



NONPROFIT GUIDE TO FUNDRAISING WITH FACEBOOK

Reach More People, Raise More Funds

Using Facebook allows you to reach more supporters and engage your community like never before.

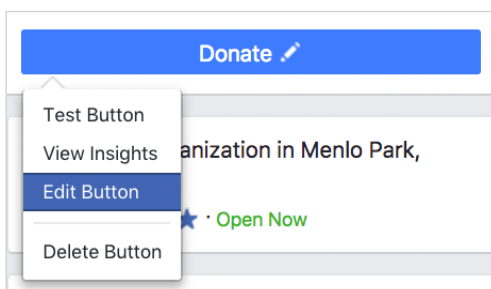
In this guide, we'll review how to reach your fundraising goals using Facebook's Charitable Giving Tools. Currently, charitable organizations based in select countries are eligible. Learn more about [eligibility](#) and [apply now](#).

3 Ways to Collect Donations on Facebook

Page Donate Button

The donate button makes it easier than ever to raise money directly from your Page.

1. Go to your nonprofit page. (You'll need to be an admin to make changes to your Page.)
2. Select **Add a Button**; hover over; and select **Edit Button**.





3. You'll be given a choice to donate through a website of your choice or through Facebook. (Choose Facebook)

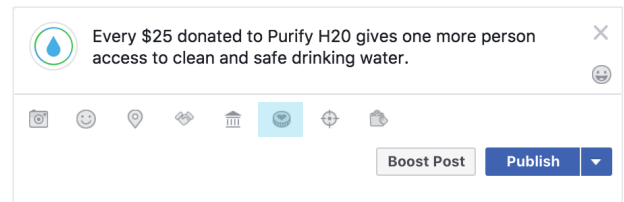


Post Donate Button

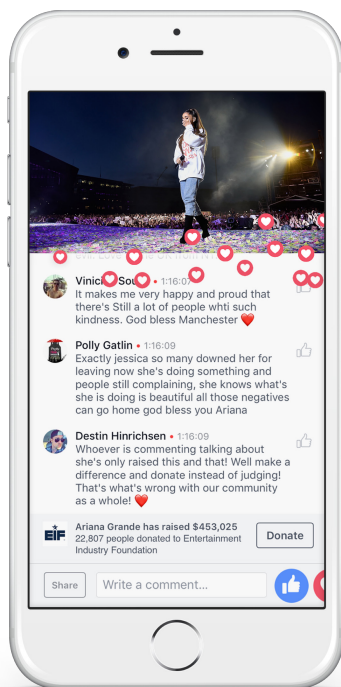
There are a few ways to add a Donate button to your Page posts:

- Create your post. Click the  coin image. Select a nonprofit. Publish.
- Create your post. Click  **Feeling/Activity**. Scroll to click **Supporting**. Select a nonprofit. Publish.

See FAQ for [more](#).



Live Video Donate Button



Arianna Grande's One Love Manchester concert live video: 80M views and raised \$454k


More nonprofits are going live on Facebook to raise money for the causes they care about. You can:

- **Go live with your mobile phone.** This approach is best suited for short videos and simpler events.
- **Use Facebook's Live API.** The Live API is ideally suited for larger events where you want to have greater control over the experience. You'll be able to bring in video from professional cameras, use multiple cameras and programmatic sources such as games or screencasts.


How to activate

Mobile Phone

Facebook for iOS¹

1. Tap  **Live** at the top of the News Feed of your profile or verified Page
2. Tap "..."
3. Tap **Add Donate Button**
4. Select a nonprofit or fundraiser you created
5. Tap **Go Live**

Facebook for Android²

1. Create a [fundraiser](#)
2. Tap **Live** at the top of your News Feed or timeline
3. Tap the  coin image in bottom left-hand corner and then select your fundraiser
4. Tap **Go Live**

When to use an API

The Live API allows you to create stories on Facebook using live video content from multiple sources.

The tool is best suited for larger events that require multiple cameras.

Facebook Live API

- To get started, reach out to your Facebook account manager and ask for an introduction to a third party vendor

¹For verified Pages, only Page administrators can add a donate button to a live video.

²This feature is not available in every area.

Tips for Live Fundraising

Before the Event

1. **Prepare for your live video** to ensure content unfolds smoothly.
2. **Seed your event** with advance donations
3. **Engage your audience** with compelling stories and viewer challenges.
4. **Create custom graphics** using the Facebook API.

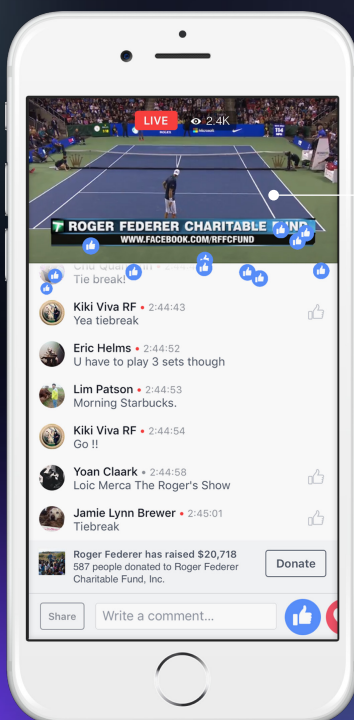
During the Event

1. **Be authentic.** Cover a topic you are passionate about.
2. **Involve your audience.** Answer questions during your Live event and address your commenters by name.
3. **Give updates.** Share “milestones,” encourage sharing, and offer matches to incentivize giving.
4. **Stay at it.** The longer the Live event the greater the chance to attract viewers.

After the Event

1. **Share** that you went live, how much was raised and how the donations will be used.
2. **Say thanks!** Be sure to thank your supporters early and often.
3. **Pin your live post** to encourage viewership.

For more information, visit donations.fb.com



The Match for Africa
A live feed of a match with Roger Federer and Bill Gates garnered 2.3M views and raised \$42K using the Facebook API.

Juntos podemos!
With his mobile phone, Daddy Yankee called out his special ties to Puerto Rico and connected with his audience in both Spanish and English.

