



# HOW TO USE FACEBOOK'S FREE FUNDRAISING TOOLS TO DRIVE DONATIONS

Julia Campbell  
Nonprofit Day 2018  
#NPDay2018

TWITTER - @JULIASOCIAL #NPDay2018

# ABOUT ME

Mom of 2

Returned Peace Corps Volunteer (Senegal 2000-2002)

Former Development and Marketing Director at small shops

Author, *Storytelling in the Digital Age: A Guide for Nonprofits*

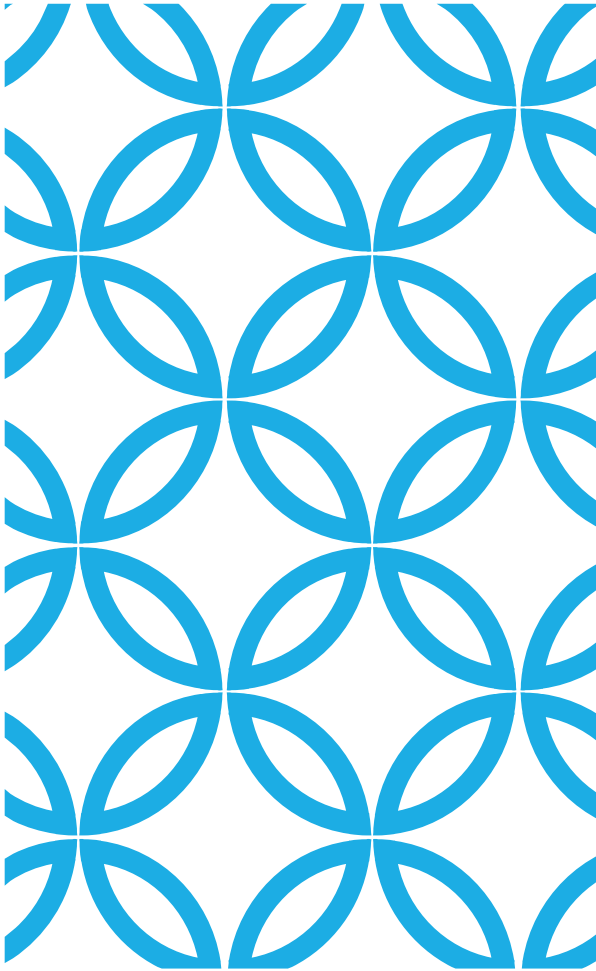
Passionate digital storytelling evangelist

Tweet: @JuliaCSocial



TWITTER - @JULIASOCIAL #NPDAY2018





# TWEET ALONG!

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@JuliaCSocial  
#NPDday2018

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# Connect

Slides, notes and resources

<http://bit.ly/NPDayFacebook>



# LEARNING OBJECTIVES



Identify the pros and cons of the four main types of fundraising tools on Facebook



Select and set up the best and most appropriate Facebook fundraising tool for your organization's goals



Effectively engage your online communities to use the free tools to raise money for your organization

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## Growth Mindset

I should try a different way.

This will be challenging, but I'll keep at it.

I can try again.

I don't care.

I'm not the best, but I will try my best.

Tomorrow is a fresh start.

I am working really hard at this.

I will make the best of this.

I am going to help my friend do better.

I will think more carefully.

I don't get it yet.

## FIXED MINDSET

I am so good at this!

I'm never going to get this.

This is too hard.

I hate this.

Boring!

I give up.

Everyone says I'm bad anyway.

He's just smarter than me.

I've never been good at this anyway.

# OVERVIEW

More than  
\$300  
million  
raised



750,000  
nonprofits  
enrolled



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**Purify H2O**

1 hr · 🌐

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!



**Give Water, Give Life**

Your support will help bring clean...  
[purifyh2o.org](http://purifyh2o.org)

Donate



Myles Larson and 100 others

10 Comments



Like



Comment



Share

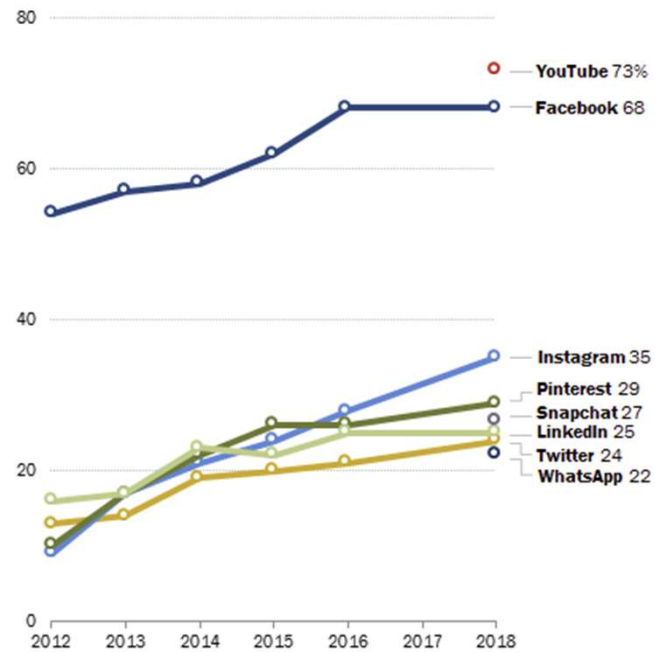


**Kara Fong**

Yesterday at 10:14 PM · 🌐

## Majority of Americans now use Facebook, YouTube

% of U.S. adults who say they use the following social media sites online or on their cellphone



Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat or WhatsApp.  
Source: Survey conducted Jan. 3-10, 2018. Trend data from previous Pew Research Center surveys.

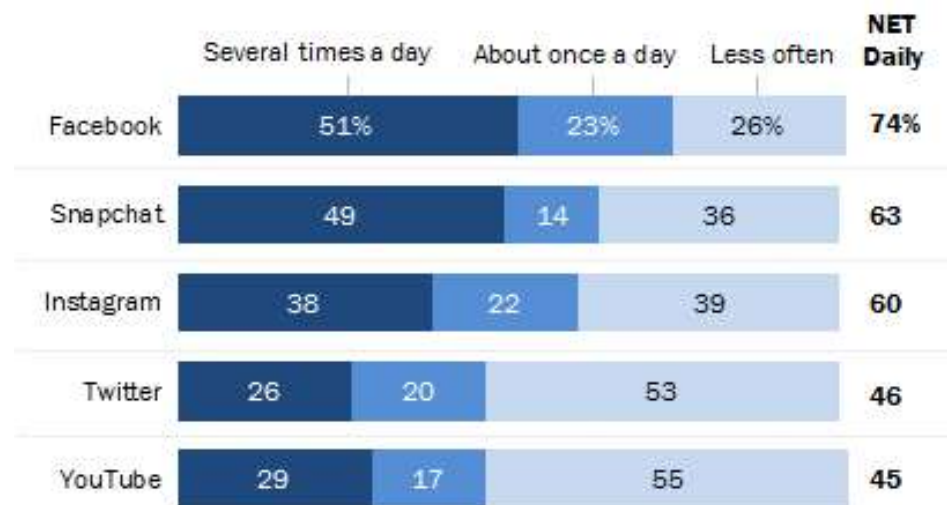
"Social Media Use in 2018"

PEW RESEARCH CENTER



## A majority of Facebook, Snapchat and Instagram users visit these platforms on a daily basis

Among U.S. adults who say they use \_\_\_\_, the % who use each site ...



Note: Respondents who did not give 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. 3-10, 2018.

"Social Media Use in 2018"

PEW RESEARCH CENTER

# ON GIVING TUESDAY 2017:



15% of all donations were on Facebook (an increase from just 4% in 2016);



\$45 million in donations processed;



Over 46,000 different nonprofits received a donation that day;



473,000 donors gave gifts;



$\frac{3}{4}$  of these donors had not previously donated via Facebook.

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## TAKE NOTE

20% of those same donors gave AGAIN via Facebook within 6 months;

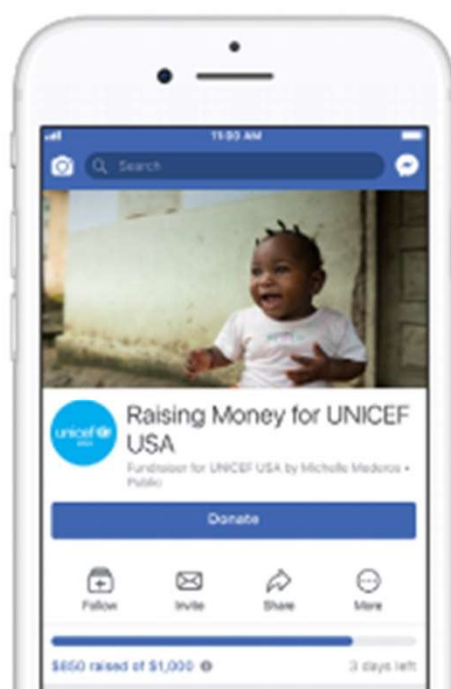
The percentage of donations that came from *people unconnected to the creator of the Fundraiser* was DOUBLE what usually happens on a typical day.

