



Facebook and Instagram Fundraising Toolkit

How nonprofits can raise funds on Facebook and Instagram.

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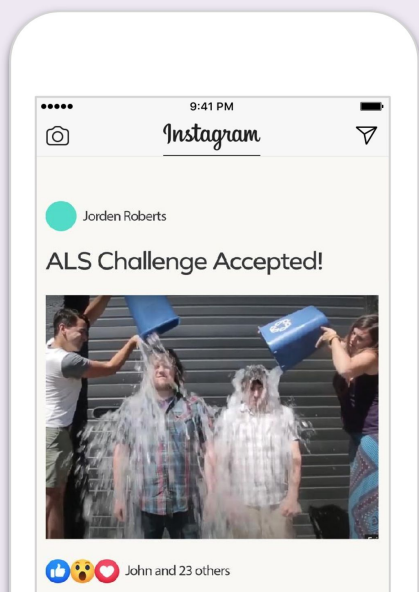
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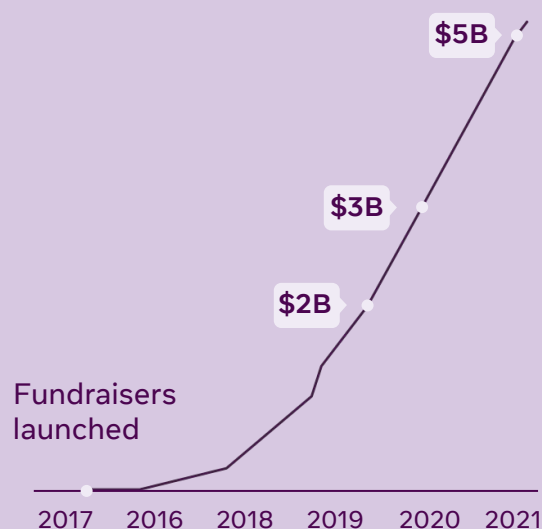
Meta Social Impact

When people are connected, they can achieve extraordinary things. We have seen how a post on Facebook can get someone life-saving help, how a video challenge can raise record amounts for research, how a hashtag can become a global call-to-action and how people show up for each other in times of need. It's these acts of kindness and community that inspire us to build new tools and features that enable the best of what people can do together.

Inspired by the way people raised awareness through the ALS Ice Bucket Challenge, we built fundraising tools to help people support the causes most important to them. Today, through Facebook and Instagram, people can fundraise for nonprofits.



In fact, over 85 million fundraiser organizers and donors have raised more than \$5 billion globally for causes they care about on Facebook and Instagram.¹



Source: 1. Facebook Giving Together, Mar 2021

Get started with Facebook & Instagram fundraising tools

Over 500 million

people now follow a nonprofit Page on Facebook.¹ Fundraising on Facebook allows you to leverage a global community to help drive impact for your cause.

Of the money raised,

100% goes directly to your nonprofit.

Meta covers all fees.

Fundraising tools available



- Nonprofit Page Fundraiser
- Supporter Fundraiser
- Donation Sticker in Stories
- Post with Donate button
- Page with Donate button
- Live with Donate button
- Live with Fundraiser



- Profile with Support button
- Nonprofit Fundraiser
- Group Fundraiser
- Donation Sticker in Stories
- Live Donations

If you have a nonprofit Page, you can sign up to use Facebook and Instagram fundraising tools here: facebook.com/donate/signup

When submitting an application, you will need to provide the following:

- ✓ The date of birth and address of the charity's CEO or executive director
- ✓ A VAT number (when applicable)
- ✓ A charity registration number (when applicable)
- ✓ A charity registration document issued or approved by a government entity
- ✓ A bank account registered with a licensed financial services institution

Facebook Nonprofit Page Fundraiser

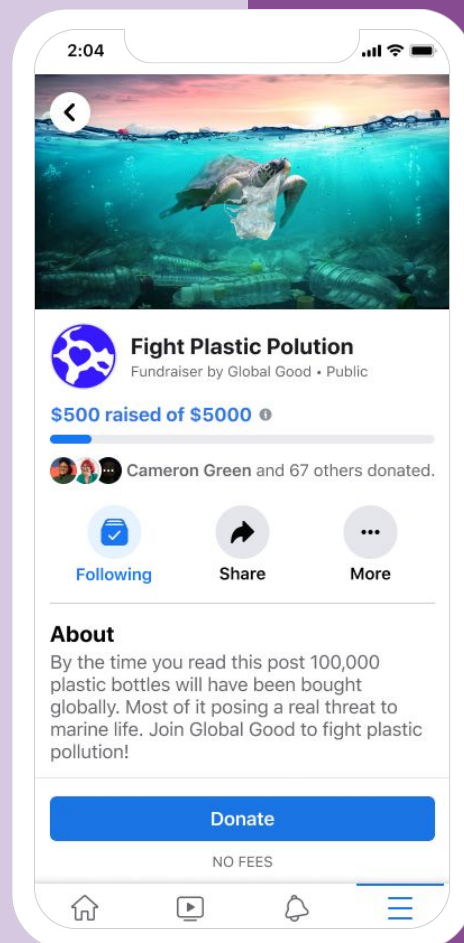
By signing up to collect donations directly on Facebook, nonprofits can use the Facebook and Instagram fundraising tools, see detailed analytics on donations and allow people to easily fundraise for their organization in their own posts.

Whether your goal is to respond to a current event, raise money for a specific program or generally support a cause, your supporters can donate to your fundraiser directly on Facebook with a few simple clicks.

