HOW-TO: GET STARTED WITH FACEBOOK FUNDRAISING

At the end of 2018, Facebook announced that over $1 billion (WOW!) had been raised using Facebook fundraising tools since the function had been introduced in 2015 (Facebook Newsroom). In addition, Facebook birthday fundraisers raised over $300 million in the first eight months the function was available (Facebook Newsroom). It's become apparent that fundraising on Facebook is a significant opportunity for nonprofits to raise money online.

The Nonprofit Partnership team does not actively fundraise (as we wouldn't want to compete with our member organizations) but we felt it would be a worth-while venture to set-up the Facebook Fundraising tool to become acquainted with the process and so that we can share knowledge with *you!*

This is what we found...

STEPS TO SIGN-UP FOR FACEBOOK FUNDRAISING THROUGH YOUR NONPROFIT'S FACEBOOK PAGE:

1. Go to https://nonprofits.fb.com/topic/fundraising-tools/

2. Click "Apply to Use Fundraising Tools"

Fundraising Tools

You can now collect donations through a number of tools on your Page, ads and posts.

⬇ Apply To Use Fundraising Tools

1. What are Facebook's Fundraising Tools? ⊕

2. How Can I use Fundraising Tools for my Nonprofit? ⊕

3. How Do I Get Started with Fundraising Tools? ⊕

3. **Complete the Charity Verification. You will need:**
   a. A PDF copy of a bank statement from the last 3 months (you will need to upload this as part of the application). Submitting a statement that is older than 3 months will cause a delay in your application being approved.
      i. You will also need your organization's bank account information:
         1. Account holder
         2. Bank Name
         3. Account Number
         4. Routing Number
   b. The name and date of birth of your organization's CEO or Executive Director.
   c. Your organization's tax ID number (EIN or VAT number), which verifies your charitable tax exemption status.
   d. Page Verification
   e. Community Standards Review

Thanks for your interest in collecting donations on Facebook!

To collect donations on Facebook, your charitable organization must have a verified and reviewed Facebook Page that is categorized as either "Nonprofit Organization" or "Charity Organization." You must also complete an application to set up your donations account. Applications typically take 2-3 weeks to be reviewed after they've been submitted.

If you're a business manager admin, you'll need to access the application via this link.

You'll need 3 things to complete an application to receive donations on Facebook.

1. A PDF copy of a bank statement from the last 3 months (you will need to upload this as part of the application). Submitting a statement that is older than 3 months will cause a delay in your application being approved.
2. The name and date of birth of your organization's CEO or Executive Director.
3. Your organization's tax ID number (EIN or VAT number), which verifies your charitable tax exemption status.

The application must be completed in full and progress cannot be saved. Please ensure you have the required information and documentation before you get started.

To complete the application, click the downward arrow next to your nonprofit or charity organization page. Then, proceed to "Donations Account Setup."

To learn more about the requirements for collecting donations on Facebook, review the Frequently Asked Questions. To get support, contact us.

The Nonprofit Partnership
All 3 steps have to be completed before your organization can collect donations from this Page.

Page Verification

This Page has been verified. Learn more

Complete ✓

Community Standards Review

To help protect others on Facebook, we need to review this Page to make sure posts on it follow our community standards. Learn more

Submit for Review

Donations Account

IMPORTANT: You won't be able to save a draft, so please ensure you have the following information readily available when you complete this step:

Create Donations Account

1. Your organization's official name, address, contact info, tax ID, and nonprofit category
2. Your CEO or executive director's name, date of birth, and business address.
3. A legible bank statement or official bank letter dated within the last 3 months.

Note: We do not accept voided checks, partial documents, or documentation that is difficult to read. The bank account holder's name, account number, and bank name provided on the statement must match information provided on the application.

4. Then, you wait!

Community Standards Review

Thanks for submitting this Page for review. You'll get an email if there are any issues. Learn more

Pending ✓

Donations Account

Your organization's account registration form is being reviewed. We'll send an email about the status within 2-3 weeks.

Pending ✓

5. A short time later, you will receive an email when your donation application has been approved.

Wed 2/6/2019 10:06 AM

Facebook <case++aazqyhte2qywxr@support.facebook.com>

Facebook Donate Button Application

To ☐ Ellen Kehl

ⓘ We removed extra line breaks from this message.

Dear The Nonprofit Partnership Team,

Congratulations, your donation application has been approved!

To add the donate button onto your page header:
1. Login to your nonprofit/charity page (as an Admin) 2. Go to your Page's cover photo and click **+ Add a Button**.
3. Select "Make a Purchase or Donate", and then "Donate"
4. Select the option to "Donate Through Facebook", and then click "Save Changes" at the bottom of the screen 5.
Note: If you already have a call to action button active, hover over the button and select 'Edit button'. To get to the
"Make a Purchase or Donate" menu option, you may need to hit "Other Options" at the bottom right side of the box
that appears, and then "Choose Another Button."