More: <https://jcsocialmarketing.com/2018/09/5-actions-nonprofits-should-take-based-on-facebooks-givingtuesday-report/>

## Organic Fundraising

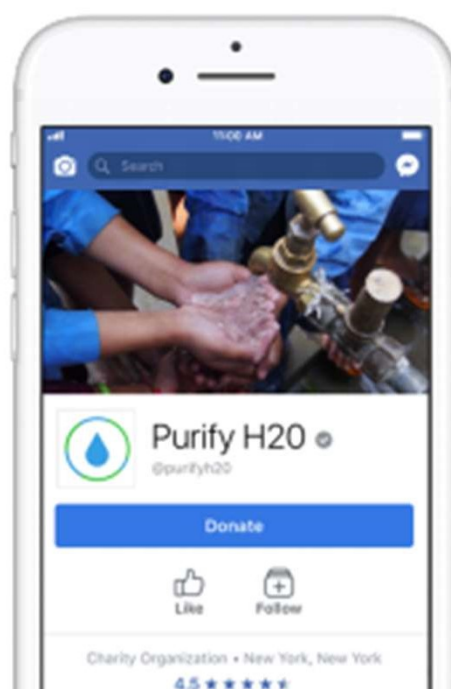
\$31.2M

Non-birthday  
Nonprofit Fundraisers



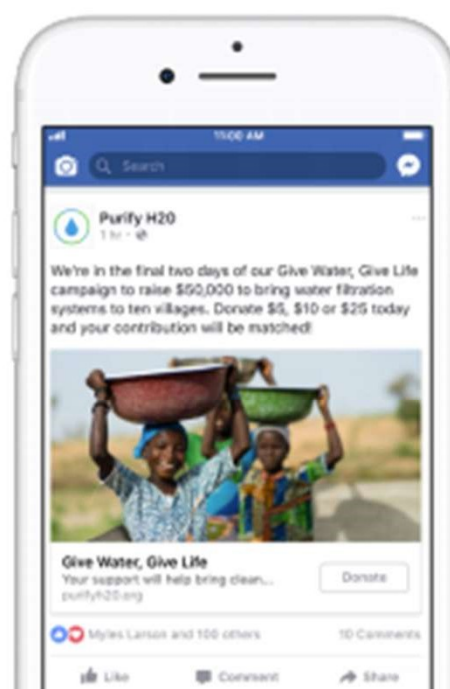
\$6.4M

Donate Buttons  
on Page



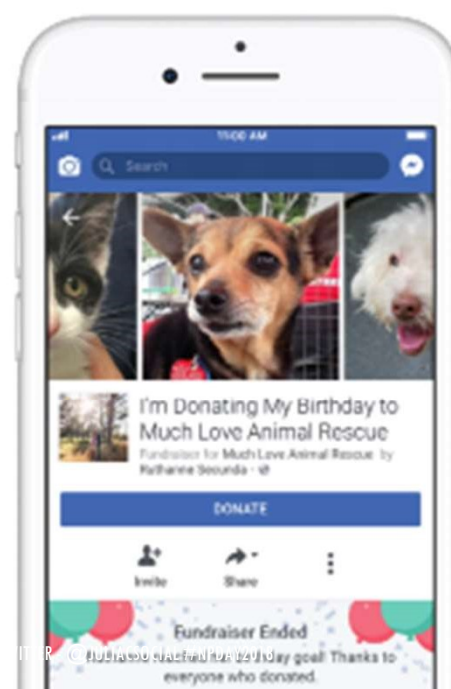
\$5.8M

Donate  
Buttons

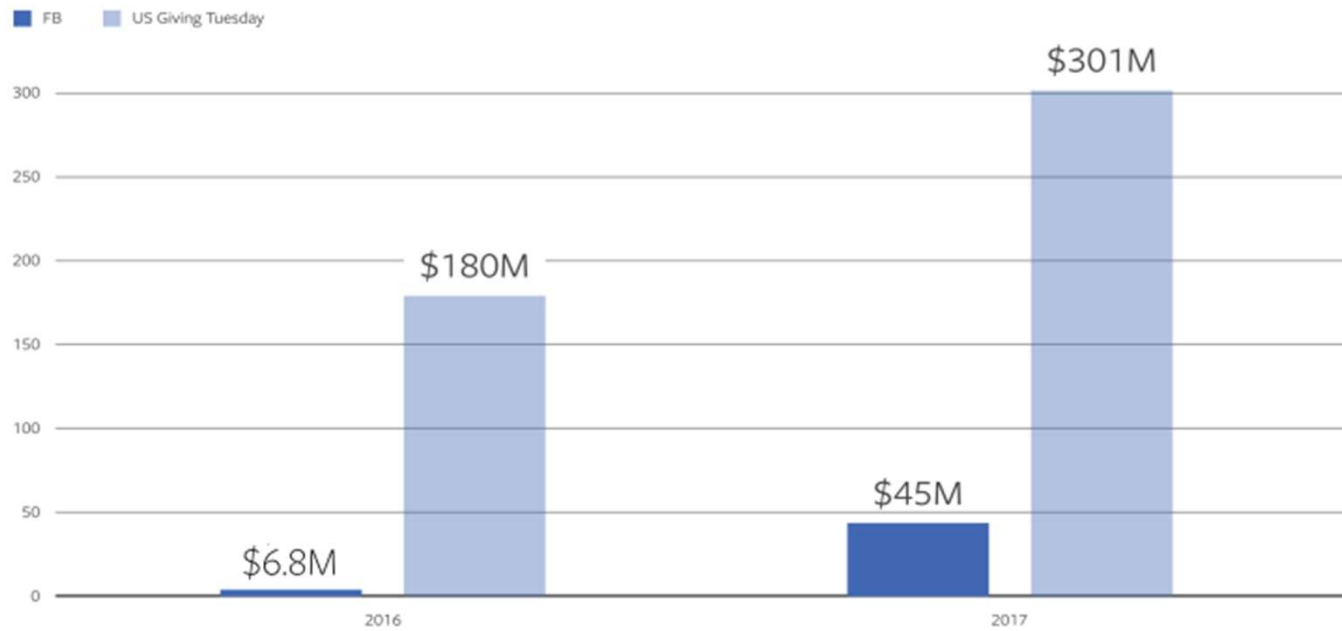


\$1.5M

Birthday  
Fundraisers



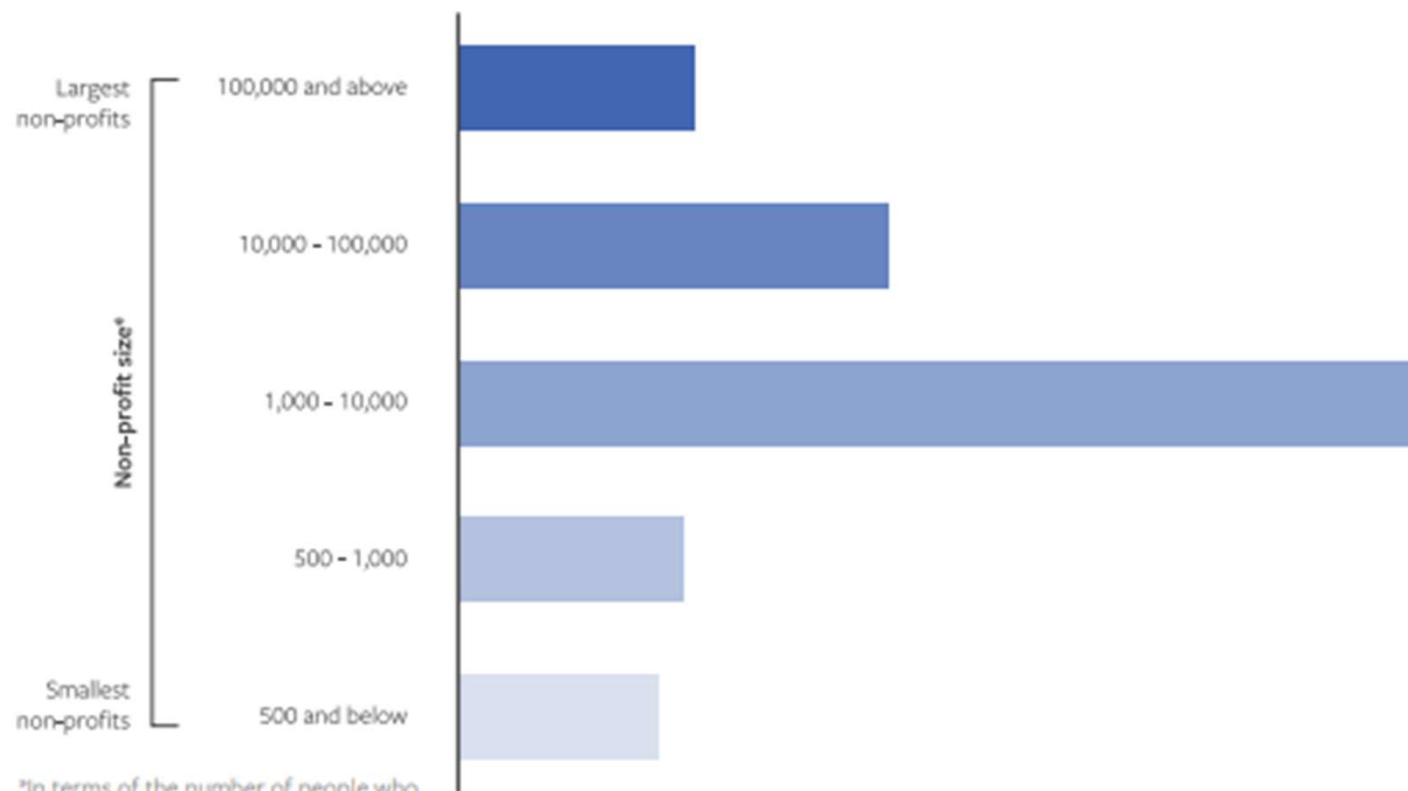
### DOLLARS RAISED ON GIVING TUESDAY IN THE US 2016 VS. 2017