How to set up a Facebook Nonprofit Page Fundraiser:

- 01 From a desktop, go to your nonprofit Page and click on the Fundraiser tab.
- 02 Look for Create a Fundraiser, and click Raise Money.
- 03 Add a fundraising goal, currency and deadline, then click Next.
- 04 Fill in the title and description of your Fundraiser, and click Next.
- 05 Pick a cover photo and click Create.

[Get Started](#)



Facebook Supporter Fundraiser

After your organization has signed up for Facebook and Instagram fundraising tools, people can easily raise money for your nonprofit on both platforms.

Supporters can set up a dedicated fundraiser at any time, such as to celebrate a birthday or to mark a moment, and tell others about your causes to amplify the impact.

Since Supporter Fundraisers are created by people on behalf of a nonprofit, here are some tips for how your organization can contribute to their success:



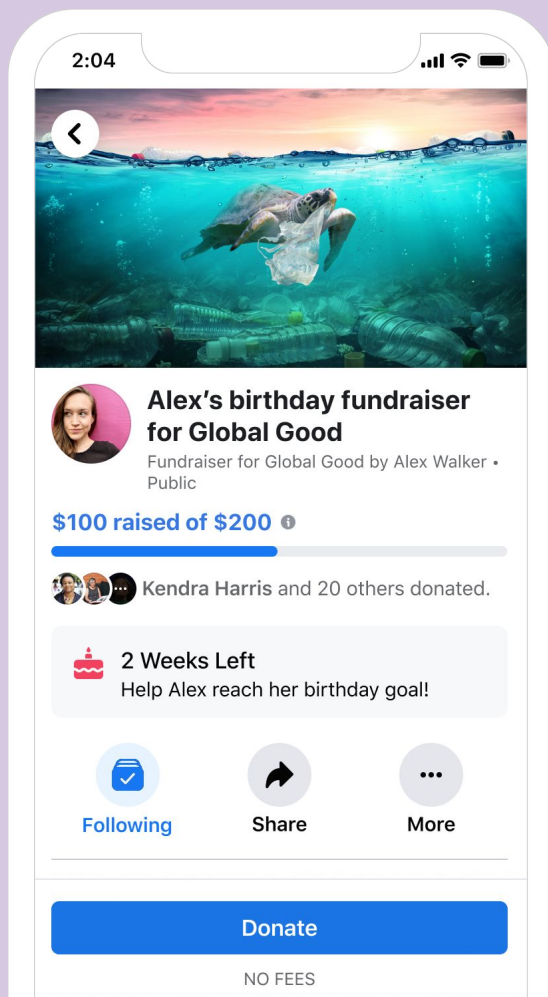
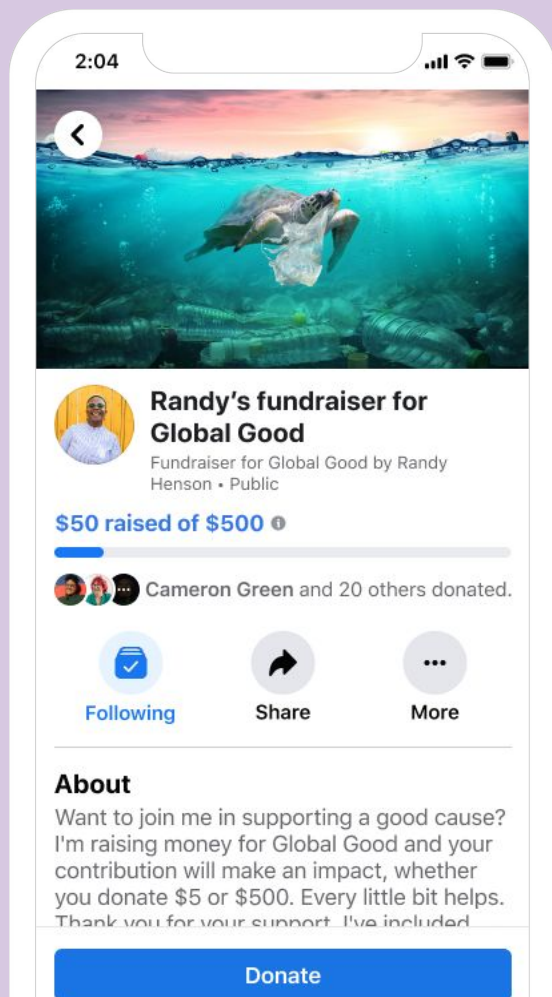
Call out or share high-impact Supporter Fundraisers on your own Page. Celebrate the money raised but also educate your followers that they, too, can create a fundraiser to support your cause.



Thank supporters and let them know about the impact the money raised will have on your cause.



Promote Supporter Fundraisers with unique URLs (facebook.com/fund/pagename) in your Facebook Posts, marketing, on your website and via other channels. This unique URL redirects to the Facebook fundraiser creation flow for your organization.





Facebook fundraising best practices

During your campaign, focus on connecting and engaging with your supporters:



Like and comment on donations



If you reach your goal, increase it



Thank your supporters



Encourage Supporter Fundraisers



Give updates and highlight milestones



Schedule a Live video



Encourage sharing

After your campaign ends, celebrate your achievements with your community:



