



# Cause Marketing on Facebook

## Tools You Can Use to Raise Awareness, Funds and Hope

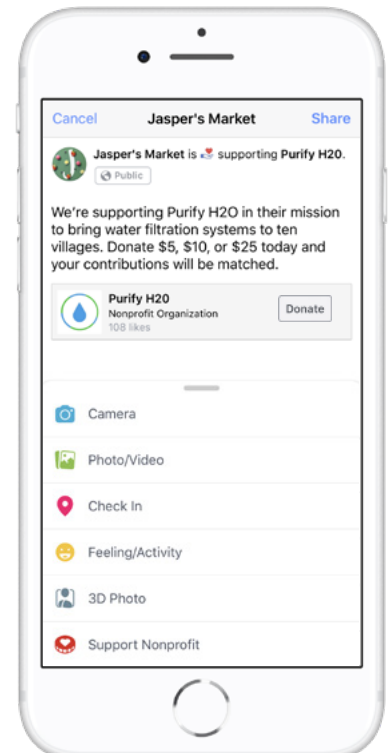


Consumers are increasingly looking to the business community to be a force for positive change. Facebook's charitable giving tools enable your business to rise the occasion by making it easier than ever to partner with nonprofits and talent to raise money for worthwhile causes. This guide covers two Facebook charitable giving tools to raise funds on Facebook.

### Post Donate Button

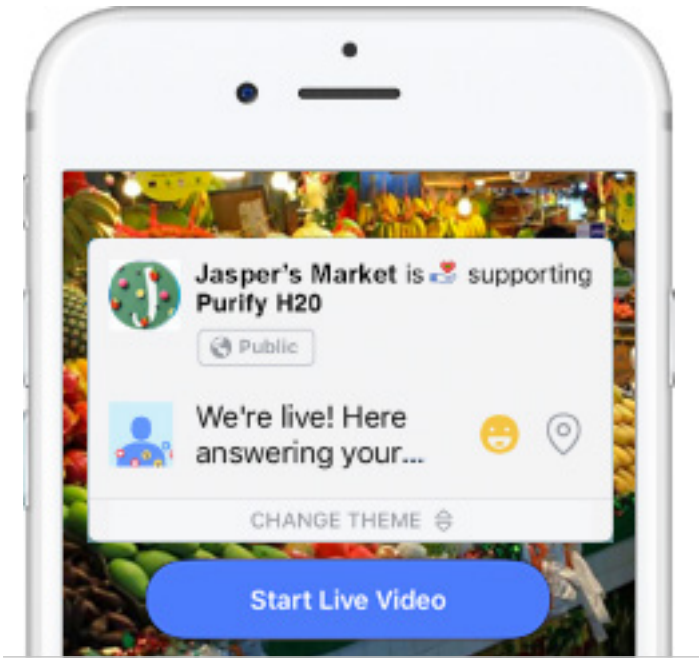
There are a few ways to add a Donate button to your Page posts:

- **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.



### Best Practices

- **Call to action:** Make it strong and state it often.
- **Compelling copy:** Be genuine, engaging, and specific on where funds will go.
- **Powerful imagery:** The right visuals are invaluable.
- **Branded Content:** Have media outlets, celebrities and influencers tag content that includes your brand or sponsorship. [Learn more.](#)



## Live Video Donate Button

More businesses are combining star power with the power and reach of Live video to raise money for the causes they care about. Here are two ways:

- Go live with your mobile phone. This approach is best suited for shorter videos or personal moments.
- Use Facebook's Live API. The Live API is best for larger events where you need more control over the experience. You'll be able to bring in video from professional cameras, multi-camera setups and programmatic sources such as games

## How To Go Live With Donate

### FOR IOS

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**

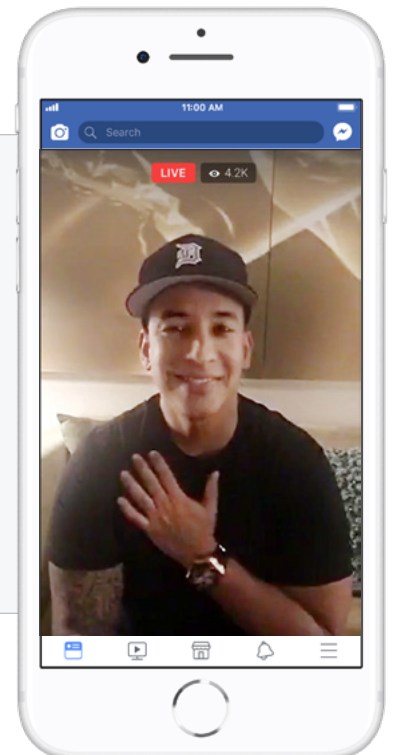
### FOR ANDROID

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

### FUNDRAISER API

In this live video post, Daddy Yankee called out his special ties to Puerto Rico, and brought in Zumba to help support relief efforts. Over \$150,000 was raised for Feeding America's work in Puerto Rico.