Year	2016	2017
FB as % of overall US Giving Tuesday Volume	4%	15%



## TOTAL FUNDS RAISED BY NONPROFITS IN THIS GROUP



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

# 2018 ONLINE GIVING TRENDS

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60% of donors in North America prefer to give online with a credit or debit card

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46% are enrolled in a monthly giving program

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80% don't want anything in return (such as a free gift)

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68% prefer to be thanked via email

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43% have donated a tribute on a friend or family member's birthday

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16% have created a peer-to-peer fundraiser

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## 2018 ONLINE GIVING TRENDS

51% say Facebook is the social media platform that most inspires them to give.

28% of donors have given through Facebook fundraising tools, and 87% of them say they'll give again.

# BEST WAY TO STAY UP-TO-DATE

Nonprofits on Facebook:

<https://www.facebook.com/nonprofits/>

Facebook's Nonprofit Resources:

<https://nonprofits.fb.com/>



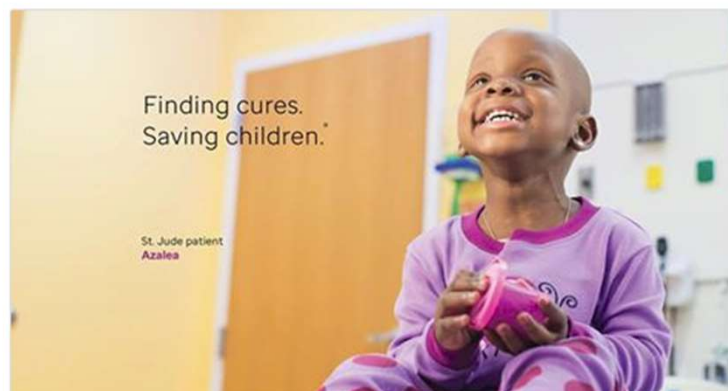
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**Cassie Mazzaglia** donated to Melissa Cannistraci's birthday fundraiser for St. Jude Children's Research Hospital.

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



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Cassie Mazzaglia donated to Melissa Cannistraci's birthday fundraiser for St. Jude Children's Research Hospital.

Share on Your Timeline

Say something about this fundraiser...

— supporting St. Jude Children's Research Hospital.

Finding cures.  
Saving children.®

St. Jude patient  
Azalea

Show All ↓

Public Cancel Post

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

Promote Your Business

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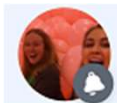
## Raise Money When You Need It

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



**Roby Giannopolo** is raising money for a charitable cause. See what she wrote.

Fri at 8:13 AM

...



## 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



### Add a Donate Button

You can add a donate button to your post to raise money for a nonprofit on Facebook.



**Norrie Gall, Kate Iannotti Pellegrini** and 49 other friends have donated through Facebook.

Select Nonprofit

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*Julia Campbell*



## 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**

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## Your Donation Receipt

Hi Julia,

Thanks for your donation to benefit Long Island Bulldog Rescue. You can help raise even more money by sharing this fundraiser with friends.



Share Fundraiser

Invite Friends



### Kate and Peanut's Birthday Fundraiser for Long Island Bulldog Rescue

Fundraiser for Long Island Bulldog Rescue by Kate Iannotti Pellegrini



**Long Island Bulldog Rescue**

EIN 20-4045384

TWITTER - @JULIASOCIAL #NPDAY2018



# HOW TO REGISTER



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](http://www.donations.fb.com)

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# HOW TO REGISTER

Page must be verified.

Must follow Facebook's  
community standards.

Must be linked to a donations  
account.


Must be in the Nonprofit  
category.

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Search **Update Nonprofit Profile** Products Blo

Results > Ratios: Introducing GuideStar Platinum



**Better data,  
for better decisions,  
for a better world**

Search GuideStar for the most complete, up-to-date no

Q GuideStar Basic Search

## HOW TO REGISTER

Update your Guidestar account, because a lot of Facebook's information is pulled from there.

Facebook checks Guidestar in their verification and vetting process.

# 6 FUNDRAISING TOOLS



Donate button on  
Facebook Page



Donate button on  
Facebook posts



Donate button in  
ads



Donate button in  
Facebook live  
streams



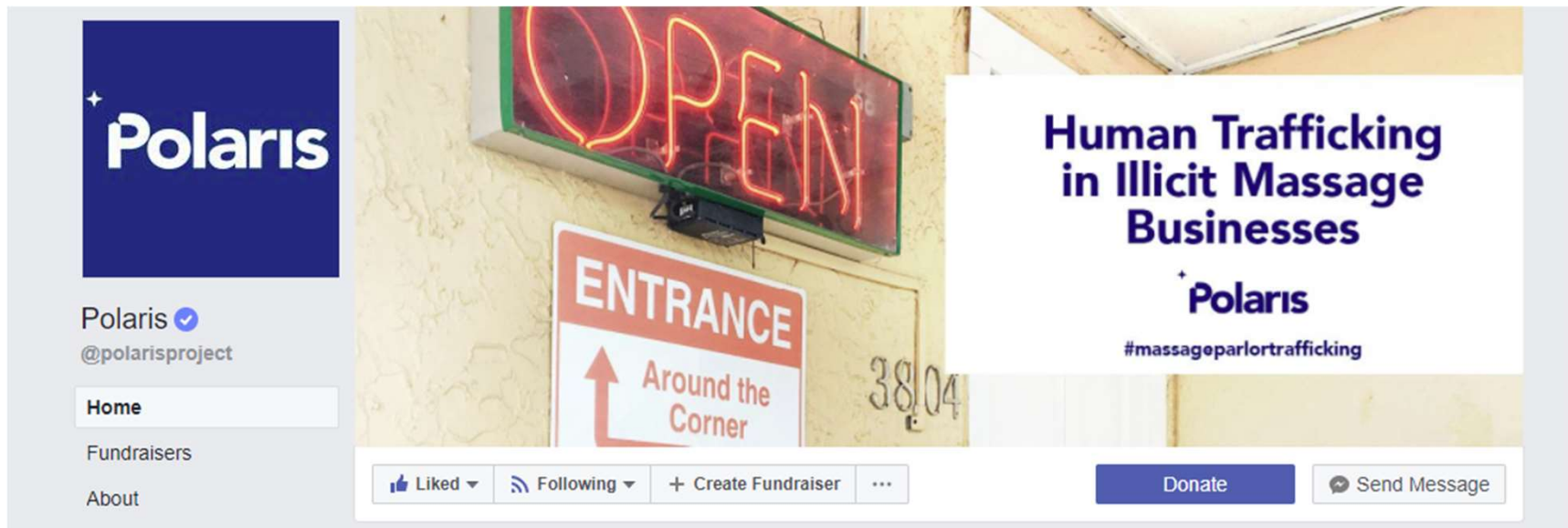
Facebook  
Fundraisers set up  
by your Page