Say thank you



Talk about how the funds will be used



Celebrate the funds raised



Share an update on the impact the funds had on your cause

Facebook Page or Post with Donate button

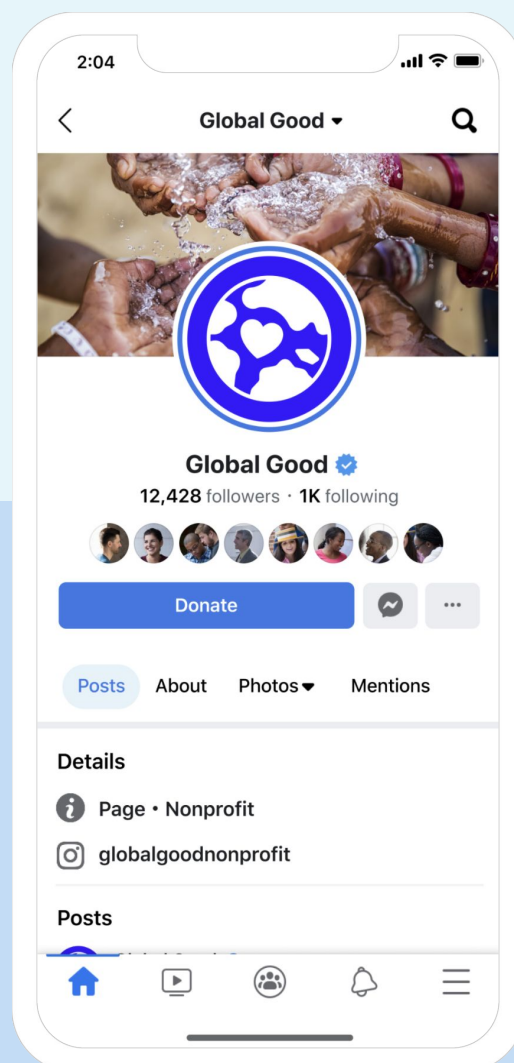
The Donate button is a quick way for people to give funds to your organization without leaving Facebook. You can add the Donate button to your Facebook Page and posts, making it easy for supporters to contribute in just a few steps.

How to add the Donate button to your Page as an admin:

- 01 Go to your charity Page.
- 02 Select (+) to add a button. If you already have a CTA button, hover over it and click the Edit button.
- 03 Select Donate through to let people donate directly through Facebook. You'll need to first sign up for Facebook Payments.
- 04 Click Finish.

How to add the Donate button to your Facebook Post as an admin:

- 01 Begin to create a post on your Page.
- 02 Go to Add to your post and select Raise Money.
- 03 Enter the nonprofit you want to raise money for and select it from the menu.
- 04 Add a photo.
- 05 Tap Continue.
- 06 Click Publish.



Facebook Live

Facebook Live is an easy, powerful way to connect with and reach supporters through live video. You can include a Donate button or link to a Page Fundraiser from your Facebook Live video to raise money for your causes in real time.

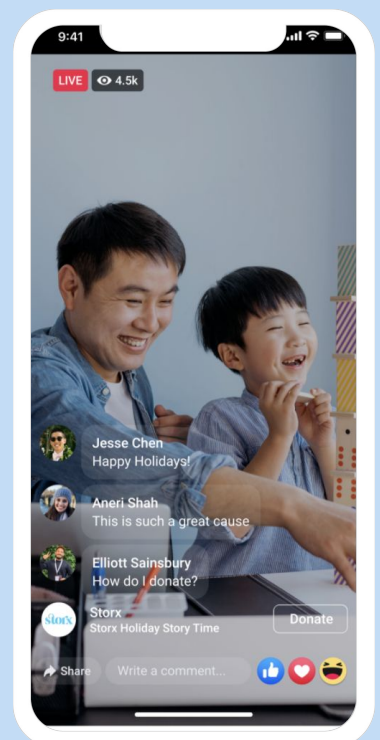
With creative tools like filters, themes and effects, it's easy to express yourself in ways that inspire your followers and make it even more fun. Once finished, your Facebook Live video will publish in entirety to your Facebook Page, allowing fans to later discover the video.

Facebook Live eligibility and requirements:

- ➔ The broadcaster of the Live video must be an admin of the Facebook Page.
- ➔ The broadcaster must have the latest version of Facebook or Pages Manager app in order to go live.
- ➔ Public figures may also leverage API partners to produce a live video on Facebook via Telescope, Grabyo or Wirecast (by Telestream).

How to go Live from your Facebook Page:

- 01 From your News Feed, click Pages in the left menu.
- 02 Go to your Page.
- 03 Click Live next to Create.
- 04 Click Use Stream Keys below Get Started and select Camera to use a web camera for your video.
- 05 In the left menu, select whether you'd like to Go Live Now or Schedule a Live Video for a future time and date.
- 06 Add a title and description to your live video. Here, you can also check in to a location or add a feeling or activity.
- 07 Click Go Live in the bottom left.



Facebook Live with Donate button

When you go live, a Donate button will be visible at the bottom of your video. This allows your viewers to donate directly from the video as they watch live, or after you've posted the video to your Page. People will also be able to see how much money has been raised.

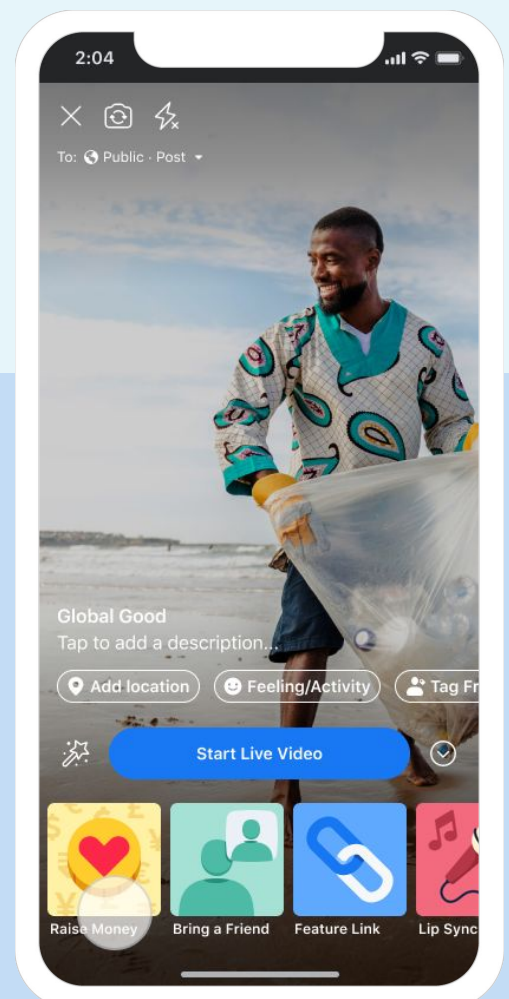
How to add a Donate button to a Live video:

Facebook iOS app

- 01 Tap Live at the top of your Page.
- 02 Tap the Raise Money button at the bottom.
- 03 Enter the charity you want to raise money for and select it from the menu.
- 04 Tap Start Live Video.

