Charitable Giving Playbook
For Nonprofits

This guide covers all of Facebook’s Charitable Giving tools, and gives instructions and tips to help you use them to drive global impact for causes that you care about. Sign up to use Facebook’s Charitable Giving Tools — See eligibility.

WHO WE ARE

Social Good at Facebook

Facebook’s mission is to give people the power to build community and bring the world closer together. The mission of Facebook’s Social Good Team is to build tools that have a positive real-world impact. Currently we’ve built Social Good tools in four categories: Charitable Giving, Crisis Response, Heath and Mentorship.

GETTING STARTED

Charitable Giving Tools Overview

Page Fundraisers (NEW) - Create a Fundraiser from your nonprofit Facebook Page
Fundraiser Donation Matching (NEW) - Pledge to match donations to your Facebook Fundraiser
Supporter Fundraisers - Inspire your supporters to fundraise on your behalf
Live Video Donate Button - Broadcast a Live video with Donate button
Donate Button - Add a Donate Button to your Page or posts
Recurring Donations (NEW) - People can choose to make their gift a monthly-recurring donation
No Fees - Facebook charges no fees on donations made to nonprofits on Facebook
Reporting - Download daily or multi-day transaction reports to track donations from your Page, posts, and ads

SNAPSHOT: GIVING ON FACEBOOK

- In the U.S., there are over 750,000 nonprofit organizations who use Facebook’s fundraising tools.
- More than $45 million was raised on Giving Tuesday in 2017, which was nearly 15% more than was raised in 2016 on Facebook in the US on Giving Tuesday.
- In the weeks following Hurricane Harvey in 2017, more than $20 million was raised for relief efforts on Facebook.
- $20 million was raised for RAICES in 1 week to support immigrant family reunification—breaking all previous records for a single Fundraiser on Facebook.

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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.

Nonprofits can quickly build momentum for a cause by using their fundraising Page to promote a specific need and rally around a fundraising goal. Supporters can easily donate and share the Fundraiser with others.

REQUIREMENTS

- Verified Facebook Page (with a blue or gray badge)
- Available in select regions—see eligibility
- Nonprofit or Public Figure Page category

- Must be an admin of the Facebook Page to create a Fundraiser
- Page Fundraisers can only be created on desktop

How to get Started

STEP 1

There are a few ways to create a Page fundraiser

Entry Point 1:
- Visit facebook.com/fundraisers/
- Click the Raise Money button

Entry Point 2:
- From your Nonprofit Page
- Click the Fundraisers tab from the left menu or Click Create Fundraiser from the [...] dropdown on Page under cover photo
- The fundraiser tab is only visible once a Page has created a fundraiser—and you can see your past fundraisers here as well
- Create a fundraisers by clicking +Raise Money

Notes:

- Page fundraiser creation is currently only available on desktop to verified Pages
- Business admins of a Page can only create a fundraiser through the Business Manager fundraiser hub: business.facebook.com/fundraisers/
**STEP 2**

Select **Nonprofit** when asked “Who are you raising money for?”

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. **Select the Page you want to create the fundraiser from.**

**STEP 3**

Select your desired nonprofit by typing their name into the Search bar.

**STEP 4**

Under “Who is organizing the fundraiser?” there will be a dropdown prompt.

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. **Select the Page you want to create the fundraiser from.**

**STEP 5**

Complete your goals and timing, and hit **Next**.
STEP 6
Fill in the title and description of your fundraiser, and hit Next.

STEP 7
Pick a cover photo. Then hit Create, and your fundraiser will be live to the public.

Page Fundraising Tips:

- Tap into a dedicated community across multiple channels and platforms to drive awareness to your Facebook Page fundraiser early in the campaign.
- Involve your audience. Interact with supporters on your fundraiser page to incentivize and get fans excited about the goal.
- Schedule a Live video to talk to your fans about the cause and why it matters to you.
- Monitor the donations and give updates on fundraising progress. Increase goals when necessary.
- Offer to match donations made to your fundraiser to incentivize giving.
- Reveal “milestones” reached and encourage sharing.
- Say thanks! Be sure to thank your supporters early and often.

Supporter Fundraisers

Fundraisers also let your supporters raise money you on Facebook. Supporters can set up a dedicated page to share their story, tell others about your cause, pledge to match donations and amplify their impact by getting more people involved. Learn more about supporter Fundraisers.
Fundraiser Donation Matching

Organizations creating fundraisers on Facebook can now incentivize giving by pledging to match any amount that fits the organization’s budget—$5 to $2,500.

