

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

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SLIDES WILL BE AVAILABLE AT: WWW.JCSOCIALMARKETING.COM/BLOG



KEY TAKEAWAYS FROM TODAY'S WORKSHOP:

An up-to-date overview of Facebook's Free Fundraising Tools

How to sign up, register, and get started right away

How to get people to fundraise for you on Facebook

Answers to the most frequently asked questions about Facebook's Fundraising Tools

AN UP-TO-DATE OVERVIEW

Facebook now has 1.71 billion active users every month.

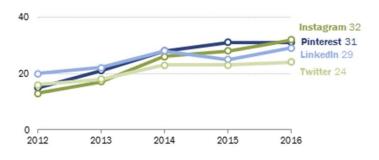
450 million users connected to nonprofit Pages.

Facebook remains the most popular social media platform

% of online adults who use ...

100%





Note: 86% of Americans are currently internet users Source: Survey conducted March 7-April 4, 2016. "Social Media Update 2016"

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FACEBOOK IS ALWAYS CHANGING

Stay up-to-date by following:

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

https://www.facebook.com/non profits/

Facebook's Nonprofit Resources: https://nonprofits.fb.com/

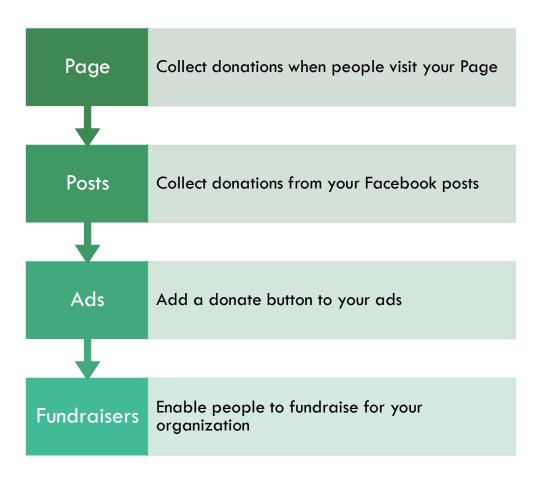
We're in the final two days of our Give Water, Give Life campaign to raise \$50,000 to bring water filtration systems to ten villages. Donate \$5, \$10 or \$25 today and your contribution will be matched!





10 Comments

4 WAYS TO USE FACEBOOK FOR FUNDRAISING



U.S.-based charities must be a 501(c)(3) organization, registered with the IRS, have a tax ID number and have a bank account registered with a licensed financial services institution.

Only one Facebook Page can have the Donate button per IRS EIN (tax number).

HOW TO SIGN UP, REGISTER, AND GET STARTED RIGHT AWAY

GET VERIFIED BY FACEBOOK

Go here:

https://www.facebook.com/donate/ signup

Thanks for your interest in collecting donations on Facebook!

We're committed to helping nonprofits raise funds and awareness. To collect donations on Facebook, your charitable organization must complete an application process.

Applying for Facebook's Charitable Giving Tools

To access the application, make sure your charity's Facebook Page is categorized as either 'Nonprofit Organization' or 'Charity Organization' and that a page admin is applying.

For business manager admins, you'll need to access the application via this link.

Before your organization can collect donations on Facebook, the following 3 steps need to be completed.

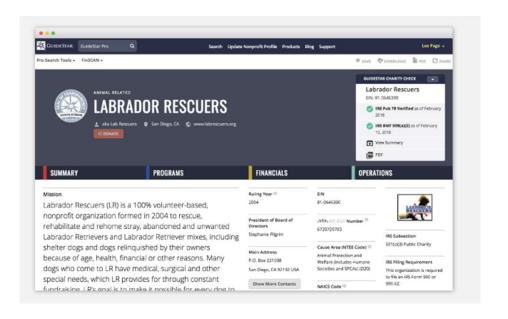
- 1. Your page must be submitted and approved for verification
- 2. Your page must follow our community standards
- 3. You must provide a bank account to collect donations on Facebook

Please note that you will need to collect detailed financial information from your finance team in order to set up your donations account during the application phase. Once your application has been submitted, we'll reach out directly to provide an update on the status of your application. It typically takes 2-3 weeks to review your application.