To view fundraisers that have been created on your organization's behalf, you will need to add the fundraisers tab to
your page:
1. Login to your nonprofit page (as an Admin) 2. Click 'Settings'
3. Select 'Edit Page'
4. Toggle on the fundraisers tab

Your application process is now complete. If you have any further questions or feedback, please review the links
below:

* FAQ's (https://www.facebook.com/help/1640008462980459)
* Getting Started Guide (https://nonprofits-fb-preprod.go-vip.co/topic/fundraising-tools/#how-do-i-get-started-
with-fundraising-tools)
* Get Direct Support (https://www.facebook.com/help/contact/513795398968461)

Thank you for your application and good luck with future fundraising through Facebook!

FACEBOOK FUNDRAISING RESOURCES:

- Giving guides:
  https://nonprofits.fb.com/topic/giving-guides/

- Details about payment, payout and reporting processes:
  https://nonprofits.fb.com/topic/payment-reporting/

- Enable supporters to fundraise on your nonprofit's behalf:
  https://nonprofits.fb.com/topic/enable-people-to-fundraise/

- Nonprofit Tech for Good:
  https://nptechforgood.com/

- J Campbell Social Marketing: https://jcsocialmarketing.com/

- Network for Good: https://networkforgood.zendesk.com/hc/en-us/articles/115007211707-Facebook-Frequently-Asked-Questions

ADDITIONAL NOTES:

- Facebook charges no fees on donations made to nonprofits on Facebook.
    - Woo! This is awesome.

- Do you have someone who would like to donate privately?
    - To donate privately, the Facebook user must select "Only me" from the privacy menu in the donation form. Please note that fundraiser creators and nonprofits (PayPal Giving Fund if the charity is outside of the U.S.) can see all donations.

- How donations are paid out to nonprofits:

	Facebook Payments	Network for Good's Donor Advised Fund	PayPal Giving Fund
Processing fees	Waived	Waived	Waived
Payout processing	Every 2 weeks	45-75 days after a donation, depending on enrollment	15-90 days after a donation, depending on enrollment
Donate button	On Pages and posts	On posts	On posts
Reports	Daily Transaction Report and Payout Report	Reports available when you register for Network for Good	Reports available when you enroll with PayPal Giving Fund
Eligible countries	Any country where you can create fundraisers for nonprofits on Facebook	United States	Australia, Canada and the United Kingdom

- Once you have gone through the steps listed in the first section of this resource, you will be set up to receive pay outs from Facebook Payments.

- If your organization is registered with Facebook Payments, payouts will occur bi-weekly as an ACH or direct deposit to your organization's bank account.
    - Once money raised for your organization reaches the $100 or equivalent minimum donation payout amount, it becomes eligible for a payout. Funds will roll over until the payout amount reaches the $100 threshold. Note that this threshold is per nonprofit, not per fundraiser.
    - Payouts take 2 weeks to process.
    - Funds donated between the 1st and the 15th of a month are generally paid out during the first five days of the following month. Funds donated on or after the 16th are generally paid out between the 16th and the 20th of the following month.
    - Example: A $100 donation made on January 1 would be paid out to your nonprofit between February 1st and 5th.

- When a person donates to a charity through Facebook Payments, the transaction is processed by a regulated entity. For residents in the U.S. or Canada, then this entity is Facebook Payments Inc.

- The donations received by charities on Facebook are unrestricted funds.

- If your US-based nonprofit organization isn't registered with Facebook Payments, donations are distributed through Network for Good's Donor Advised Fund.
    - Funds are sent by electronic transfer if your nonprofit is registered with Network for Good or a check is mailed to the address on file.

- If someone is looking for their donation receipt…
    - After a person makes a donation, they will receive an email confirmation to the primary email listed on their Facebook account. The email receipt shows that they've made the donation as a charitable contribution and that they're not receiving any goods or services in return.

- Nonprofits using Facebook's tools can view daily transaction reports. Here, they receive the donor's first name, last name, donation amount, *and email if provided*. (https://www.classy.org/blog/facebook-fundraising-nonprofit/)

WHAT'S NEXT?

Now that you've taken the time to learn more about and set-up the Facebook Fundraising channel, use it! A nonprofit cannot expect donations to begin rolling in just because the channel is active and ready – inform your donor base of this new tool. Like any fundraising channel, it's up to you – the nonprofit - to determine the best and most effective way to use it!

Looking for some easy steps as you move forward? Check out Julia Campbell's blog post, "Complete Guide: How to Raise Funds on Facebook," for some action items!