Supporter Journey
You can build a community of committed supporters by increasing people’s levels of engagement over time.

RAISE AWARENESS
People start to learn and care about your mission

ACTIVATE SUPPORTERS
People start to share, pledge, or take action when you ask them

RAISE FUNDS
People contribute to your organization’s growth and engage their friends

As people become aware of the problem you are trying to impact and your nonprofit’s work they will be more inclined to give.
Tools for collecting donations

**ALL NONPROFITS**

*Pages & Ads*

- Add a donate button to collect donations through a website of your choice

**US NONPROFITS**

*Pages, Page Posts & Live*

- Add a donate button to collect donations directly on Facebook
- You must be a 501(c)(3) US-based nonprofit and sign up at [facebook.com/donate/signup](http://facebook.com/donate/signup)
Tools for supporters to fundraise on your behalf

**POSTS**
• Supporters can add a Donate button directly to their posts

**FUNDRAISERS**
• Supporters can create a dedicated fundraising page, time period and goal

**LIVE**
• Supporters can connect their fundraiser to their live videos to increase awareness

You must be a 501(c)(3) US-based nonprofit for supporters to raise funds for you. Sign up here: facebook.com/donate/signup
Tips for asking for donations

• Frequency
  - Ask often and in a variety of post types (images, status, links, video)

• Theme
  - Create a central reason to fundraise (birthdays, memorial, holiday)

• Funding Goal
  - Set a goal to create urgency ($10K in 10 weeks)

• Tangible Outcomes
  - Explain the plan for where the money is going

• Suggest Amounts
  - Offer suggested donation amounts and what they can fund

• Visuals
  - Use compelling imagery and video to communicate the need

• Results
  - Celebrate small and large wins. Follow up with impact reports and thank you’s
Engage people at every stage of your fundraising campaign

Tips for activating supporters to fundraise

BEFORE LAUNCH

• Pick a campaign theme
• Educate your support base
• Set a goal and time frame
• Create a social media tool kit
• Find a donor to sponsor a Matching campaign

AT LAUNCH

• Launch with sense of urgency
• Incentivize with a contest
• Engage press and bloggers
• Go Live to promote launch
• Have top supporters primed to lead by example

DURING CAMPAIGN

• Release tips and examples
• Introduce new milestones
• Help people tell their personal story
• Have fun with weekly themes and challenges
Resources and guides
You can send these to supporters to help them fundraise

Top Tips for Successful Facebook Fundraisers

1. Build a team to help share your fundraiser
2. Think about your personal story and motivation to fundraise for this cause
3. Find photos to add to your fundraiser
4. Set a reasonable goal amount and timeframe
5. Post an update to your fundraiser page, announcing your launch post a photo about the cause, show the progress, or ask a video update, emphasize the final countdown, give thanks
6. Send a personalized email to your friends and family with your Facebook fundraiser link
7. Set an automatic vacation responder on your email and include your fundraiser link
8. Share your fundraiser directly on a friends Timeline

FUNDRAISING CALENDAR

- **WEEK 1: BUILD CAMPAIGN TEAM**
  - SUNDAY: 1
  - MONDAY: 2
  - TUESDAY: 3
  - WEDNESDAY: 4
  - THURSDAY: 5
  - FRIDAY: 6
  - SATURDAY: 7

- **WEEK 2: DESIGN YOUR CAMPAIGN**
  - SUNDAY: 8
  - MONDAY: 9
  - TUESDAY: 10
  - WEDNESDAY: 11
  - THURSDAY: 12
  - FRIDAY: 13
  - SATURDAY: 14

- **WEEK 3: EDUCATE YOUR DONORS**
  - SUNDAY: 15
  - MONDAY: 16
  - TUESDAY: 17
  - WEDNESDAY: 18
  - THURSDAY: 19
  - FRIDAY: 20
  - SATURDAY: 21

- **WEEK 4: BUILD MOMENTUM EARLY ON**
  - SUNDAY: 22
  - MONDAY: 23
  - TUESDAY: 24
  - WEDNESDAY: 25
  - THURSDAY: 26
  - FRIDAY: 27
  - SATURDAY: 28

- **WEEK 5: TAKE OFF WITH A STRONG LAUNCH**
  - SUNDAY: 29
  - MONDAY: 30
  - TUESDAY: 31
  - WEDNESDAY: 1
  - THURSDAY: 2
  - FRIDAY: 3
  - SATURDAY: 4

nonprofits.fb.com/topic/giving-guides