Facebook eliminated its 5% fee on donations so 100% of money sent through its Donate buttons go to the nonprofit.

Personal fundraisers can still incur fees of 6.9% - 8.8%.



UPDATE YOUR GUIDESTAR PROFILE



CAN'T GET VERIFIED?

There is another option.

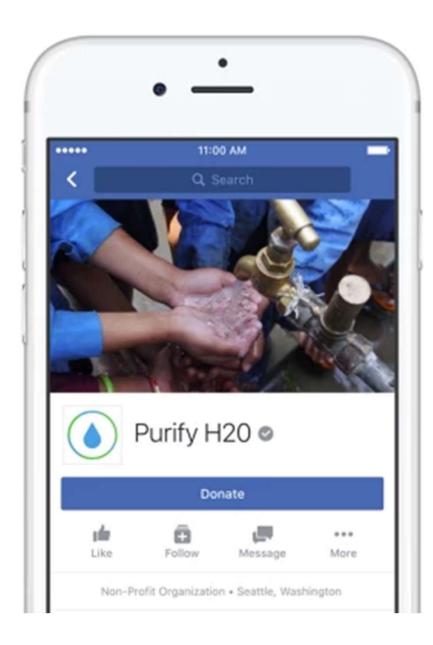
SEND PEOPLE TO THE DONATE PAGE ON YOUR WEBSITE

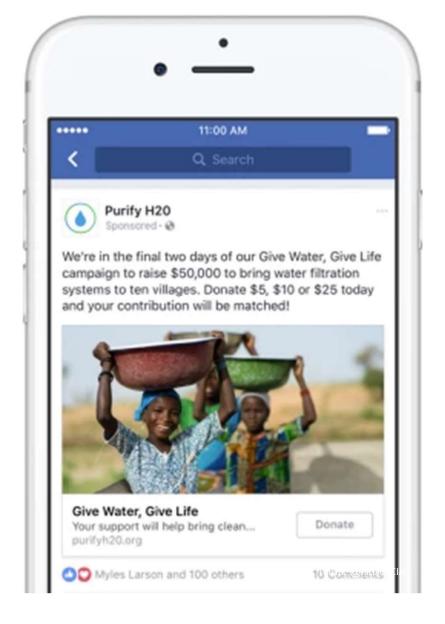
Page donate buttons

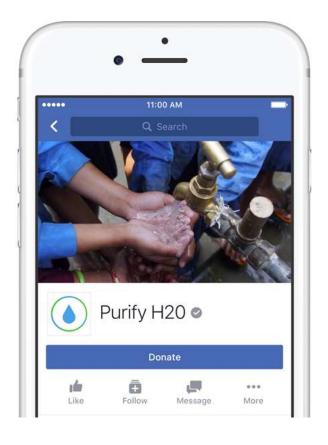
As people visit your Page, a Donate button on your Page header makes it easy for them to go to your website and make a donation.

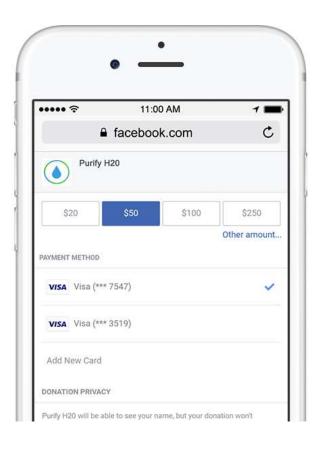
Ad donate buttons

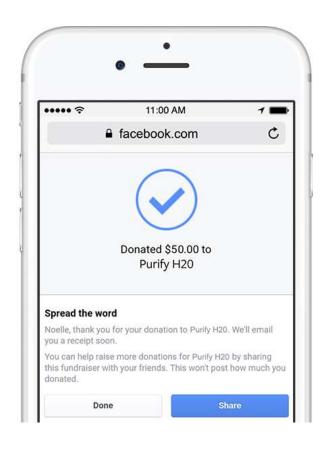
If you'd like to make it easier to collect donations from your Facebook ads by sending people to your website, you can add a donate button.











