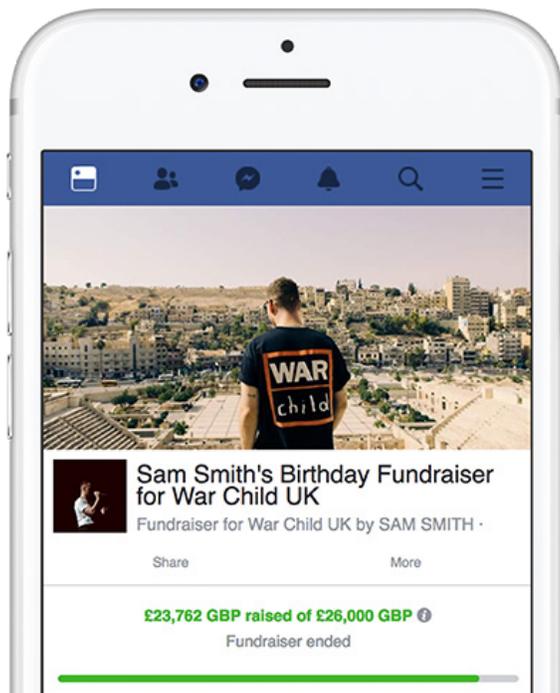


# 5 Best Practices for Public Figure Fundraisers on Facebook



In 2018 we've already seen some very successful Page Fundraisers by Public Figures looking to use their influence and audience on Facebook to support the causes they care about. Here are a few of the latest learnings to emerge from some of our most successful Public Figure Fundraiser campaigns that reached their goals organically without paid ads.



## 1. SOCIALIZING LEADS TO MORE DONATIONS

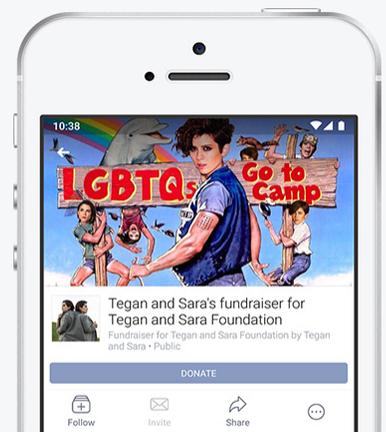
**Fundraiser creators** that have conversations with their fans on their fundraising Page and posts tend to raise more money. To inspire a sense of community and build connections with your fans, post in your fundraiser to get the conversation going.

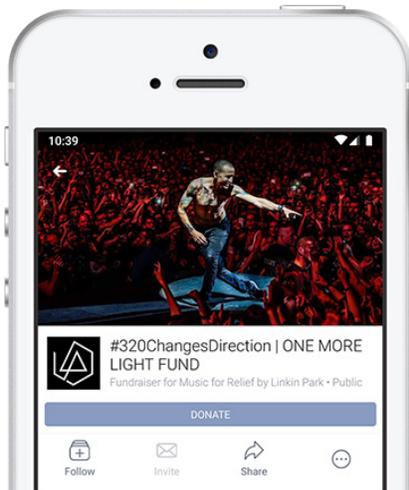
Sam Smith engaged with his fans regularly on his [Birthday Fundraiser](#) for War Child UK.

## 2. USE INCLUSIVE WORDS OF ENCOURAGEMENT

We've seen that words like, "we" "together" and "us" work better than "I" and "my" when encouraging fans to donate. Try to use words that make your fans feel like they are joining in on a team effort so that they feel like they are a part of a community.

[Tegan and Sara's Fundraiser for the Tegan and Sara Foundation](#) has good examples of inclusive language in their posts and fundraiser story.





### 3. ASK FANS TO SHARE YOUR FUNDRAISER

**Sharing is strongly correlated with** dollars raised. Most shares are done by non-donors, but their shares are making a difference! Ask fans who cannot donate if they can share the fundraiser instead.

Linkin Park was able to reach their \$90K fundraiser goal with 44K shares of their fundraiser for [One More Light Fund](#).

### 4. SHOW YOUR CONNECTION

Use a fundraiser cover photo and image posts as an opportunity to share a visual of your support to the cause. Fans tend to respond to causes that they can see Public Figures really care about, and a visual is a great way to supplement the written story you tell about your affinity for the cause.

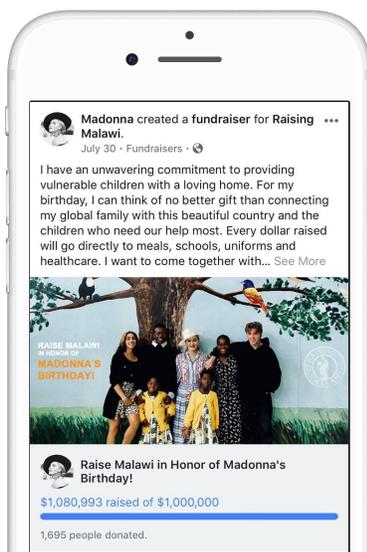
Novak Djokovic [used a cover photo](#) showing his work with the Novak Djokovic Foundation, an organization he started to help to enable children from disadvantaged communities in Serbia.



### 5. SHARE YOUR STORY

**Share your personal connection** to the cause in the fundraiser story section. Fans tend to engage with Fundraisers that they can tell people have an authentic connection with. Share how you became involved with this cause and why you care.

Madonna used her [Birthday Fundraiser](#) to explain her “unwavering commitment to providing vulnerable children with a loving home” through her foundation Raise Malawi.



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[Public Figure Fundraiser Setup Guide](#)

[Create A Fundraiser From Your Desktop](#)