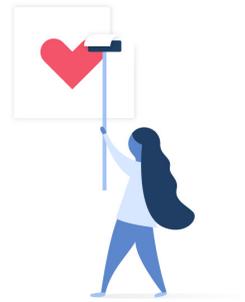# How to Create a Fundraiser from a Nonprofit Page

Use Facebook to raise awareness and drive donations for your nonprofit. Whether your goal is to respond to a current event, raise money for a specific program or generally support your cause, your supporters can donate to your Fundraiser directly on Facebook in a few simple clicks. Facebook charges **no fees** on donations made to nonprofits on Facebook.

STEP 1

There are a few ways to create a Fundraiser
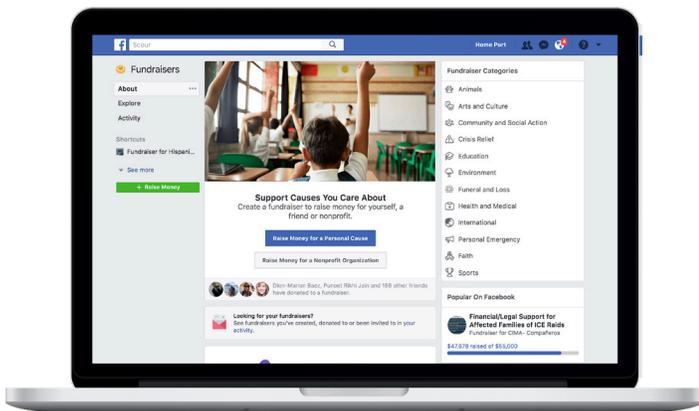
Entry Point 1:

- Visit facebook.com/fundraisers/
- Click the grey **Raise Money for a Nonprofit Organization** button.

Notes:

- Must be a verified page - blue or grey badge
- Only Page admins can create a Fundraiser
- Page Fundraiser creation is currently only available on **desktop** to **approved partners** in US and EU
- Business admins of a Page can only create a Fundraiser through the Business Manager fundraiser hub: business.facebook.com/fundraisers/

Entry Point 2:

- From your Nonprofit Page
- Click the **Fundraisers** tab from the left menu
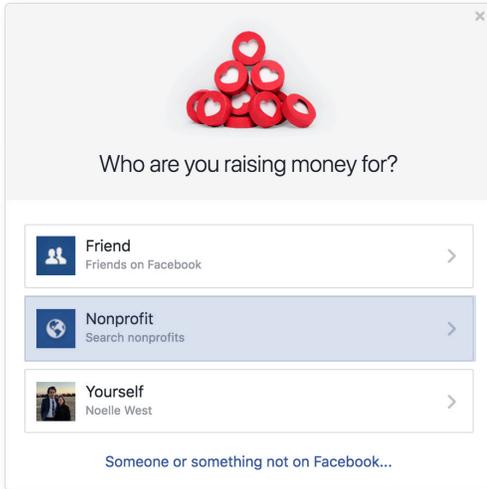- Create a fundraiser by clicking the **+Raise Money**

  OR

- Click **Create Fundraiser** from the **[...]** dropdown on Page under cover photo

Notes:

- The Fundraiser tab is only visible in this view once a Page has created a fundraiser—and you can see your past fundraisers here as well
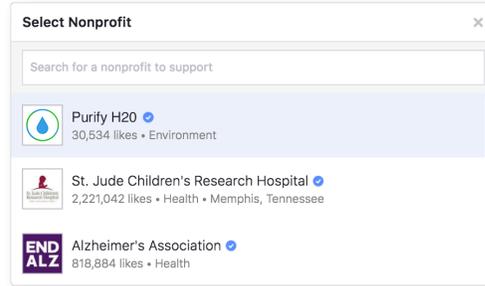
Select **Nonprofit** when asked
Who are you raising money for?

Select your nonprofit's Page by searching for
its name in the search bar.

* If you don't see your nonprofit then you have not
signed up to use Facebook's Charitable Giving tools.
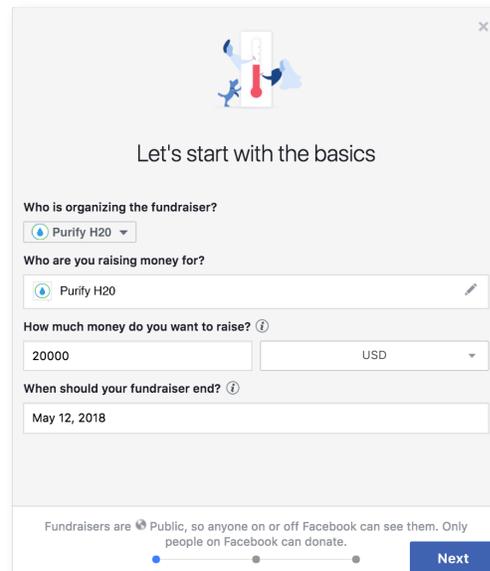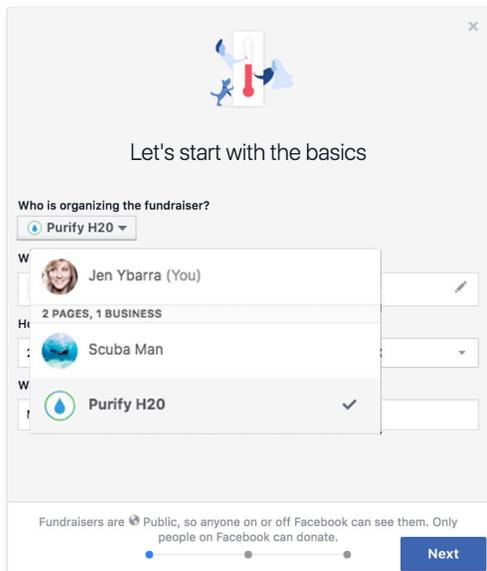Apply here.

Click the dropdown prompt under
 Who is organizing the fundraiser?

Under it, the person creating the fundraiser will see
their personal profile, along with any Pages they admin
that have been approved to create fundraisers.
**Select the Page you want to create the
fundraiser from.**

Add a fundraising goal, currency and timing,
and hit **Next**.

STEP 6

Fill in the title and description of your fundraiser, and hit **Next**.

STEP 7

Pick a cover photo. Then hit **Create**, and your fundraiser will be live to the public.

Fundraising Tips:

LAUNCHING YOUR FUNDRAISER:

- Use a cover photo that illustrates the purpose of your cause. The cover photo is the largest asset that will be displayed on your fundraiser, so ensure that it catches people's attention right away.
- Descriptions should explain what the cause is, why people care about it and specifically what these donations will help to accomplish.
- Include the link to your fundraiser in any newsletters or email lists you may have.

DURING YOUR FUNDRAISER:

- Incentivize giving. Reveal "milestones," and encourage sharing. Offer to match donations.
- "Like" and comment on supporters' donations as they come in.
- Say thanks! Mid-way through reaching the goal, post on the Fundraiser to thank everyone who has donated.

ENDING YOUR FUNDRAISER:

- Once the goal is reached, post again on the Fundraiser page to thank donors for their generous support.
- Involve your audience. Interact with fans on your fundraising page. (Ex. Giving updates on fundraising progress or going Live within the Fundraiser to talk to your fans about the cause.)