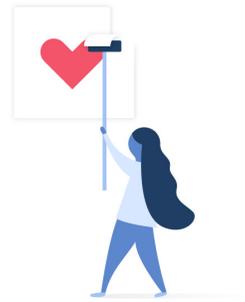




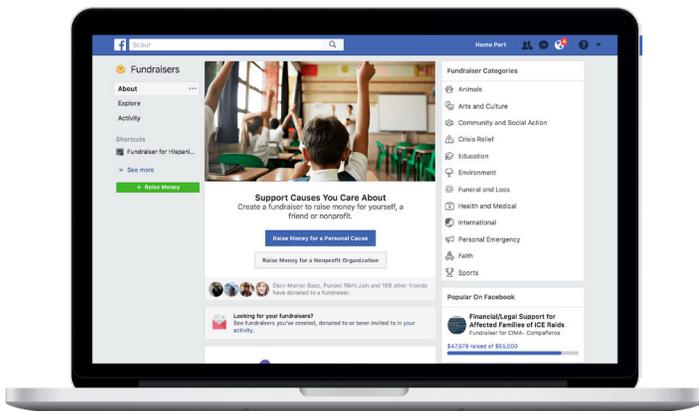
How to Create a Fundraiser from a Nonprofit Page

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

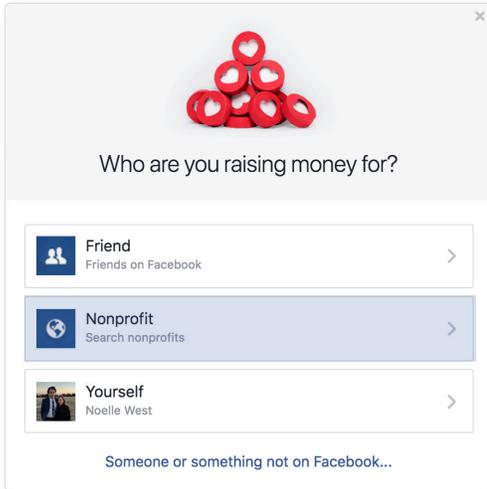
- Click **Create Fundraiser** from the [...] dropdown on Page under cover photo

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

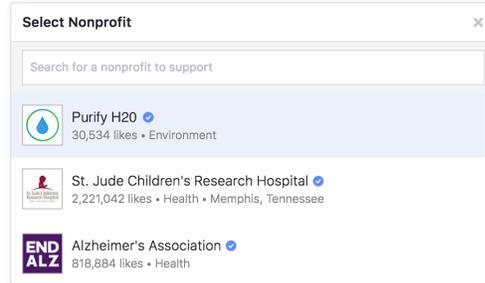
STEP 2

Select **Nonprofit** when asked **Who are you raising money for?**



STEP 3

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.](#)

STEP 4

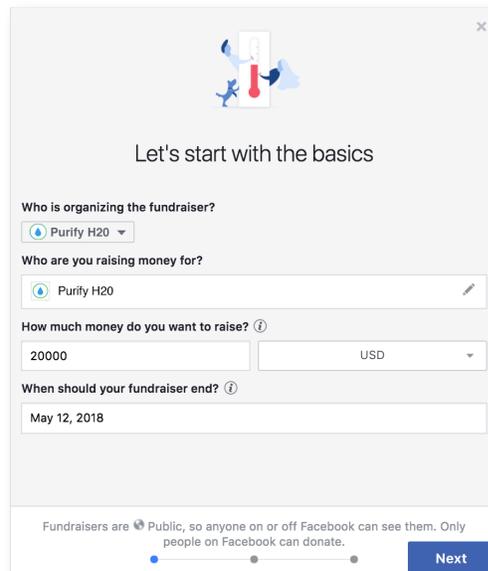
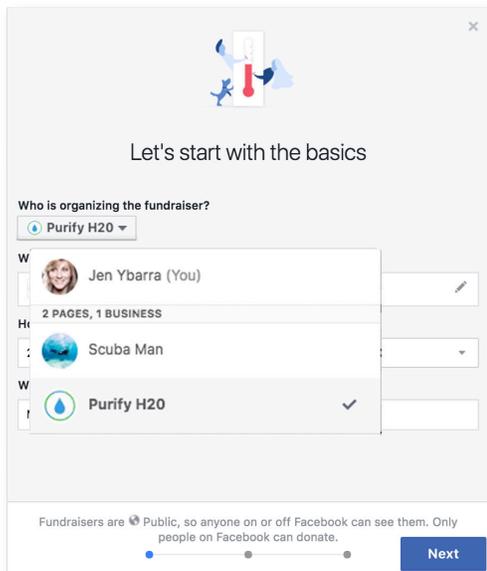
Click the dropdown prompt under **Who is organizing the fundraiser?**

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.

STEP 5

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



STEP 6

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

The screenshot shows the 'Tell your story' step of the fundraiser creation process. At the top, there is a small icon of a person running. Below the title 'Tell your story', there are two input fields. The first is labeled 'What's the title of your fundraiser?' and contains the text 'Purify H2O's \$20K #GivingTuesday Challenge'. The second is labeled 'Why are you raising money?' and contains a paragraph of 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 showing the current step is completed.

STEP 7

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

The screenshot shows the 'Pick a cover photo' step of the fundraiser creation process. At the top, there is a small icon of a person running. Below the title 'Pick a cover photo', there is a 'Suggested photo' section with a photo of hands being washed under a faucet. A 'Drag to Reposition' handle is visible over the photo. Below the suggested photo, there is a 'More suggestions' section with a row of smaller photo thumbnails. At the bottom, there is a note: 'Facebook charges no fees for donations to nonprofits. All donations will go directly to the nonprofit you chose.' There are 'Back' and 'Create' buttons, and a progress indicator showing the current step is completed.

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.)