WHY VERIFICATION IS BETTER



Add a Donate Button

×

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



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

Select Nonprofit



Gabrielle Mahoney donated to her own birthday fundraiser, which you're following.

Yesterday at 9:56 PM



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



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



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.

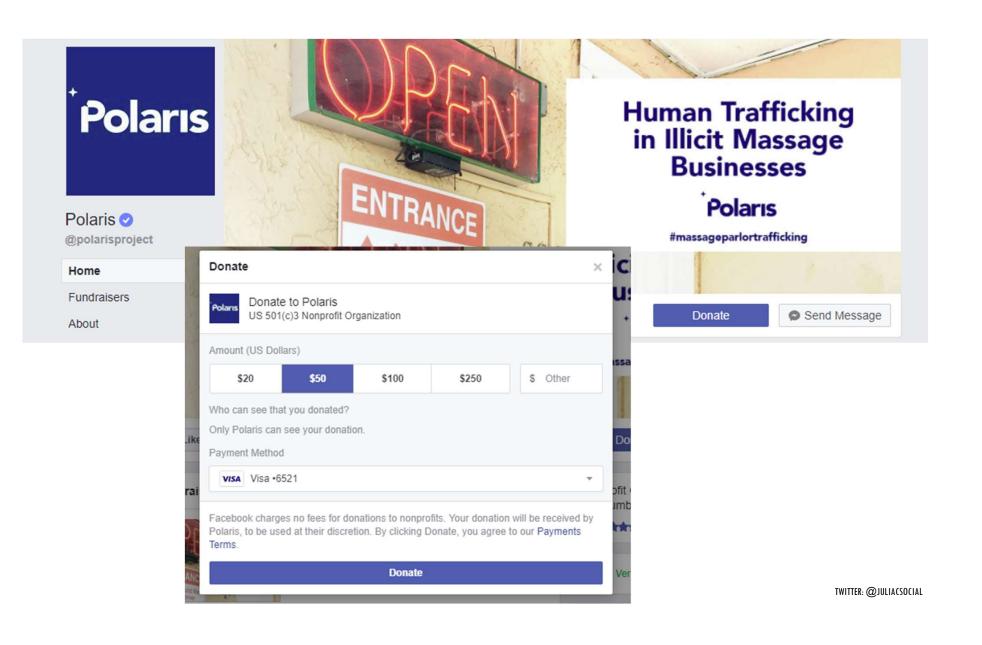
SELECT A CAUSE

TWITTER: @JULIACSOCIAL

Page donate button

As people visit your Page, a donate button on your Page header makes it easy for them to give. This button is the same as the one in the section above, but it allows people to donate without leaving Facebook.

FACEBOOK PAYMENTS

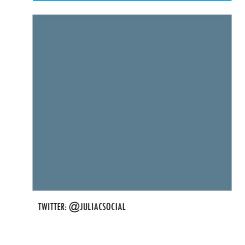


FACEBOOK PAYMENTS

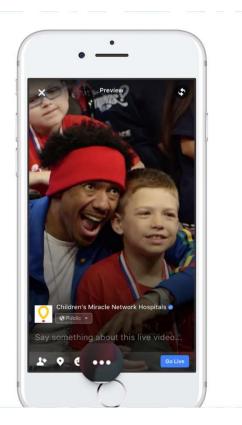
Post donate button

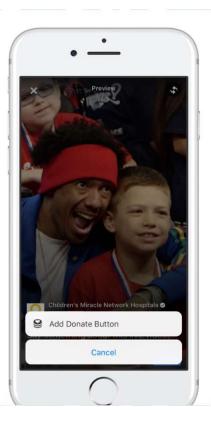
You can add a donate button to your Page posts to allow people to donate without leaving Facebook.