Facebook Android app

- 01 Tap Live at the top of your Page.
- 02 Tap the Raise Money button at the bottom.
- 03 Select a nonprofit or fundraiser. All nonprofits receive 100% of the money you raise.
- 04 Tap Start Live Video.



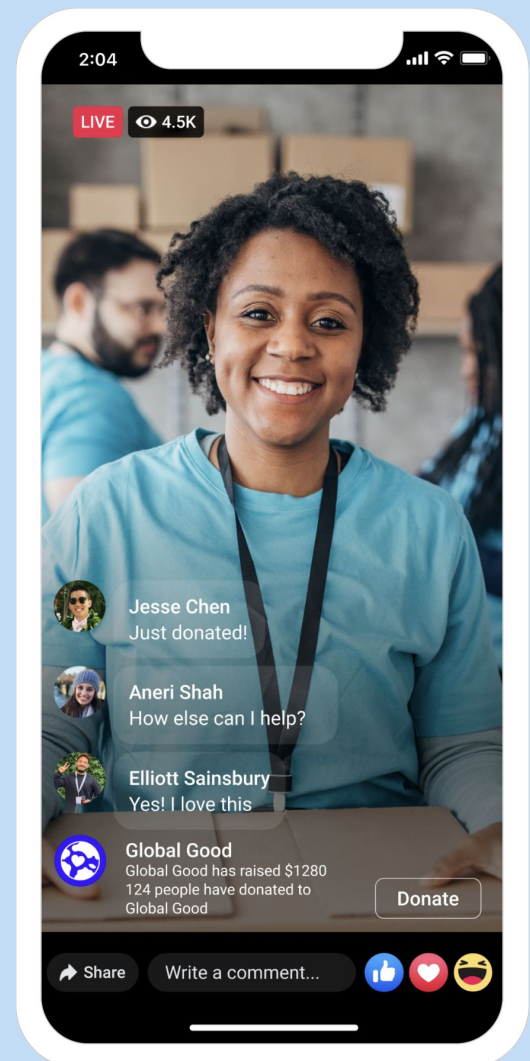
Facebook Live with Fundraiser

You can also connect a Live video to an existing nonprofit fundraiser to extend its reach. If you have created a fundraiser from your Page, you (or a public figure, brand or individual) can drive donations to that same fundraiser through Live. While open, the fundraiser total will appear in the Live video.

How to add a Facebook Fundraiser to a Live video:

Facebook iOS and Android app

- 01 Tap Live at the top of your Page.
- 02 Tap the Raise Money button at the bottom.
- 03 Enter the charity you want to raise money for and select it from the menu.
- 04 Tap Start Live Video.








Best practices for Facebook Live with a Donate button or Fundraiser

Before going Live:

- ✓ Make sure you have a strong internet connection
- ✓ Use a tripod and microphone to ensure good-quality audio and video
- ✓ Create content that tells your organization's story and inspires others to care about your cause
- ✓ Reveal behind-the-scenes experiences to encourage viewers to stay tuned
- ✓ Tap into influencers and experts relevant to your cause
- ✓ If your event will be longer than eight hours, you'll need to split your broadcast into two or more parts
- ✓ Share and schedule your Live video
- ✓ Ask your supporters to share your Live video to help drum up momentum
- ✓ Build up excitement for your video before it's released to increase awareness and potential viewers
- ✓ If you have a verified Facebook Page, activate a Scheduled Live to notify your audience on the Facebook app about your upcoming Live video so viewers can subscribe to launch updates
- ✓ Beware of using commercial music since it may be removed for copyright infringement

During Live:

-  **Interact with your supporters.** Encourage your audience to contribute, comment and share your Live video. Involve viewers by thanking them by name.
-  **Go Live for a while.** The longer you're Live, the higher the potential engagement and opportunity for donations. A live video can last up to eight hours.
-  **Keep the momentum going.** Announce to your supporters when you've reached a funding goal, ask them to vote with their money and encourage matching opportunities.
-  **Errors may happen when Live.** Acknowledge any errors and respond to your audience. If you need to share an update about an error, pin the update as a comment.
-  **Highlight the location of the Donate button.** This is a new experience for the viewer and it's important to explicitly highlight where they can donate during the Live video.

During Live (continued):



Maximize online and offline activations. If you are broadcasting on Facebook at an online event, encourage your supporters to join in-person and bring their friends.



Present a strong call-to-action. Give people a milestone to work toward to help rally the crowd behind a common monetary goal.

After Live:



Report impact. Continue to engage with your fans online to keep up the excitement generated from your fundraising event. Report and celebrate the impact that their donations had on advancing your charity's mission.



Say thanks. Thank the supporters who viewed your Live video and donated.



Spread the word. Share your Live on other channels and talk about any next steps.