Facebook  
Fundraisers set up  
by your supporters

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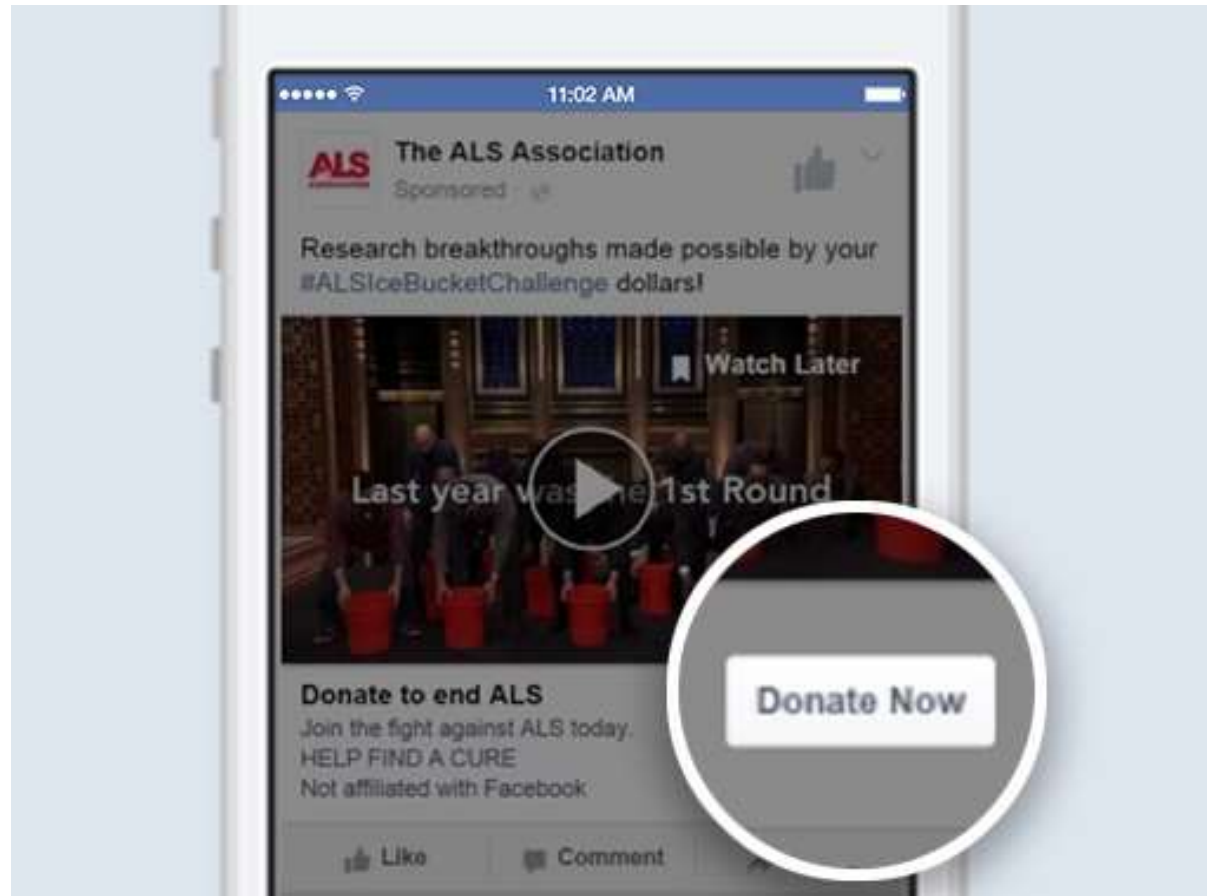




# PAGE HEADER

## PAGE POST

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# FACEBOOK ADS



**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](http://my.gbfb.org)

Not affiliated with Facebook

[Donate Now](#)




12 Shares



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# INDIVIDUAL PROFILE POSTS


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 **Shana Masterson** created a fundraiser for National Multiple Sclerosis Society. 17 mins · Facebook Fundraisers · 🌐

Our goal—a world free of MS.

I've signed up for Bike MS—a fundraising ride that is changing the lives of people affected by MS and helping fuel progress toward a world free of MS. I'd love your support as I prepare for this incredible experience.


I am preparing to go the distance for MS. It will take training, preparation and ongoing commitment from hundreds of other people and thousands of cyclists all over the country. What will really put power in my pedals is your support... [See More](#)



 **Biking for a world free of MS**  
Fundraiser for National Multiple Sclerosis Society by Shana Masterson

Our goal—a world free of MS.

I've signed up for Bike MS—a fundraising ride that is changing the lives of people... [See More](#)



\$0 raised of \$300

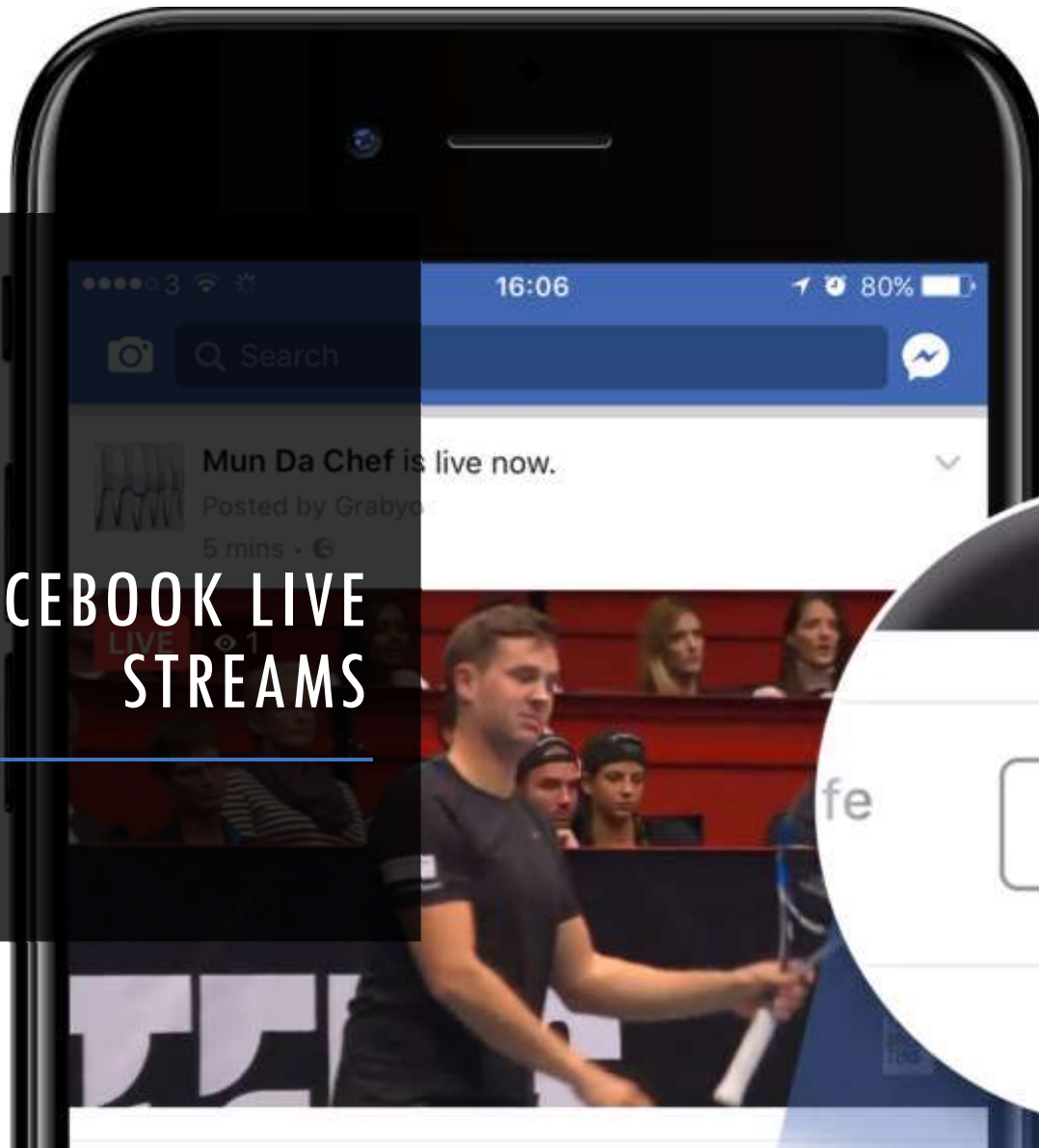
Be the first to donate!

[Donate](#) [Chat](#)

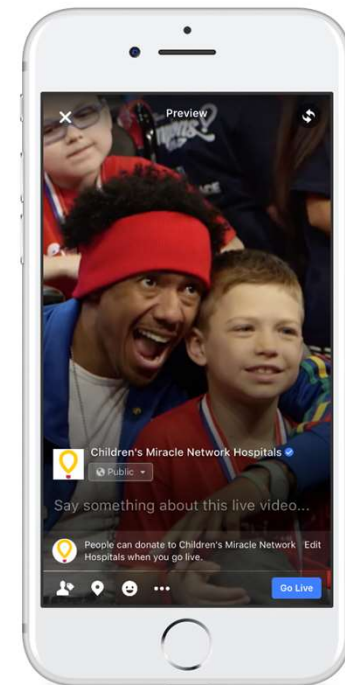
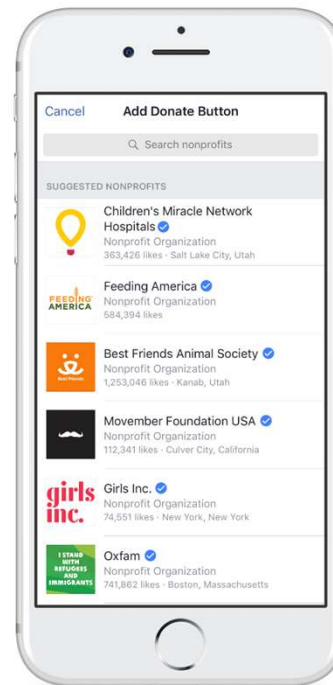
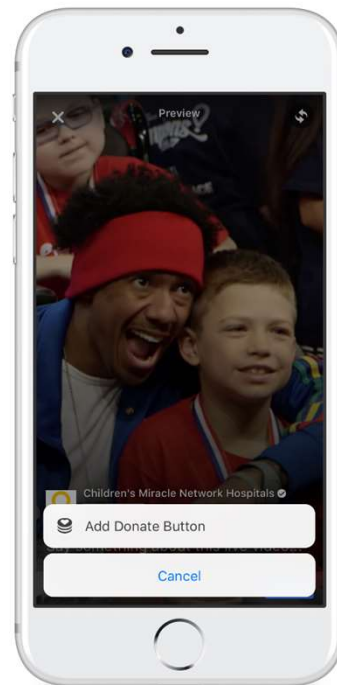
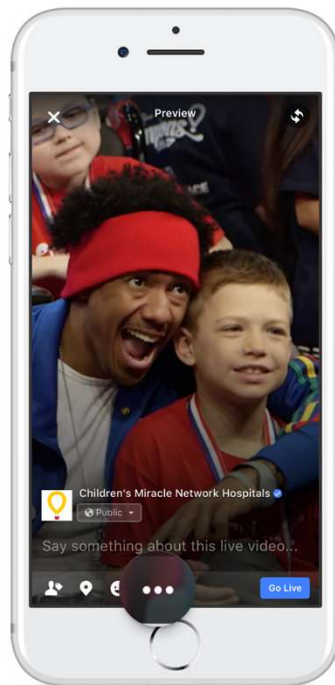
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# FACEBOOK LIVE STREAMS