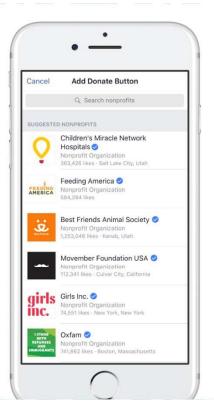
This tool makes it easy for supporters to donate when they are inspired to give.





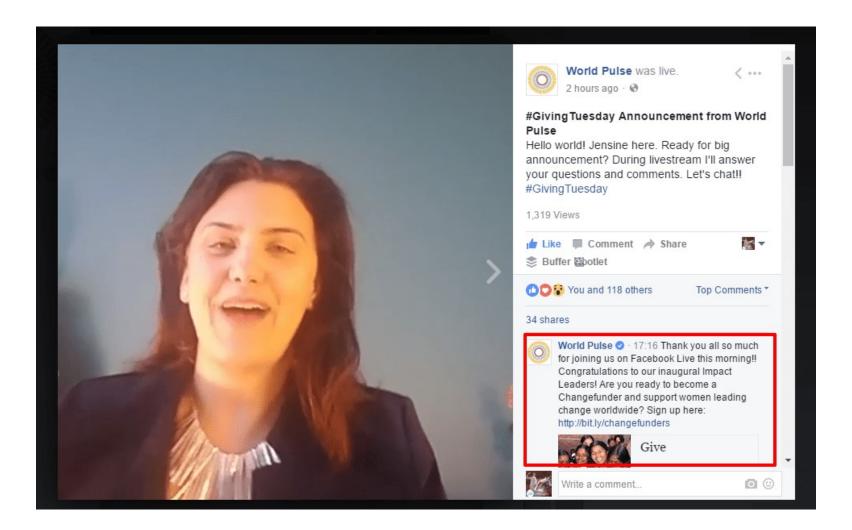






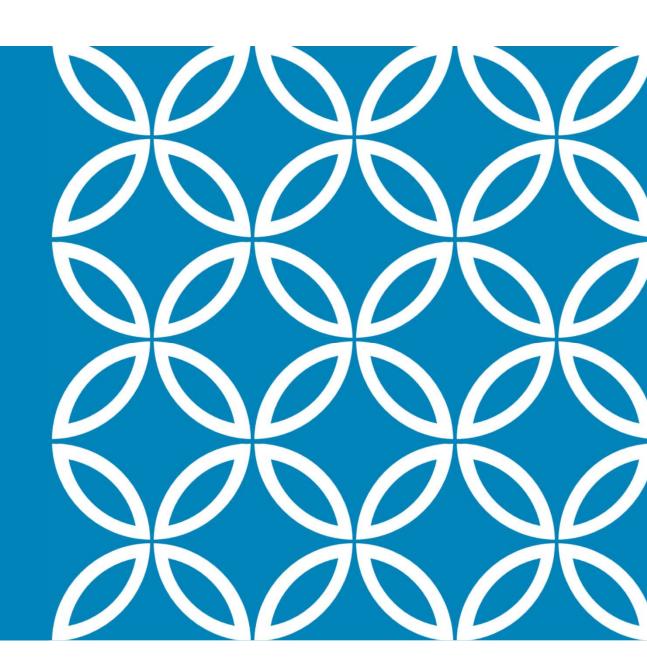


FACEBOOK LIVE VIDEO



GET YOUR SUPPORTERS TO RAISE MONEY FOR YOU

How to use Facebook Fundraisers



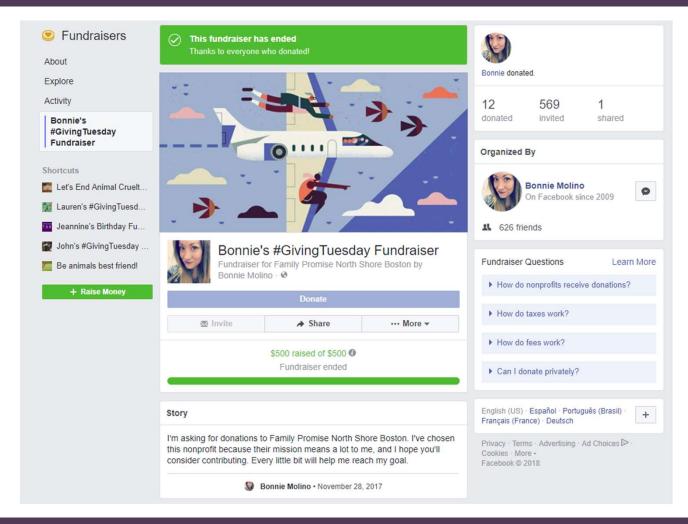
TWITTER: @JULIACSOCIAL

FACEBOOK FUNDRAISERS

Fundraisers allow individual users on Facebook to raise money for causes directly from their Facebook Profiles.

