



Nonprofit Fundraiser Best Practices



LAUNCHING YOUR FUNDRAISER:

- **Cover Photo** - Use a cover photo that illustrates the purpose of your cause. The cover photo is the largest asset that will be displayed on your fundraiser, so ensure that it catches people's attention right away.
- **Add Meaning** - Descriptions should explain what the cause is, why people care about it and specifically what these donations will help to accomplish.
- **Update Goal** - Start with a modest goal (\$5-10k) then move the goal up incrementally as it reaches each milestone.
- **Promote** - Include the link to your fundraiser in any newsletters or email lists you may have.

DURING YOUR FUNDRAISER:

- **Incentivize giving** - Reveal "milestones," Offer to match donations using the fundraiser matching feature
- **Encourage sharing** - Remind people that if they cannot donate or already have donated, sharing is another way to help.
- **Engage** - "Like" and comment on supporters' donations as they come in.
- **Say thanks** - Mid-way through reaching the goal, post on the Fundraiser to thank everyone who has donated.

ENDING YOUR FUNDRAISER:

- **Celebrate** - Once the goal is reached, post again on the Fundraiser page to thank donors for their generous support.
- **Involve your audience** - Interact with supporters on your fundraising page. (Ex. Giving updates on fundraising progress or going Live within the Fundraiser to talk to your supporters about the cause.)