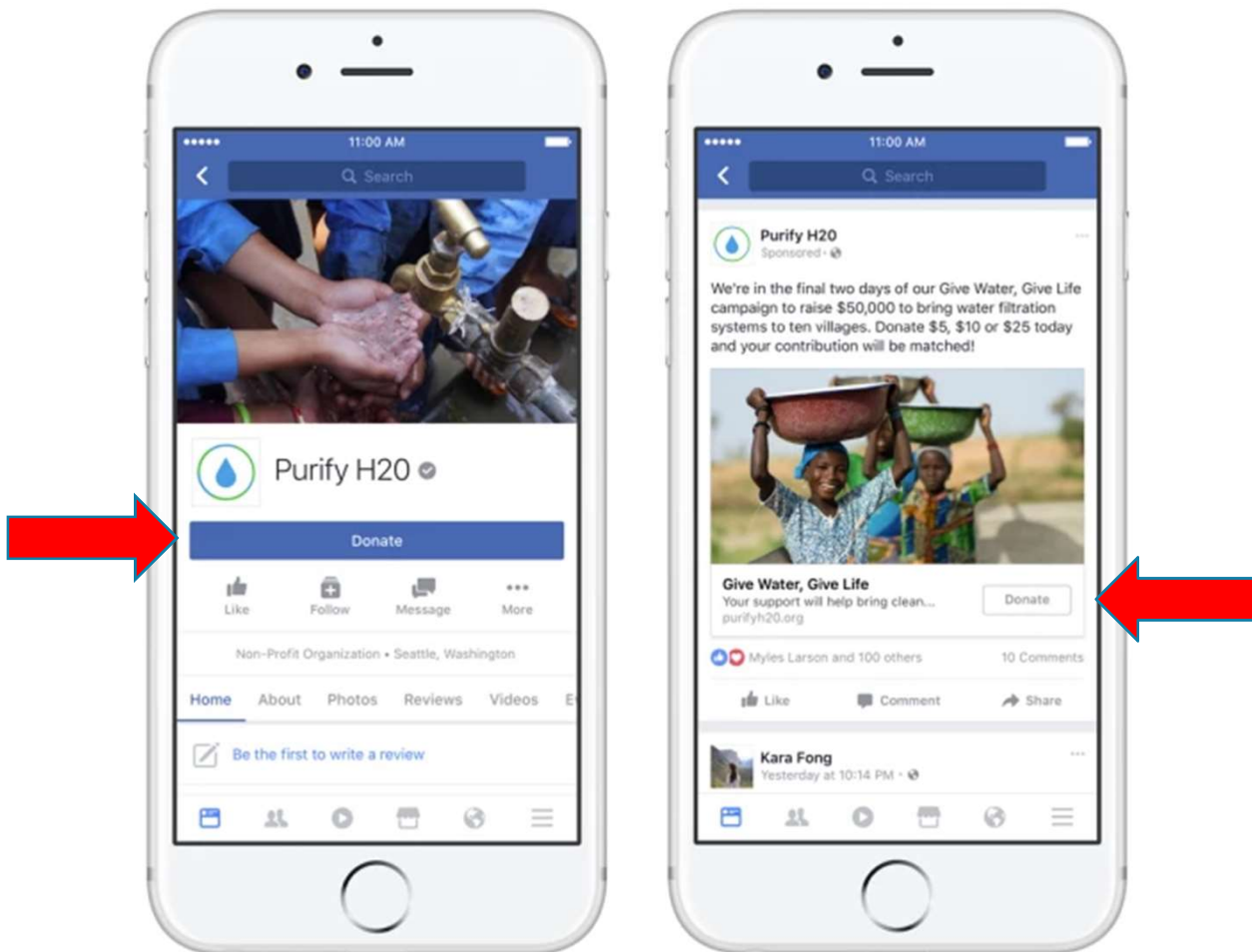


TWITTER - @JULIASOCIAL #NPDAY2018



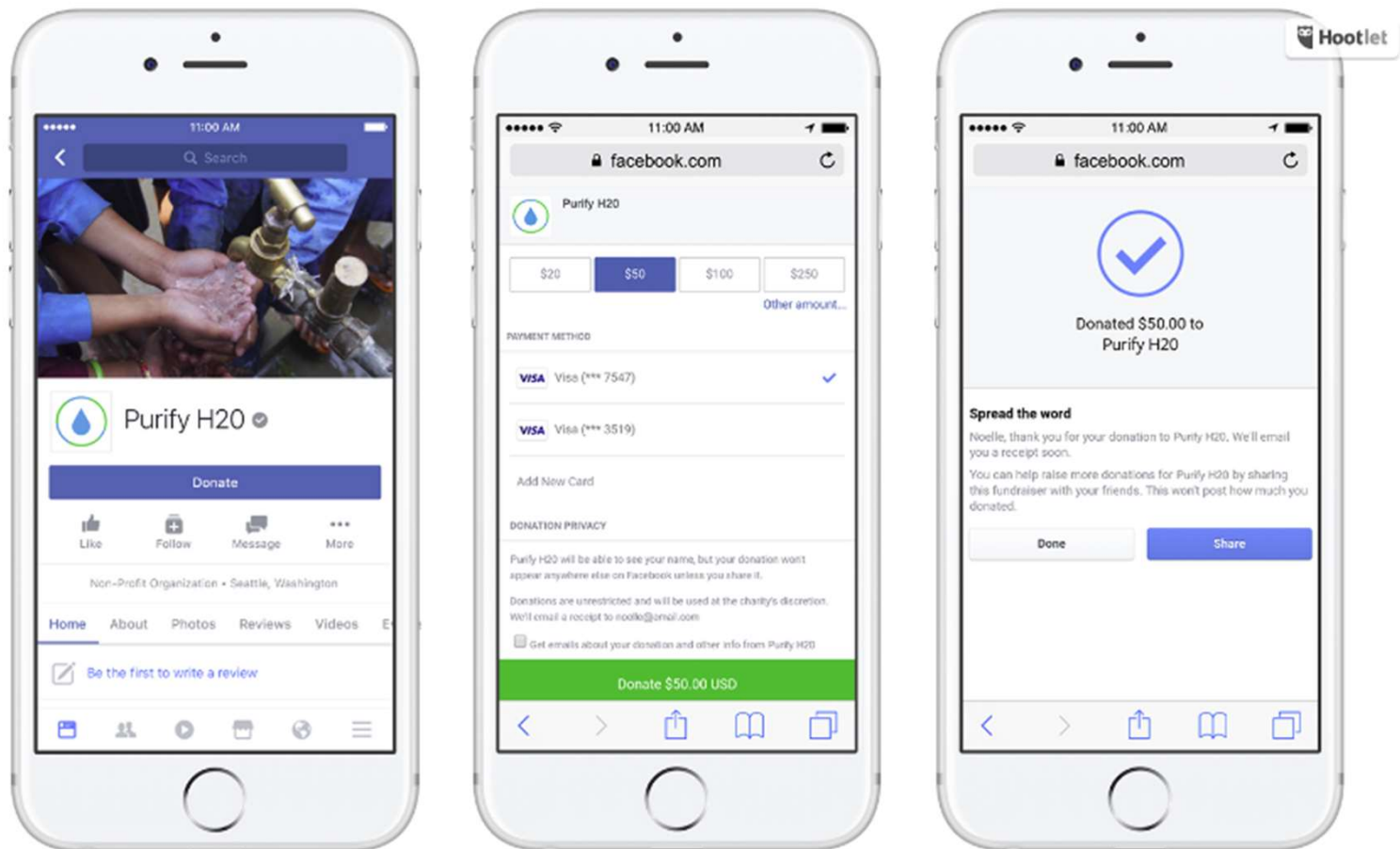
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TWITTER - @JULIASOCIAL #NPDAY2018





# RECURRING DONATIONS

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

One time

Daily

Monthly

Annual

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Example: \$5 a day allows them to rescue, rehabilitate and re-home a dog.