These are not available to Pages, just individual Profiles.

Looks like a peer-to-peer or crowdfunding page, but hosted on Facebook.

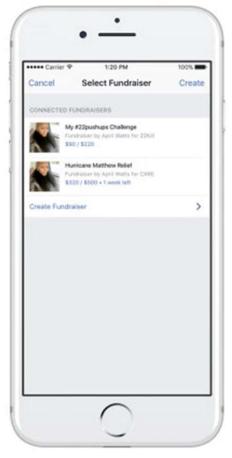












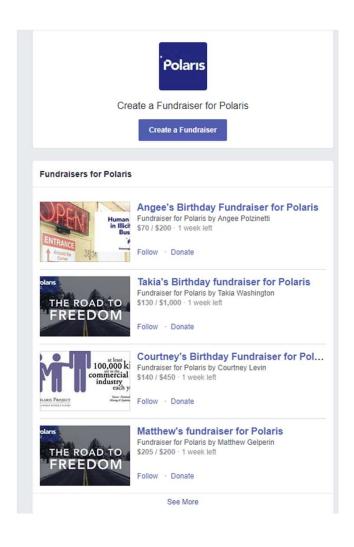


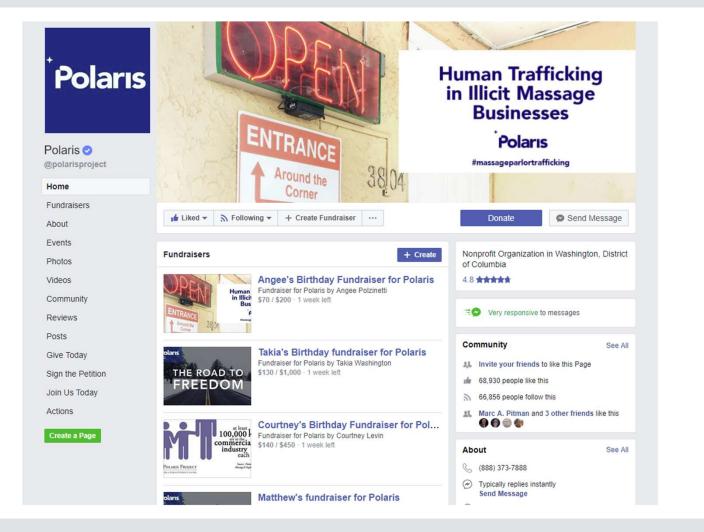
You can find an approved organization's customized nonprofit landing page by going to https://www.facebook.com/fundraisers/NONPROFITNAME

Promote this unique URL that can be used anywhere: in email marketing, Facebook posts, your website, or other channels.