Live content ideas



If you have an open Page Fundraiser, consider going Live and linking to it



Show people behind the scenes of your organization so they can see the impact of your programs in real time



Get a staff member to report on the progress of your work and field questions



Host a Q&A with an expert relevant to your cause



Amplify the reach of in-person events by broadcasting the event Live to your Page followers



Ask supporters to add a Donate button or fundraiser to their Live videos to raise money for your charity through their broadcast



Ask celebrities or influential people in your community to go Live on your behalf to help you reach new audiences

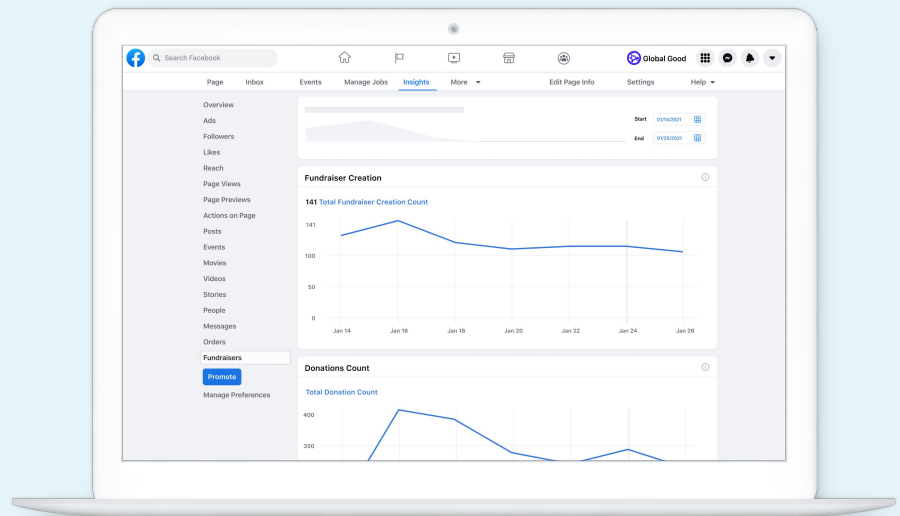


Best practices for Facebook Fundraiser Insights Dashboard

You can use Facebook's Fundraiser Insights Dashboard to get info on fundraisers created for your nonprofit and donations made to your organization. The information within the dashboard is updated in real time.

Facebook's Fundraiser Insights Dashboard can be accessed by clicking on "Page Insights" and then selecting "Fundraisers."

For more information, see [here](#).



Fundraising on Instagram

Instagram allows eligible charities and their supporters to raise money directly on Instagram in a few ways—a Profile Support button, Stories with Donation stickers, Live with Fundraisers and Nonprofit Fundraisers (in feed).

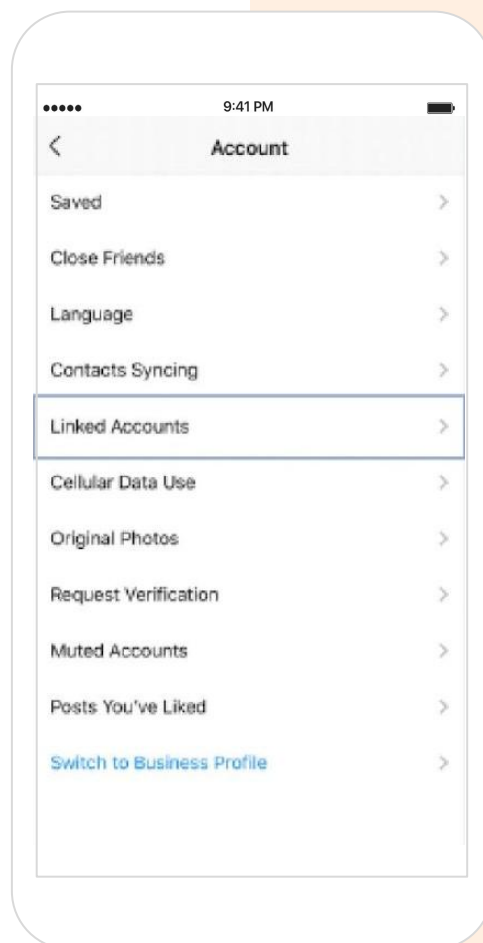
Donations made through Instagram are processed and reported by Facebook Payments.

Your nonprofit will need to do the following to be eligible to fundraise on Instagram:

- ✓ Sign up for [Facebook and Instagram fundraising tools](#).
- ✓ Link your Instagram and Facebook profiles—see instructions below.
- ✓ Convert your Instagram profile to a Business profile—see instructions below.

How to link Instagram and Facebook profiles as a Page admin:

- 01 Open Instagram.
- 02 Tap your profile image in the bottom right corner.
- 03 Tap on the menu.
- 04 Tap on Settings at the bottom.
- 05 Under Account, tap on Linked Accounts.
- 06 Tap on Facebook.
- 07 Tap on Share To and choose your nonprofit's Page.



How to link Instagram and Facebook profiles as a Page admin:

On Instagram, you can switch your nonprofit's profile to a Business profile. After switching, you'll gain access to business features and Instagram Insights. These tools can help you to better understand who is engaging with your business on Instagram.