Have other dog lovers challenge their friends to give \$5 per day for 100 days.

**\$5 X 100 IS DIFFERENT THAN  
\$500**



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**\$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**



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*Together,*

**WE CAN**

Keep the Lights On for Youth

**DONATE  
TODAY** \$



**Skill  
Building**

**Educator  
\$250/month**

Funds Career Exploration, Job Training, Staff Development.



**Community  
Involvement**

**Neighbor  
\$100/month**

Funds Field Trips, Community Event, Youth-Led Service Projects.



**Student Voice  
& Choice**

**Mentor  
\$50/month**

Funds Youth Leadership Training, Youth Coordinator Position, School Assemblies.



**Caring Youth &  
Adult Relationships**

**Friend  
\$25/month**

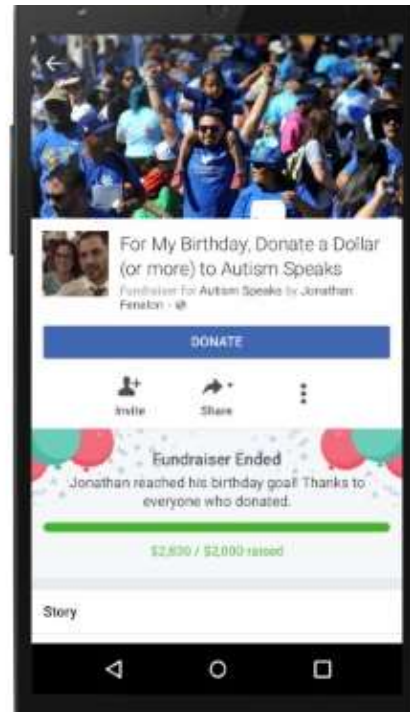
Funds late-night events, Purchases Materials for Activities.



**Physical &  
Emotional Safety**

**Supporter  
\$10/month**

Funds 1 Year Membership for a teen at the youth center.



# FACEBOOK FUNDRAISERS

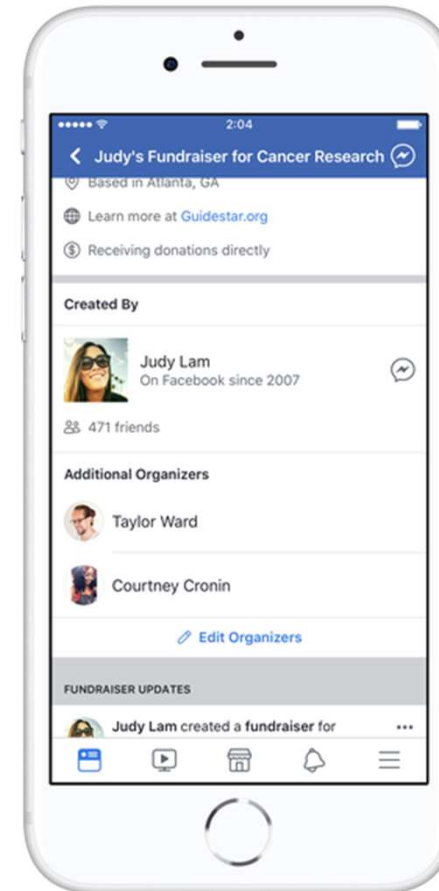
Peer-to-peer fundraising

Individual profiles can create Fundraisers

Facebook Pages can create Fundraisers

# FACEBOOK FUNDRAISERS

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



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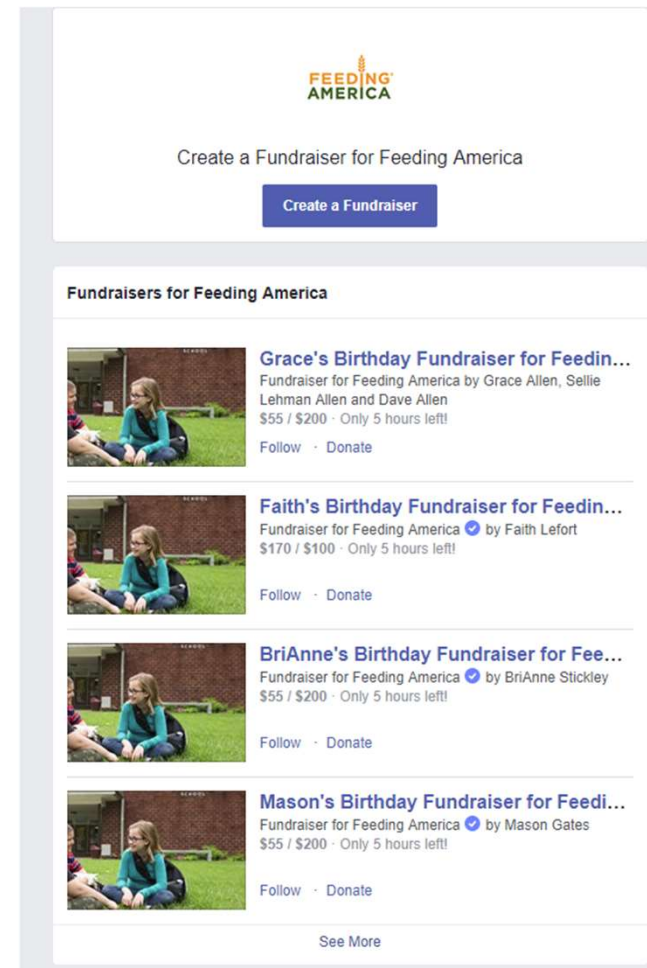


# FACEBOOK FUNDRAISERS

Customized nonprofit landing  
pages – unique URL


Example:

[https://www.facebook.com/  
fundraisers/FeedingAmerica/](https://www.facebook.com/fundraisers/FeedingAmerica/)



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Let's start with the basics

**Who is organizing the fundraiser?**  

Purify H20

**Who are you raising money for?**  

Purify H20


**How much money do you want to raise?**  

20000

USD

**When should your fundraiser end?**  

May 12, 2018

Fundraisers are  Public, so anyone on or off Facebook can see them. Only people on Facebook can donate.

Next



Who are you raising money for?


 **Friend**  
Friends on Facebook


 **Nonprofit**  
Search nonprofits

 **Yourself**  
Noelle West


Someone or something not on Facebook...

Select Nonprofit

 **Purify H20**  
30,534 likes • Environment

 **St. Jude Children's Research Hospital**  
2,221,042 likes • Health • Memphis, Tennessee

 **Alzheimer's Association**  
818,884 likes • Health



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 [purifyh20.org](http://purifyh20.org) to learn more.


Back

Next






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.

Back

Create

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Julia  
Campbell

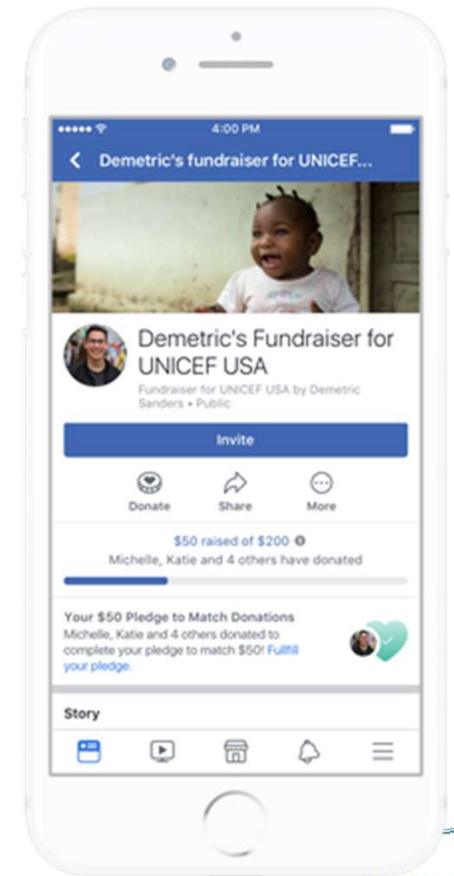
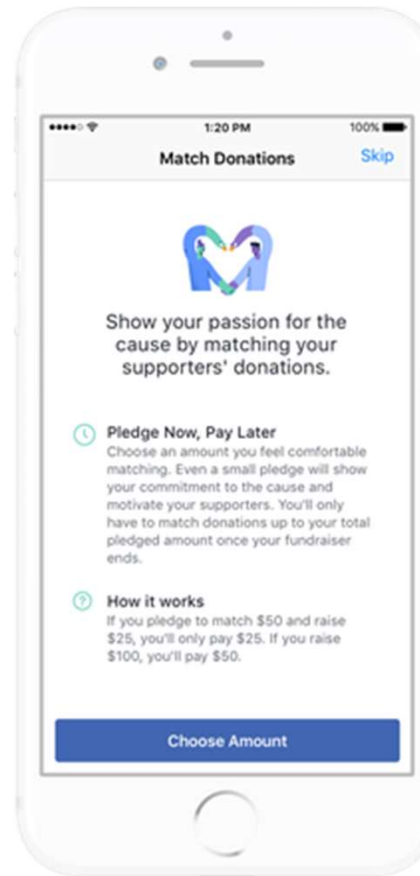
# MATCHING FUNDS