NONPROFIT FUNDRAISERS LANDING PAGE

WWW.FACEBOOK.COM/ FUNDRAISERS/ POLARISPROJECT



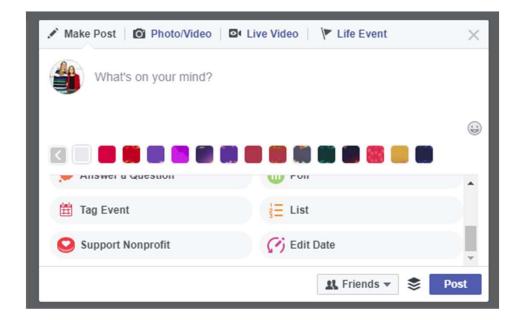


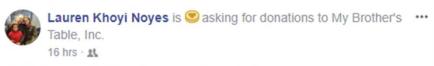
DONATE BUTTON IN PERSONAL POSTS

The Donate button can be attached to any post including video, photo or text.

Click "What's on your mind?" on your News Feed/Timeline.

Click on Support Nonprofit.





Big fire in my city. Many families will be affected.

Near or far, will my friends consider donating, as they're able, to help organizations that address homelessness?

One great org in town is My Brother's Table. I'm still too new to know many others, but they're awesome.

I don't know if / how many students in town will be affected by this emergency.

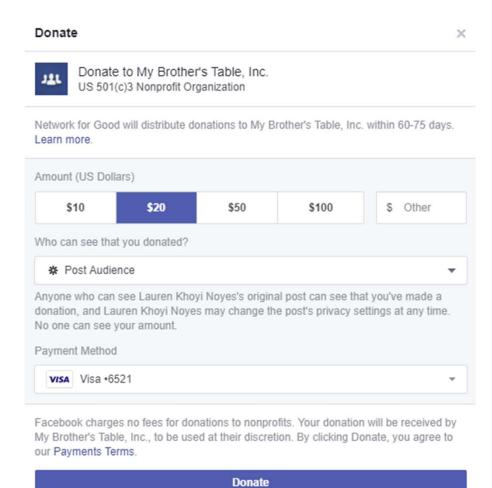
As you're able, please consider giving gently used clothing, winter gear, etc. to a local school, shelter, or congregation in your community.

Anybody can become homeless in a flash.

This happens to people of all ages.

We're all in this together. #LynnLynnTogetherWeWin #WereAllInThisTogether





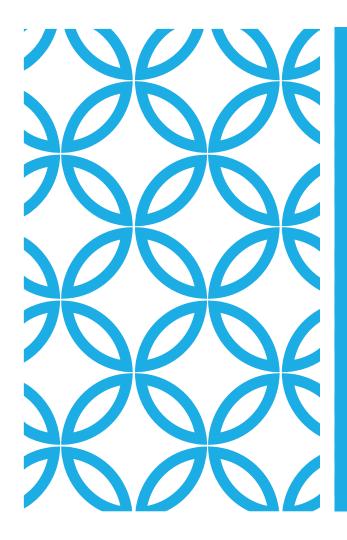
TWITTER: @JULIACSOCIAL



Create a fundraiser for a cause you care about

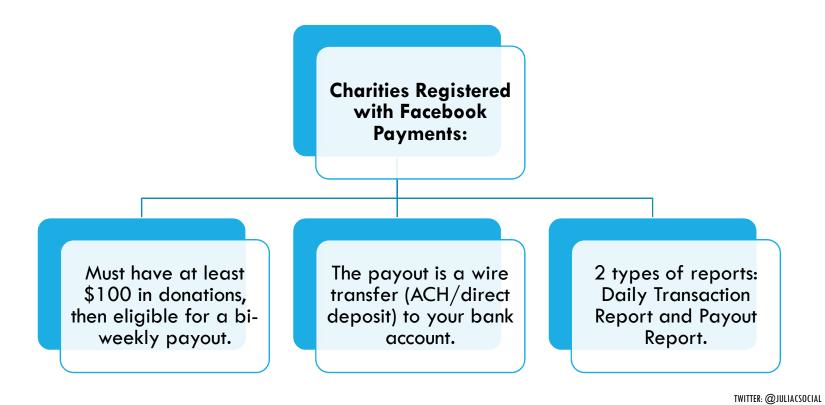
+ Create Fundraiser

SYNC OFF-FACEBOOK FUNDRAISING EFFORTS TO FACEBOOK FUNDRAISERS



FREQUENTLY ASKED QUESTIONS

HOW WILL I RECEIVE MY DONATIONS?



