Facebook has a suite of tools & products to help you reach your goals
Pages are your nonprofit’s home on Facebook

- You can optimize each section to enhance your presence and increase your Page’s ranking in News Feed
Groups let you create specific communities of people who interact directly with each other

- Use to share exclusive updates, photos or events – great for small groups like volunteers or staff
- Group members can coordinate through comments, collaborate on documents and message other group members
- Groups must be created by a Profile
- Privacy can be set to open, closed, or secret

Nonprofits on Facebook
Events help you organize supporters to participate in activities

- Can be created from your Page or your personal profile
- Used for things that have a finite date/time
- Can be public or private
- Very shareable when people are interested or going
Fundraising Tools let people donate to your organization using Facebook

- Donations can be made directly on Facebook or by using the button to send people to the website of your choice
- Supporters can set up a dedicated fundraising page to share their story, tell others about your mission and rally around a fundraising goal
- Your org must apply through Facebook or be a member of Network for Good to receive donations directly on Facebook

Apply here: facebook.com/donate/signup
Ads help you reach new people through paid placements

- Can appear directly in News Feed or in the right hand column
- You choose the objective you wish to achieve and the audience you want to see it
- Facebook’s Ads Manager lets you view, edit and control your ads and spending
Page Insights help you learn what stories are connecting to your audience

Use the export data button to download granular data for deeper learning

- Reach
- Engagement rate
- Consumers
- Click throughs
- Sign ups
- Donations
Live allows you to broadcast to Facebook from your phone

• Interact with viewers in real time
• Field their questions, hear what’s on their minds and check out their real-time reactions to gauge how your broadcast is going
• Add a Donate button to your live video to collect donations
Workplace is a team collaboration tool, free for nonprofits

- Find and connect with colleagues
- Search and find answers from past posts and files
- Group discussion
- Personalized work News Feed
- Work Chat messaging, voice and video calling
- Ad-free space, separate from your personal Facebook account

Apply here: workplace.fb.com/pricing
More nonprofit support resources

Stay up to date and reach out if you have questions!

**HELP CENTER**
General support center for questions about using Facebook
facebook.com/help

**WEBSITE**
Education site specifically for nonprofits
nonprofits.fb.com

**BLUEPRINT**
Global training & certification program for Facebook
facebook.com/blueprint

**FACEBOOK PAGE**
Page that shares tips, case studies, partner content & product updates
facebook.com/nonprofits