**Requirements**
- Verified Facebook Page (with a blue or gray badge)
- Pages can match fundraisers created by their Page
- Must pay by credit card or through PayPal
- Must be signed up for Facebook Payments

How to get Started

1. On a desktop, [create a Fundraiser](#) for your nonprofit from your organization’s Facebook Page
2. Click the ... More button on your fundraiser and click Match Donations
3. Click Choose Pledge Amount
4. Select the dollar amount that your organization wishes to pledge or click Other to enter your specific match amount
5. Enter your payment source and click Schedule Payment to confirm your pledge amount
6. Click Done to exit this screen

Visual Steps

**STEP 1**
On a desktop, [create a fundraiser](#) for your nonprofit from your organization’s Page

**STEP 2**
Click the ... More button on your Fundraiser and click Match Donations

- Must be a Page Admin of the Page to create a match
- The Page Admin who creates the donation match “owns” the match, and is the only person permitted to edit/confirm/delete the match
- View all your Page fundraisers by clicking the Fundraisers tab in the left-hand menu on your organization’s Page
**STEP 3**

Click **Choose Pledge Amount**

Show your passion for the cause by pledging to match your supporters’ donations.

**Pledge Now, Pay Later**
Choose an amount you feel comfortable matching. Even a small pledge will show your commitment to the cause and motivate your supporters. You’ll only have to match donations up to your total pledge amount once your fundraiser ends.

**How it Works**
If you pledge to match $50 and raise $25, you’ll only pay $25. If you raise $100, you’ll pay $50.

**STEP 4**

Select the dollar amount that your organization wishes to pledge, or click **Other** to enter your specific match amount—then enter your payment source and click **Schedule Payment** to confirm your pledge amount.

- You may use a credit card or PayPal as the payment source
- If using a corporate card, the corporate card must list the name of the page admin that is pledging the match

**STEP 5**

You’re all set! Click **Done** to exit this screen
STEP 6

Now that your match amount is set, the amount will be publicly displayed on your Fundraiser page to inform potential supporters about your organization’s pledge to match donations.

- After someone donates to a fundraiser that has pledged to match donations, their receipt will show how much of their donation counted toward the matching amount.
- Once the matching donation is fulfilled, you can see the donation on the Fundraiser page.

Match Payment

If your pledge is met, you can either have your credit card charged at the time that your pledge is met, or have your card automatically charged within 24 hours of your fundraiser’s end date.

- If donations to your fundraiser exceed your pledge amount, you are only responsible for the amount that you pledged. (e.g. If you pledged $100 and raised $200, you’re only charged $100.)
- If the amount you raise is LESS than your pledge, then you only have to match the amount that you raised. (e.g. If you pledged $100, but only raised $80, you’re only charged $80.)

For more information about matching donations to your Facebook fundraiser, please visit our Help Center.

Donation Matching Best Practices

- Emphasize your pledge to match donations in your fundraiser description and in the fundraiser title.
- Share with your supporters why you’re matching donations and what you’re hoping to achieve with the increased donations to support your benefitting organization.
- Reveal milestones within the fundraiser when you’re close to meeting the match total.
- Reengage your audience early and often to empower your supporters to help you achieve your match goal.
Live Video with Donate Button

Facebook Live is an easy, powerful way to connect with and inform supporters in real time through live video. Now you can include a Donate button on your Facebook Live video to raise money for your cause in real time.

Your followers can receive notifications when you go live so they know to tune in to your broadcasts at just the right 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 Live video will publish in entirety to your Facebook Page, allowing fans to discover the video later.

Requirements

- Verified Facebook Page (with a blue or gray badge)
- Broadcaster of the Live video must be a Page Admin of the Facebook Page
- Must have the latest version of Facebook, Mentions, or Pages Manager app
- You may also leverage these four API partners to produce a Live video on Facebook: Telescope, Grabyo, Vidpresso, and Pixelcorps.

How to get Started

From iOS

1. On a mobile device, go to your Nonprofit's Facebook Page
2. Tap Publish and then Live Video
3. Tap “...”, then Tap Add a Donate Button
4. Select the nonprofit you want to raise money for
5. Write a description for your Live video
6. Tap Start Live Video

From Android

1. From a desktop, create a fundraiser
2. On a mobile device, go to your Page, tap Post
3. Tap Go Live
4. Tap “...”
5. Tap Add a Donate Button
6. Select the Fundraiser you created
7. Tap Start Live Video

When you go live, a Donate button will be visible at the bottom of your Live video. This allows your viewers to donate directly from the video as they watch, or after you post the video to your Page. People will also be able to see how much money has been raised.
STEP 1
From your Facebook Page on your mobile device, select **Publish** and then **Live Video**