WHAT INFORMATION DO I GET ON DONORS?

Daily Transaction Report:

Information on each donation made to an organization, whether through the Donate button or through a Facebook Fundraiser.

Fields like First Name, Last Name, Amount Donated and Email Address (if the donor has shared it).

Updated daily reports made available after 48 hours from the moment a donation was made.

HOW WILL I RECEIVE MY DONATIONS?

Charities Not Registered with Facebook Payments:

- If the nonprofit isn't registered with Facebook Payments, any donations it receives are distributed through the Network for Good's donor advised fund.
- If the nonprofit is registered with the Network for Good, the funds are sent by electronic transfer.

HOW WILL I RECEIVE MY DONATIONS?

Charities Not Registered with Facebook Payments:

- If the nonprofit isn't registered with the Network for Good, a check will be mailed to the organization.
- Donations are usually distributed a month and a half after the last date of the month in which the donations were made. For example, a donation made in January will be sent to the nonprofit on March 15.
- Checks will be mailed to the nonprofit address listed in Guidestar.



BEST PRACTICES FOR FUNDRAISING ON FACEBOOK

2 IMPORTANT STEPS



Ask

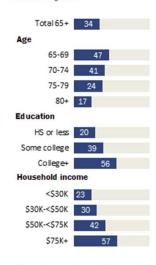
 Ask your donors to create fundraisers on behalf of your organization. 2

Give

• Give them the right tools to launch a successful fundraiser.

Around a third of seniors report using social media

% of U.S. adults ages 65 and older who say they ever use social networking sites



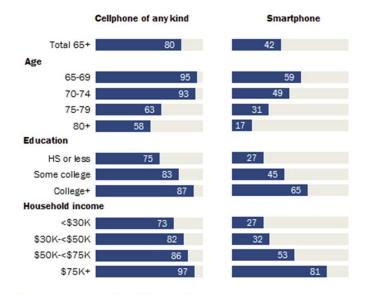
Source: Survey conducted Sept.29-Nov.6, 2016.

"Tech Adoption Climbs Among Older Adults"

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Roughly four-in-ten seniors are smartphone owners

% of U.S. adults ages 65 and older who say they own the following ...



Source: Survey conducted Sept.29-Nov.6, 2016. "Tech Adoption Climbs Among Older Adults"

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EDUCATE SUPPORTERS

TELL THEM ABOUT THESE TOOLS

Short videos

Infographics

Blog posts

Email blasts

Social media campaigns





Donate your Facebook feed to help stop child abuse this #GivingTuesday, November 28

1. Join the #Give4Kids event

- to RSVP "going" to our Facebook event ✓ Going +
- ► Stay tuned for tools to donate your Facebook feed to our mission to stop child abuse



28 Too 12-89 On Facebook

2. Create a fundraiser

late Monday night or early Tuesday morning to create a fundraiser.

Facebook is waiving all donation fees for Giving Tuesday starting at 12am Tuesday morning. They also teamed up with the Bill & Melinda Gates Foundation to match the first \$2 million that comes in, starting at 8am (EST) on Giving Tuesday, November 28th.

- ► Click the Raise Money button + Raise Money
- ➤ Set a realistic goal for a 1-day fundraiser
 ➤ Set an end date of Nov 28, 2017
 ➤ Name it #Give4Kids this #GivingTuesday
- ➤ Describe why you're raising money:

The Children's Trust is on a mission to stop the Childrens Trust is on a mission to stop child abuse, advancing evidence-based programs that give parents the skills and confidence they need for their kids to have a safe and healthy childhood. Join me in investing in a bright future for all MA kids!