Upon created 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



Julia  
Campbell

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# MATCHING FUNDS

Amount Raised

**\$386 / \$1,000**

Time Left

**6 days**

**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

RECENT ACTIVITY

 **Michelle Chu** donated.

July 1 at 9:49pm · 🌐

**SUPPORTERS**

18

717

30


donated

invited


shared

**INVITE FRIENDS**


+ Add friends to this fundraiser

 Janet Ruth

Invite

 Jason McCallister



Invite

 Megan Soffer

Invite

Show More Friends


**ABOUT THE NONPROFIT**

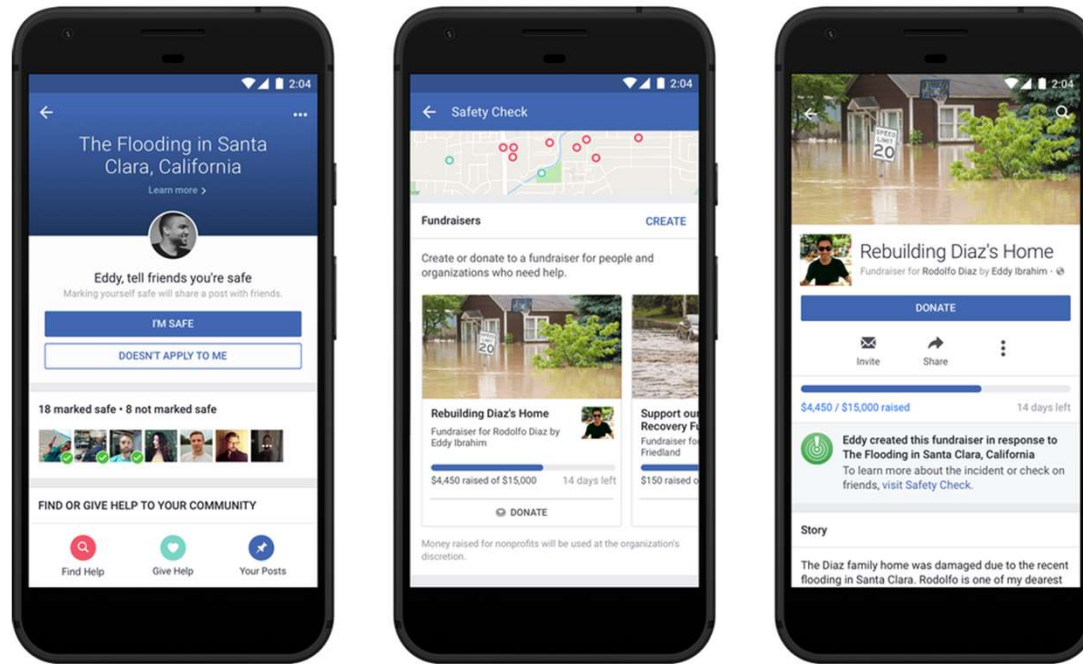
 **The Humane Society of the United States** 

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](#)





# SAFETY CHECK

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# WHAT ARE THE PROS?



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.

# ONLINE GIVING IS GROWING

For the 3 months ending August 2018, charitable giving to nonprofits increased 2.2%, while **online giving increased 10.3% compared to the same period in 2017.**

Source: [https://www.blackbaud.com/industry-insights/blackbaud-index?mc\\_cid=b4808cc8e0&mc\\_eid=35b48811ed](https://www.blackbaud.com/industry-insights/blackbaud-index?mc_cid=b4808cc8e0&mc_eid=35b48811ed)

# 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).



No easy or fast way to thank  
Fundraisers or donors.



No way to cultivate a long-  
term relationship with third-  
party donors.

# FUNDRAISING PROFESSIONALS ARE TERRIFIED



# A NEW ERA FOR FUNDRAISING

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# 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

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# HOW NONPROFITS CAN EFFECTIVELY USE FACEBOOK FUNDRAISERS

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## IDEAS

Mindset shift — not about us,  
it's about the donor

Providing the donor with the  
best possible experience

Cultivating and delighting  
the person doing the  
fundraising!

They are not your donors

You are one of their charities

ACLU The Nature Conservancy Save the Children Union of Concerned Scientists ASPCA

Habitat for Humanity UNICEF Food for the Poor Wounded Warrior Alzheimer's Association  
Human Rights Watch Humane Society World Vision Samaritans Purse Care  
Environmental Defence Fund PETA Billy Graham Evangelistic Association Sierra Club  
Disabled American Veterans Museum of Modern Art Banner Health Child Spring International  
Natural Resources Defense Council American Red Cross Doctors Without Borders Feeding America  
Environmental Defence Fund National Audubon Society March of Dimes Smithsonian Institute Earth justice  
Americares Foundation Wildlife Conservation Society American Museum of Natural History  
American Association for the Advancement of Science America Medical Foundation  
Southern Poverty Law Center (SPLC) Ocean Conservancy Electronic Frontier Foundation  
Human Rights Campaign The Consortium of Music Shriners Hospital Liberty Hill

bluefrog  
FUNDRAISING

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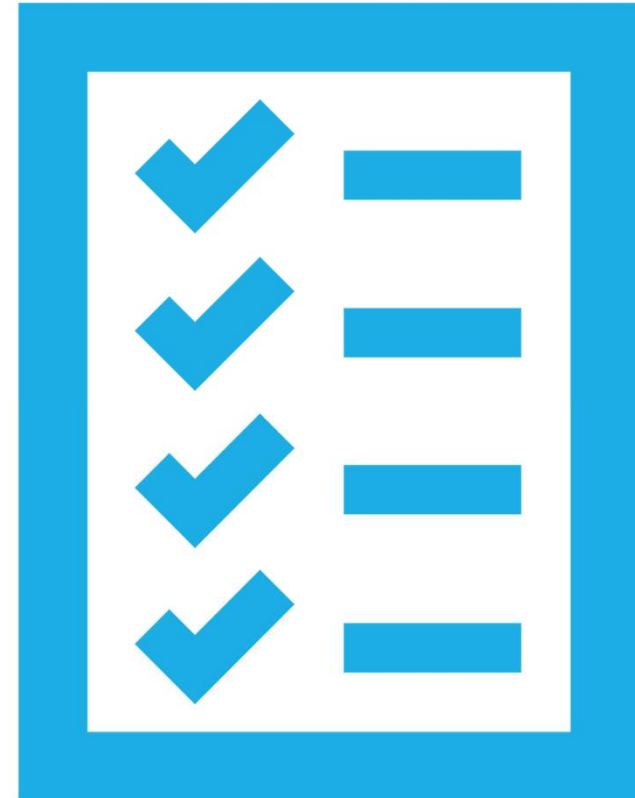


# THREE MAJOR STEPS

Ask your donors to create fundraisers on behalf of your organization and

Give them the right tools to launch a successful fundraiser.

Cultivate the Fundraisers and turn them into long-term, loyal donors.



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## 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!



# CAPTURE BIRTHDAYS

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#MilestoneMonday

# 2 Months Safe & Home

A survivor has  
just celebrated  
**60 days** at  
Amirah.

## #MilestoneMonday:

A survivor is  
graduating from  
Phase 1 of her  
recovery program.



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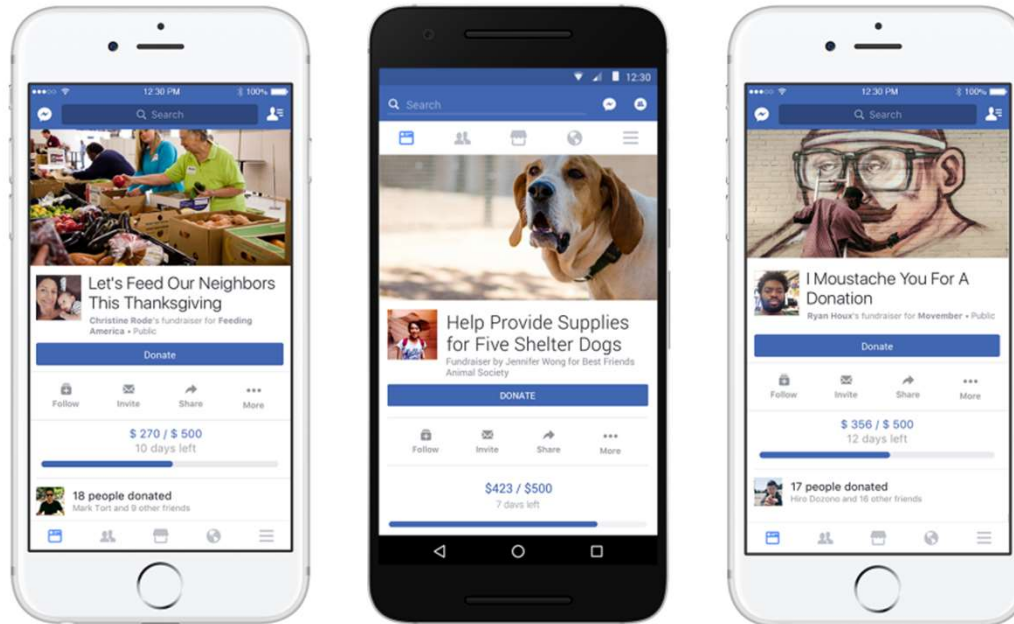


# BE INTENTIONAL

Incorporate	Incorporate it into your annual fundraising strategy.
Add	Add it to your welcome email series.
Talk about	Talk about it during events.