STEP 2
Tap “...” in the bottom right corner

STEP 3
Tap **Add a Donate Button**

STEP 4
Select the nonprofit you want to raise money for

**Visual Steps (iOS)**
STEP 5
Write a description for your Live video

STEP 6
Tap Start Live Video

Live Video with Donate Best Practices

- **Be Authentic.** Behind every person is a cause that inspires them—tell the story of why you’re passionate about this organization.
- **Interact with your audience.** Encourage people to contribute, comment, and share your Live video. Involve viewers by thanking them, and acknowledge them by name.
- **Go live often and for a while.** The longer you’re live, the higher the engagement, and opportunity for donations.
- **Offer a match.** Announce to your audience when you reach a funding goal, ask fans to vote with their dollars, and encourage matching opportunities.
- **Reveal a special experience.** Go behind the scenes for your next show, create a carousel of special guests, reward viewers that stay tuned, or unveil a new song or something new to your fans.
- **Share and schedule your Live video.** Ask others share your Live video. All verified Pages on Facebook can activate a Scheduled Live. Activating a Scheduled Live on Facebook notifies your fans that you plan to go Live on Facebook on a certain date, allowing fans to subscribe to receive a notification.
- **Present a strong call-to-action.** Giving people a milestone to work toward helps rally the crowd behind a common monetary goal.
- **Call out the location of the Donate button.** This is a new experience for the viewer, and it's important to explicitly call out the location of the Donate button during the Live video.
- **Follow up.** Thank fans who viewed your Live video and donated, and share next steps. Later on, report and celebrate the impact that your fans’ donations had on advancing your nonprofit’s mission.
Donate Button

A Donate button on a post or Page header is a lightweight way to ask for donations on Facebook. Nonprofits may post on Facebook and include a call-to-action that drives your followers to donate to your cause, or place a donate call-to-action button on their Page cover photo.

Requirements

- Verified Facebook Page (with a blue or gray badge)
- Donate buttons can be added on mobile and desktop

How to get Started

1. On your Facebook Page, begin writing a post
2. Scroll down the post actions and tap Support nonprofit
3. Select the nonprofit you want to raise money for
4. Add a photo
5. Tap Continue to confirm you want to publicly post
6. Click Publish

Recurring Donations (New)

Donors can now choose to make either a one-time or a recurring monthly donation. A donor can change the frequency of a donation by selecting Donate Monthly on the payment screen. Learn More.

Post Donate button Best Practices

- **Test early and test often.** Make donation-appeal testing a regular part of your strategy. This will ensure your best content is ready to roll out in time for the busy giving season. Try testing and experimenting with audience targeting, copy length, and the donation ask.
- **Be personal and relatable.** Don’t use broad numbers. Be specific about the difference a five, ten, or fifteen dollar contribution can make. And consider testing smaller donations.
- **Don’t be afraid to tell the full story.** Through testing, one nonprofit found that they increased donations by putting the full story right in the post and using the Donate button.
- **Pick the right time.** When can you create a sense of urgency and relevancy to ask your fans to give?
Visual Steps (iOS)

**STEP 1**
Go to your nonprofit’s Facebook Page and begin composing your Post

**STEP 2**
Scroll down the post action menu and tap **Support Nonprofit**

**STEP 3**
Search and select the nonprofit you want to raise money for

**STEP 4**
Add your post copy and a photo, tap **Continue**, and then tap **Publish**
Reporting

Nonprofits that have been approved to receive donations through Facebook Payments will have access to the following reports:

Daily or Multi-Day Transaction Report

Reports can either be of a single day or an aggregate of all donations your organization has received from your Page, posts, and ads within the date range you choose. Once exported, the report is sent to the email you choose. Reports include:

- Detailed information on each donation made to your organization, whether through the Donate button or through a Fundraiser
- Donors’ First Name, Last Name, Amount Donated, and Email Address (if the donor decides to share it).

See more reporting details here.

Payout Report

This report shows the funds that will be transferred into your account. Learn more about this report and the timing of payouts here.

To access these reports:
1. Go to Publishing Tools on the top of the Page
2. Select Donation Settings on the left side of the Page
3. Click Download Donation Reports

See more on how to access reports.
Payment

Nonprofits collecting donations on Facebook receive payouts based on how the organization is registered with Facebook.

Payment Options

When you sign up to receive donations through Facebook Payments, you’ll get access to Facebook’s reporting tools, contact information for donors who opt-in to receive emails from your organization, and links to all of your Fundraisers on Facebook. You’ll also be able to use the Donate button to collect donations directly on Facebook. If you are a US-based 501(c)(3) organization and have not signed up through Facebook Payments, we will default to sending distributions through Network for Good’s Donor Advised Fund.

- Learn about Network for Good here.
- Learn about donations through Facebook versus donations through Network for Good Advisor Fund here.

Payout Details

Nonprofits that have been approved to receive donations through Facebook Payments are paid on a biweekly basis based on when each donation comes in. Payout details are different for charities not registered with Facebook Payments. Learn more.

Fees

Nonprofits using Facebook’s payment platform to process donations pay no fee — 100% of the donations go to the charity. Learn more. Visit the FAQs.

For more information, visit our Charitable Giving help pages.