1. For verified Pages, only Page administrators can add a donate button to a live video.
2. This feature is not available in every area.



## Page Fundraisers

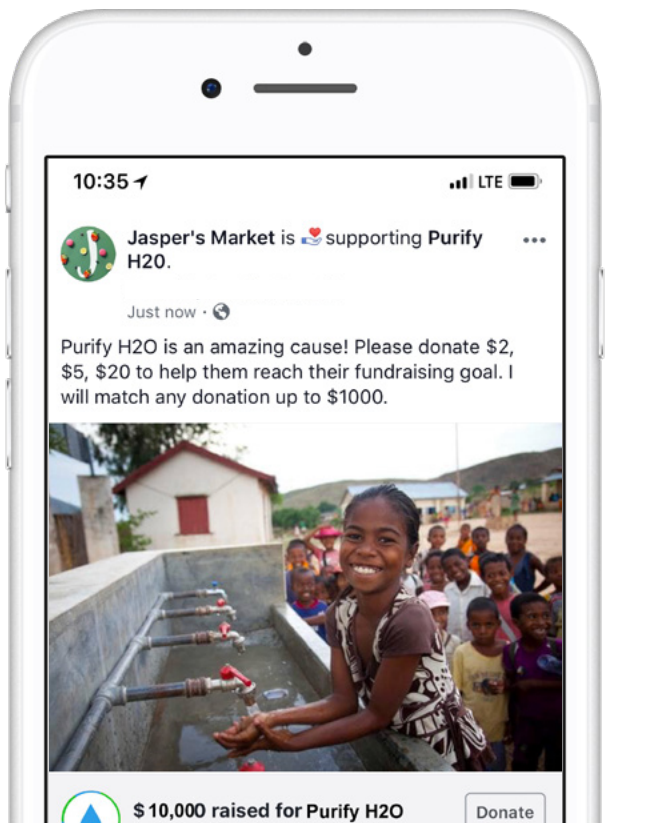
A Page Fundraiser is a dedicated fundraising Page with integrated tools that allow the creator to tap into their existing Facebook community and beyond.

Businesses can quickly build momentum for a cause by using their fundraising page to share their personal commitment to the cause and rallying around a fundraising goal. Fans and friends can easily donate and share the fundraiser with others in just a few taps directly on Facebook.

As of November 2017, Facebook charges **no fees** on donations made to nonprofits on Facebook.

### REQUIREMENTS:

- [Verified Facebook Page](#) - blue or grey badge
- Available to nonprofits in the US and EU.
- Nonprofit or Public Figure Page category
- Creator of Fundraiser must be admin of the Facebook Page
- Page Fundraisers can only be created on Desktop



### HOW TO GET STARTED

To create a fundraiser for a charitable organization click [here](#) or follow these steps:

1. From a Desktop go to [facebook.com/fundraisers/](https://facebook.com/fundraisers/)
2. Click **Raise Money for a Nonprofit Organization.**
3. Search and select a **Nonprofit.**
4. Select the **Page** you want listed as fundraiser Organizer
5. Choose a cover photo and fill in the fundraiser details.
6. Click **Create.**



# Visual Steps

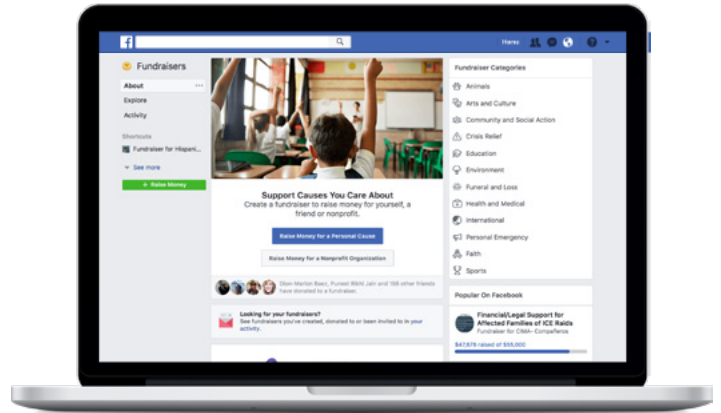
## STEP 1

- From a Desktop Visit: [facebook.com/fundraisers/](https://facebook.com/fundraisers/)  
Page Fundraiser creation is currently only available for **verified** Pages.