- 01

Open Instagram.
- 02

Tap your profile image in the bottom right corner.
- 03

Tap on the menu.
- 04

Tap on Settings at the bottom.
- 05

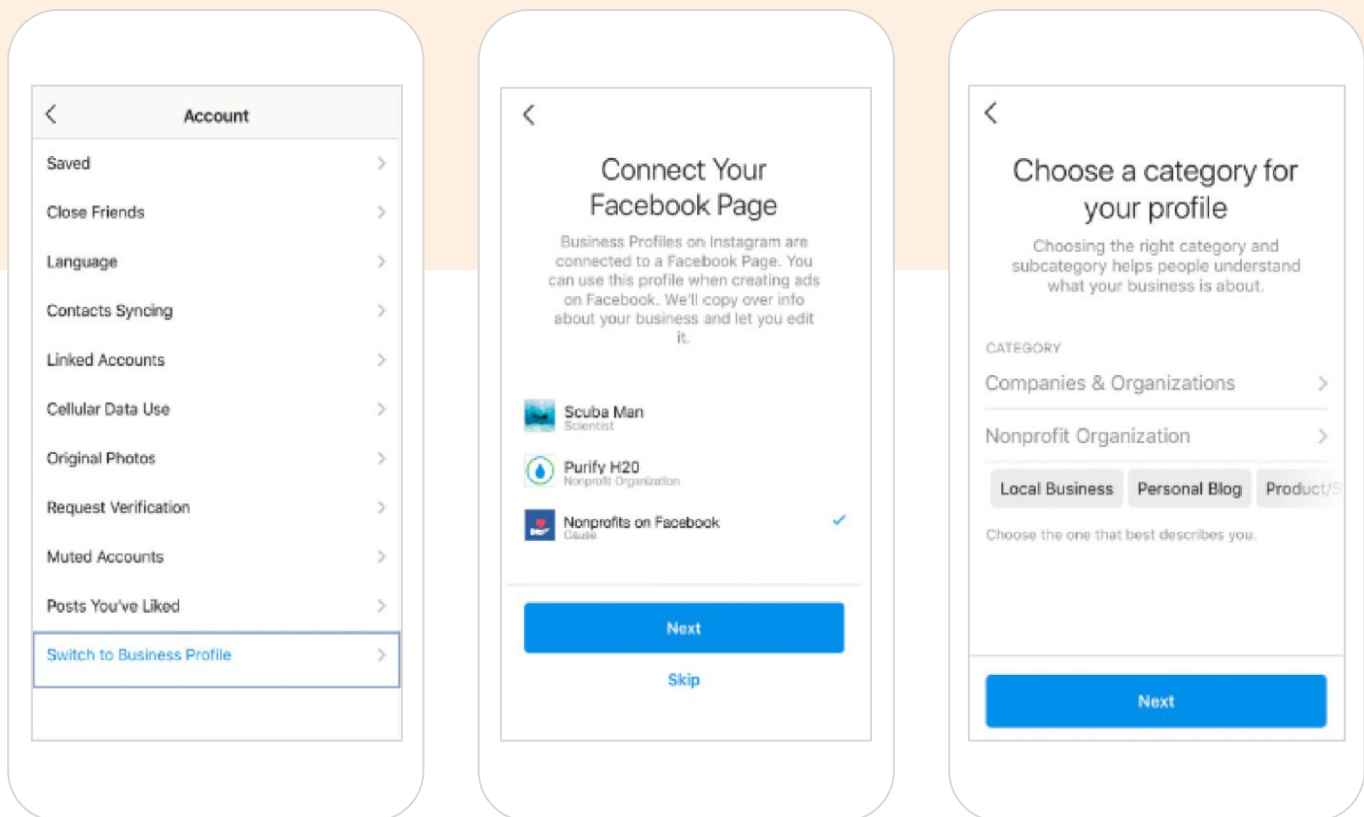
Under Account, tap Switch to Business Profile.
- 06

Connect your nonprofit's Facebook Page.
- 07

Select the business category Companies & Organizations.
- 08

Select the sub-category Nonprofit Organization.
- 09

Tap Next.

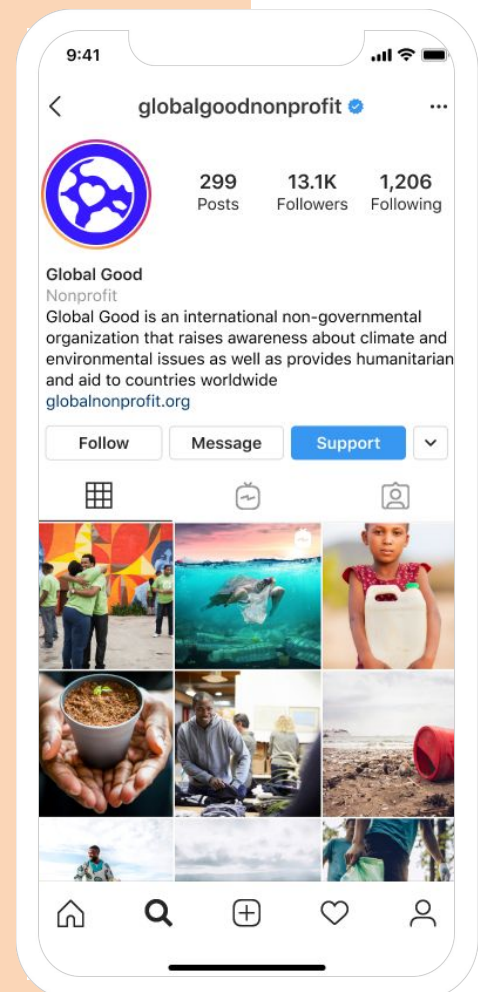


Instagram Support button on Profile

The Support button on nonprofit profiles allows people to see their nonprofit support opportunities in one easy-to-find place, enabling nonprofits to direct supporters to a singular call-to-action button. Once the Support button is clicked, people will see the option to create a fundraiser, or make a donation.

How to add a Support button to your Instagram profile:

- 01** Go to your organization's profile on the Instagram app and tap the menu icon in the top right corner.
- 02** Tap Settings.
- 03** Tap Business.
- 04** Tap Donations.
- 05** Next to Add Support Button to Profile, swipe the button to turn it on.
- 06** The Support button will appear on your Business account.