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## STEP TWO: GIVE PEOPLE THE TOOLS

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# CREATE A USER GUIDE

*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/>

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### **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.

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# How to Start a Facebook Fundraiser



Visit

[www.facebook.com/fundraisers](http://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](http://adaa.org)



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# GIVE THEM BEST PRACTICES

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](http://greetingcardpoet.com)

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November 23 at 11:00am · 🌐

Today, especially, we are thankful for the generous volunteers, donors and friends of Rosie's Place who enable us to serve more poor and homeless women each year. You rock!



👍 Like    💬 Comment    🦉 Hootlet    ➦ Share    🦉 Hootlet    📺 B

ENCOURAGE THEM TO THANK  
EVERYONE

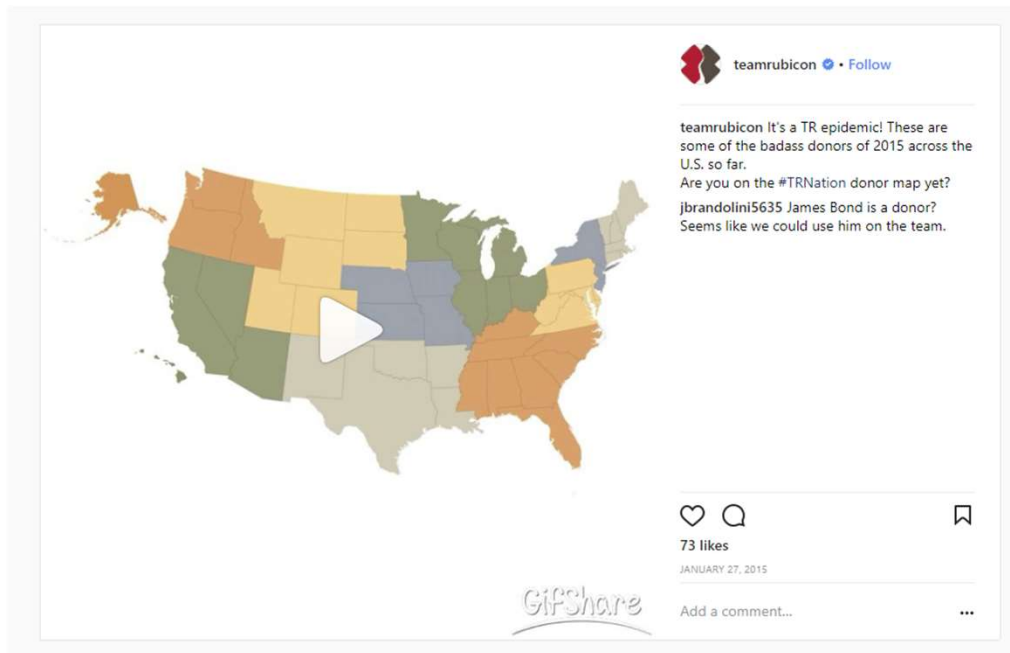
Private message

Facebook live

Facebook video

Post on the Fundraiser page

# CREATE A SHORT VIDEO



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Walk them through the process



Show examples



Explain how it works and why it's beneficial



Be excited!

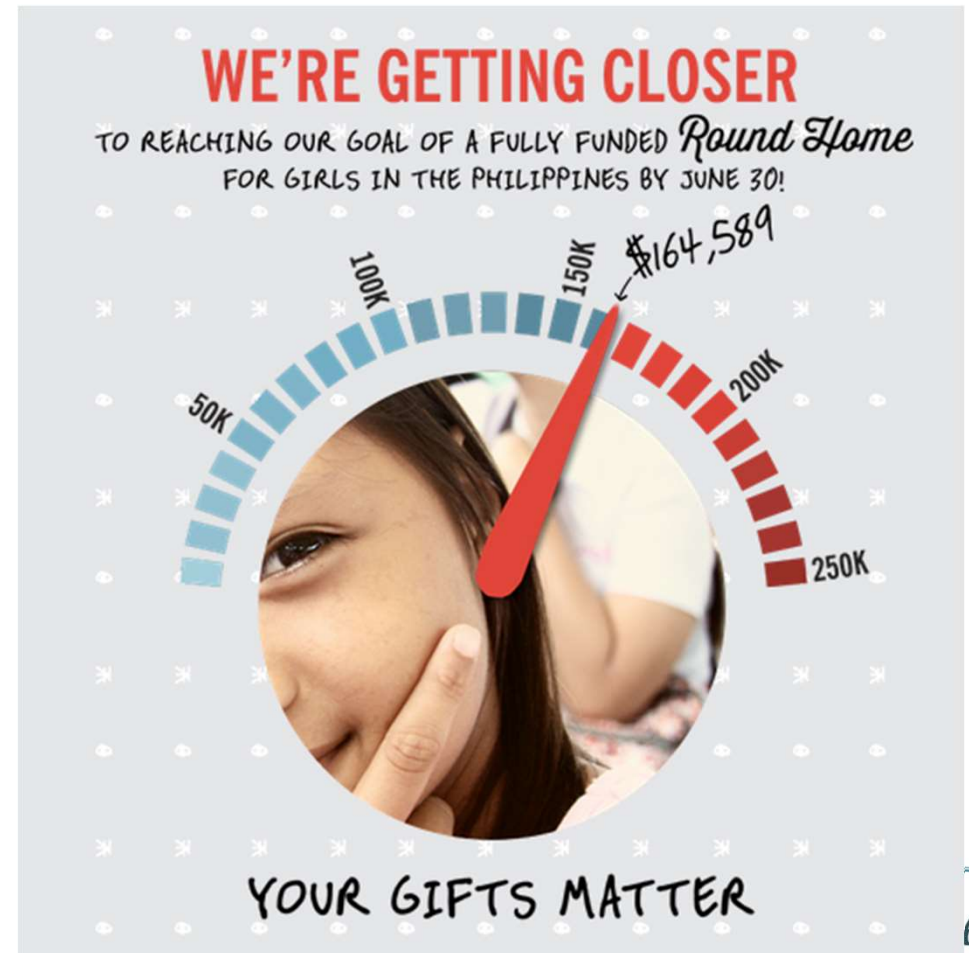
# HOST A LIVE WEBINAR

Walk them through the process

Provide updates and trends

Interview someone who held a fundraiser for you

Answer questions



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*lia  
Campbell*

**ROAD SCHOLAR<sup>®</sup>**

## What is Instagram?

- Free
- Online
- Photo Sharing

#AgeAdventurously

**ROAD SCHOLAR**



How to Use Instagram, Part 1: How to Set Up Your Instagram Account



## 37 Way to Promote Your Fundraiser



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## 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





# 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



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# 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



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# 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



**girls inc.** girlsinc [Follow](#)

161 likes 2w

girlsinc With a goal of \$75,000 we are almost halfway there! Make your gift so we can reach our goal by 12/31 at midnight! [http://bit.ly/girlsinc\\_donate](http://bit.ly/girlsinc_donate) (link in bio) #inhercorner

cedar\_ravine 🌟

beyond.the.boundary.science Hey there! I thought you might be interested that we are hosting a private screening of Hidden Figures January 16th In NYC! We'll have a panel of NASA and folks affiliates of the film discussing how to foster greater diversity in media and the sciences afterwards! Come support a great cause with us! Go to our page for details and tickets!

arjarun ❤️ 🌟

👤 Add a comment... ○○○

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St. Jude Children's  
Research Hospital

Donate Now

Thank you for your support




Muhammad,  
cancerous tumor

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.

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PEOPLE WILL FORGET  
WHAT YOU SAID.  
PEOPLE WILL FORGET  
WHAT YOU DID.  
BUT PEOPLE WILL  
NEVER FORGET HOW  
YOU MADE THEM FEEL.

*Maya Angelou*

# QUESTIONS?

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Blog: [www.jcsocialmarketing.com/blog](http://www.jcsocialmarketing.com/blog)

Get the notes and other resources:  
<http://bit.ly/NPDayFacebook>

Facebook Group:

<https://www.facebook.com/groups/socialmediastorytelling/>



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