► Upload a photo - grab it from



3. Use our Facebook frames



- Go to your Facebook profile
 Hover over your profile photo and click 'Update Profile Picture'
 Click 'Add Frame'
 Search for 'Glve4Kids'
 Adjust or change your picture
 Set a custom end date of Nov 30, 2017
 Click 'Use as Profile picture'

You can also use these frames to create new photos & live videos - we'll share links in our event.

4. Tell your friends why

Nothing is as powerful as words of wisdom from a friend you know and respect.

own story about why it's important to you that we work to stop child abuse in Massachusetts

If you're brave enough, use one of our exciting frames to create a short FB live video - 15 seconds saying why people should #Give4Kids this #GivingTuesday or why you're giving.



#gi≫e4kids

What the Heck is Instagram? Inside the App



Navigating the world of technology can be overwhelming. Trends are constantly changing, and it seems like there's a new tool or "app" becoming popular every other minute. We're here to help slow things down a little bit by offering educational resources that are tailored for baby boomers and beyond. We've chosen some of the popular technological tools that we think our participants and fans would benefit from and enjoy the most, and Instagram is #1 on the list.

So, what is Instagram?

Instagram (n. -,in(t)-stə-'gram):

A social media platform designed for sharing photos via an app (application) on your smart phone.

https://discussion.roadscholar.org/b/blog/posts/what-the-heck-is-instagram-inside-the-app

ROAD SCHOLAR



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

FREE & LOW-COST VIDEO TOOLS

Nutshell – Snap 3 pictures, add captions, choose graphics

Magisto – Transform photos and videos into edited movies, add music and effects

Videoshop – Little more technical, can be inspiring or intimidating

Animoto – FAVORITE! They limit number of customization options and make most of the editing decisions for you

Lumen5 – They create videos for you based on blog posts. See an example of how it works: https://lumen5.com/v/qj72

1

Host a live webinar to walk people through the process of starting their very own fundraiser for your cause, and answer questions during the webinar.

2

During the webinar, provide strategic fundraising tips, storytelling best practices, and examples of fundraising appeals that have worked for your organization.

DURING A FUNDRAISING CAMPAIGN

Zoom Skype Crowdcast Google Hangout

FREE & LOW-COST WEBINAR TOOLS

Email series to educate people how to create their own Fundraiser on Facebook.

Share stories and resources with them.

Create an online Tool Kit they can pull from.

DURING A FUNDRAISING CAMPAIGN

Mailchimp

iContact

Constant Contact

Vertical Response

FREE & LOW-COST EMAIL TOOLS

THANK YOUR FUNDRAISERS!

Go to your "Fundraisers" tab on the left side of your nonprofit's Facebook Page.

Click on a Fundraiser.

Write a thank you message, post a video or a graphic.



STORE | DONATE | WHY WATER? | WATER PROJECTS+PROOF | GET INVOLVED | VIDEOS+MEDIA | ABOUT US

my charity: water

THANK YOU!

YOU'VE JUST CHANGED LIVES.

This is Helen Apio. 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 wall.

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 an and to the total to the total to the total total total total to the total tota

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

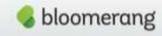
But a few years ago, people did exactly what you did today — they donated. And because of those donations, Helen's village got a well. Now, Helen has all the water she needs.

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

Thank you.







@StevenShattuck

FUNDRAISING SUCCESS ON FACEBOOK MEANS...

A verified page

A compelling, timely, relevant ask

A great story or stories

An eye-catching visual

Make it "thumb stopping"



The Adventure Project

Sponsored · 🚱

Donate to help a mom in Uganda to become a Community Health Promoter, and send an e-card to your mom in her honor.



This Mother's Day, train a mom, in honor of mom.

Donate Now

www.theadventureproject.org Not affiliated with Facebook



TWITTER: @JULIACSOCIAL



SLIDES: JCSOCIALMARKETING.COM/BLOG

Join the private Facebook

Group for nonprofit marketers:

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

Email me:

Julia@jcsocialmarketing.com