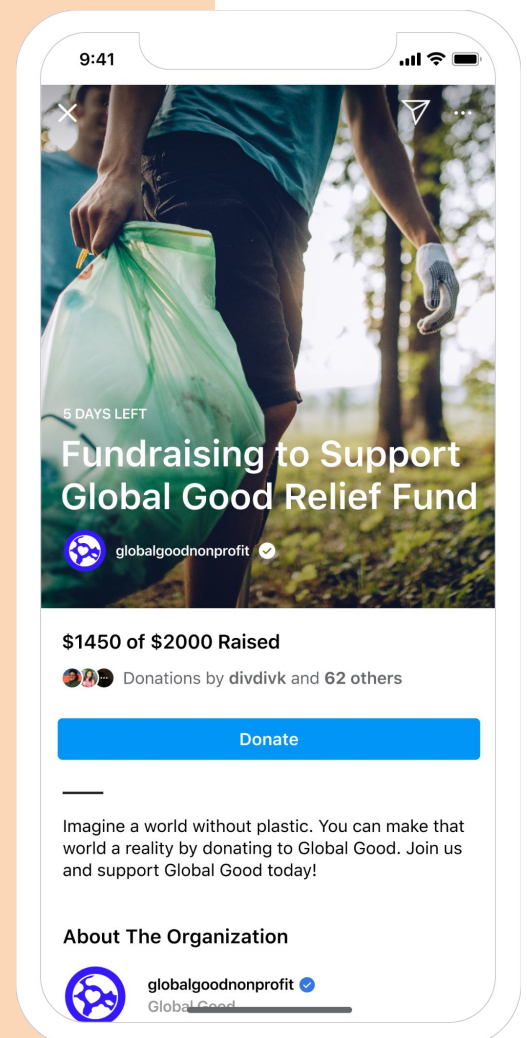


Instagram Nonprofit Fundraiser

Instagram Nonprofit Fundraisers are a more permanent way for supporters to give to your nonprofit causes. Fundraisers can be attached to video, carousel and image posts in feed. The fundraiser will be visible in the post and will be active for 30 days, which can be extended at any time. A link to an active fundraiser will also be added to your profile bio.

How to create a Nonprofit Fundraiser:

- 01** On your profile, tap the Create icon (“+”) in the top right.
 - 02** Select Fundraiser.
 - 03** Enter the charity you want to raise money for and select it from the menu.
 - 04** Add details in the Fundraiser Details page, tap Add, tap Share.
 - 05** The fundraiser will be visible in the post and you can find a link to the fundraiser in your profile bio.
 - 06** The fundraiser will be active for 30 days and you can extend the fundraiser at any time.
- +** Nonprofit Fundraisers can also be created by visiting a nonprofit profile and clicking the Support button.



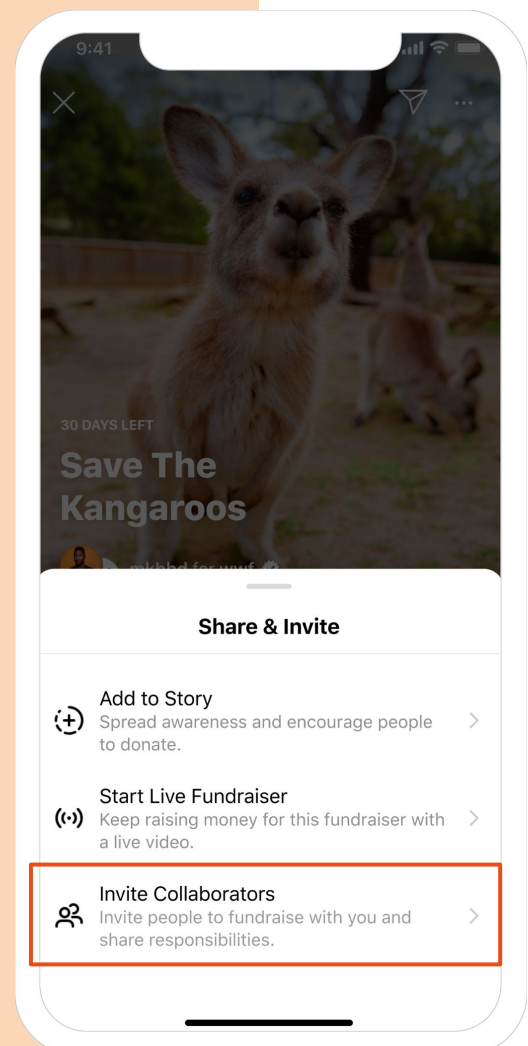
Instagram Group Fundraiser

Instagram Group fundraisers allow people to unite around a single cause, engage participants, collaborate with ambassadors and expand their reach. Eligible nonprofits and their supporters can organize Group fundraisers on Instagram.

- ✓ **Raise money together.** The more people join the fundraiser, the more likely you will meet your fundraising goal. .
- ✓ **Increase the fundraiser's visibility.** The fundraiser is added to all co-organizer profiles, making it accessible to people beyond your reach.

Inviting others to join an Instagram Group Fundraiser:

- 01** Once you've created your fundraiser, tap Share.
- 02** Tap Invite Collaborators.
- 03** Invite the account(s) you would like to join the fundraiser.
- 04** Once the invitees accept, their usernames show in the fundraiser. The fundraiser is also added to their profile.

