for treatment, travel, housing or food — because all a family should worry about is helping their child live.
WE ❤ OUR SUPPORTERS!

We made this Video Valentine Card to show how much we appreciate all of you for making our work possible. Happy Valentine’s Day! Enjoy...

WATCH THE VIDEO

- the charity: water team
Facebook for creators: https://www.facebook.com/creators

Canva (graphic design) – https://about.canva.com/en_in/canva-for-nonprofits/

Adobe Spark (graphic design) – https://spark.adobe.com/edu/

Animoto (video) – https://animoto.com/business/non-profit/

Typito (video) – https://typito.com/nonprofit
QUESTIONS?

www.jcsocialmarketing.com
Email: julia@jcsocialmarketing.com
Twitter: @JuliaCSocial

Get The Ultimate Nonprofit Guide to Facebook Fundraising:
https://jcsocialmarketing.com/facebook-fundraising-guide/