Business Admins of a Page can only create a Fundraiser through the Business Manager fundraiser hub: [business.facebook.com/fundraisers/](https://business.facebook.com/fundraisers/)

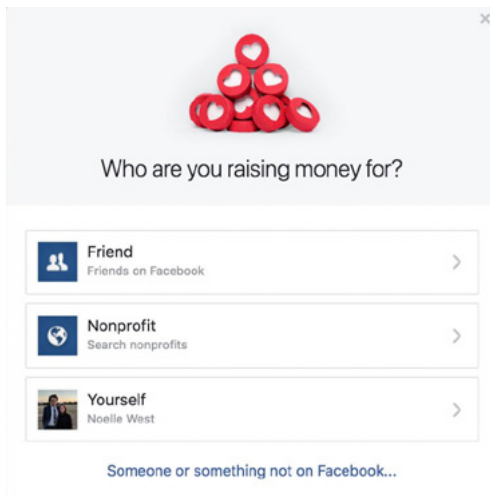
## STEP 2

- Click the **Raise Money** button.



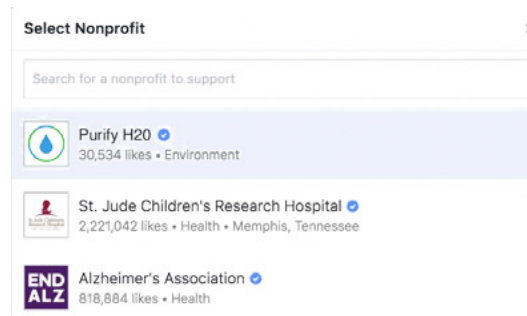
## STEP 3

When asked **Who are you raising money for?** Select **Nonprofit**.



## STEP 4

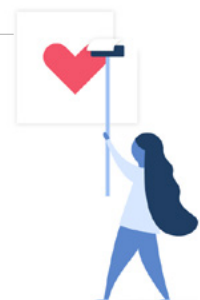
Select your desired nonprofit by searching for its name in the search bar.



“We’re thrilled! It was an awesome way to activate followers past liking and sharing content and to complete a higher-bar ask like donating.”

**Maya Enista Smith**

Executive Director, Born This Way Foundation



## STEP 5

Click the dropdown prompt under **Who is organizing the fundraiser?**

In the dropdown, the person creating the fundraiser will see their personal Profile, along with any other Pages they Admin that have been approved to create fundraisers.

Let's start with the basics

Who is organizing the fundraiser?

Jennifer Smith

Who is organizing the fundraiser?

Jennifer Smith (You) ✓

PERSONAL (1)

Jasper's Market ✓

When should your fundraiser end? ⓘ

May 12, 2018

## STEP 6

Add a fundraising goal, currency and deadline, then hit **Next**.

Let's start with the basics

Who is organizing the fundraiser?

Jasper's Market

Who are you raising money for?

Purify H2O

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

## STEP 7

Fill in the title and description of your fundraiser, and hit **Next**.

Tell your story

What's the title of your fundraiser? ⓘ

Jasper's Market's fundraiser for Purify H2O

Why are you raising money? ⓘ

Want to join me in supporting a good cause? I'm raising money for Purify H2O and your contribution will make an impact, whether you donate \$5 or \$500. Every little bit helps. Thank you for your support. I've included information about Purify H2O below.

Purify H2O's charter is to provide clean drinking water through emerging filtration technology.

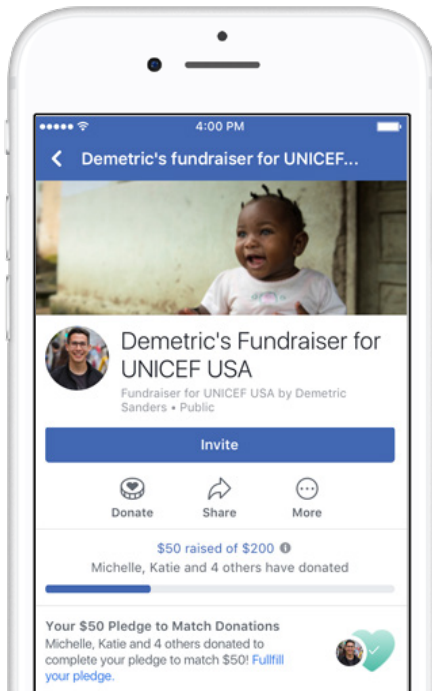
## STEP 8

Lastly, pick a cover photo. Then hit **Create**, and your fundraiser will be live to the public.

Pick a cover photo

Suggested photo ⓘ

✎ Edit



## Fundraiser Matching

Brand and Public Figure Pages can pledge to match donations to fundraisers as a way to incentivize giving. When you've activated matching, your supporters will see a call out on your fundraising Page.

[Learn more.](#)

### REQUIREMENTS:

- Must pay matching amount by Credit Card or through PayPal
- Verified Page or Brand
- Nonprofit must be signed up for Charitable Giving Tools.

### HOW TO GET STARTED

- When creating the fundraiser you can pledge to match up to a certain dollar amount, upon your fundraiser reaching that amount your Credit Card on file will be charged that matching amount.