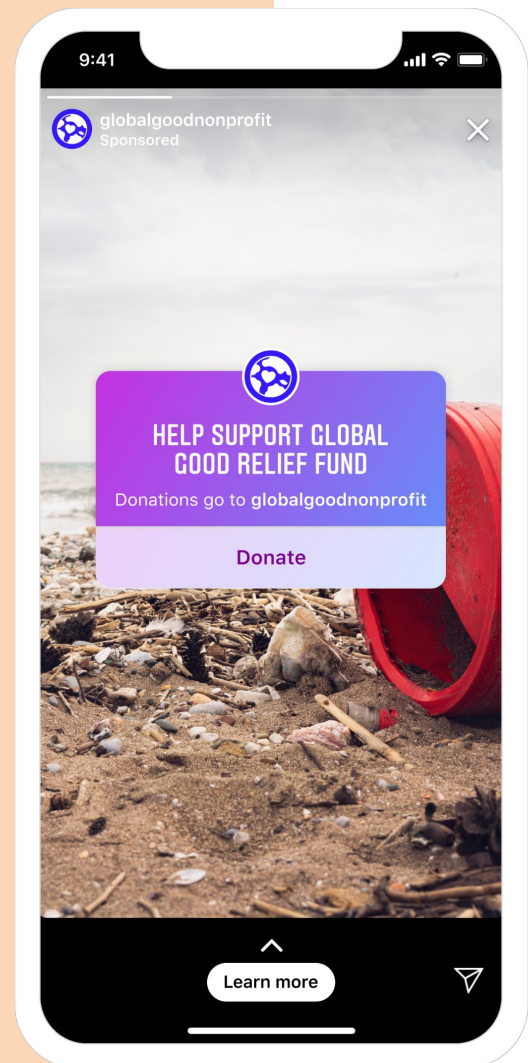


Instagram Donation Sticker in Stories

Stories allow supporters to create 24-hour fundraisers on Instagram or for a longer period if added to Highlights. Your followers can add a Donation sticker in Stories to support your nonprofit.

How to create a Story with a Donation Sticker:

- 01** On Instagram, open the camera and take or upload a photo that best highlights your cause.
- 02** Tap the sticker icon.
- 03** Select the Donation sticker from the tray.
- 04** Select a nonprofit organization.
- 05** Customize your fundraiser using Stories creative tools.
- 06** Tap Send to.
- 07** Tap Share next to Your Story.
- 08** You can add multiple images or videos to build your fundraising story.



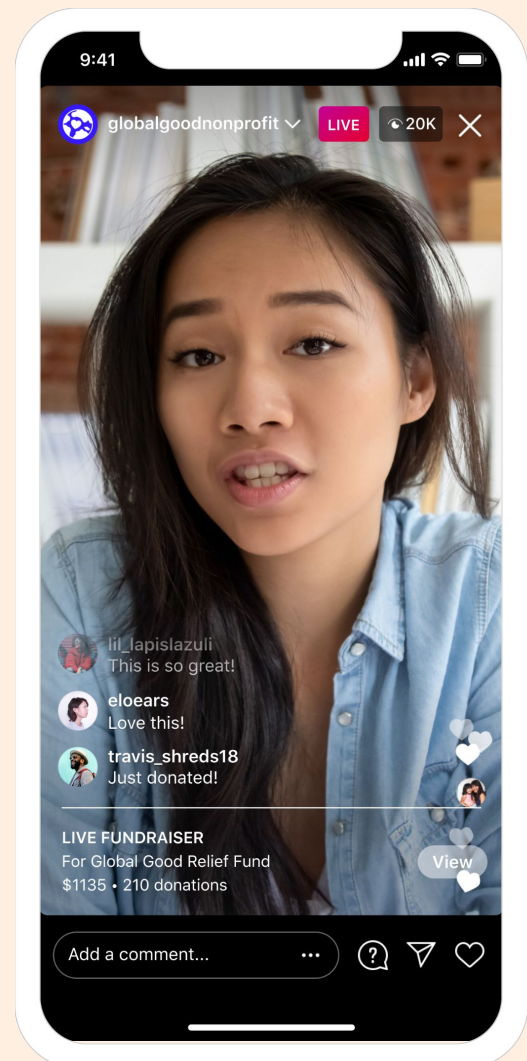


Instagram Live Donations

Live video is a powerful tool and one of the most popular ways Pages are using Instagram to engage with their supporters. During a Live stream, supporters can add a Donate button to their Live video to capture donations for your cause.

How to use Live donations:

- 01** Tap the camera in the top left of feed or swipe right in feed.
- 02** Tap Live at the bottom of the screen.
- 03** Select Fundraiser.
- 04** Choose a nonprofit to support.



Frequently asked questions



Payments

How does my nonprofit receive donations made on Facebook and Instagram?

If your organization is enrolled with Facebook Payments, payouts will occur biweekly as an ACH (Automated Clearing House) or direct deposit to your organization's bank account.

What is the payout timeline for donations made on Facebook and Instagram?

Once money raised for your nonprofit reaches the minimum donation payout amount, it becomes eligible for a payout. Funds will roll over until the payout amount reaches the threshold. Keep in mind that this threshold is per nonprofit, not per fundraiser. Payouts take two weeks to process. Funds donated the 1st–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 during the 16th–20th of the following month.



Fundraisers

- ➔ **Can the goal of a Facebook Fundraiser be changed?**
Yes, the goal of a fundraiser can be changed at any time (reduced or increased) while the fundraiser is active.
- ➔ **Once a Facebook Fundraiser has ended, can the goal amount be changed?**
No, the goal of a fundraiser cannot be changed once the fundraiser is finished.
- ➔ **Once a Facebook Fundraiser has ended, can it be reopened?**
No, a Facebook Fundraiser cannot be reopened once it is finished.
- ➔ **What is the maximum amount of time a Facebook Fundraiser can run for?**
A Facebook Fundraiser can run for a maximum length of 90 days.
- ➔ **If a donor donates an incorrect amount, can they request a refund?**
Yes, the donor can request a refund [here](#) and Facebook will process it.



Support

How can my nonprofit get support for Facebook and Instagram donation products?

If you need help with fundraising products, have a payment issue or something isn't working correctly, use [this form](#) for support.

