



MIND THE GAP
CONSULTING

Raise Thousands of Dollars with a Facebook Fundraiser

Engage your network to build
your base and your bank account

By

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How to Run a Facebook Fundraiser Campaign

It all started in the fall of 2016. Facebook (FB) released a new tool that would change the way money was raised through social media. It has been a huge success. So huge that it can be hard to break through. This platform is evolving, but there is money to be raised within your network. I raised \$12,000 in about 45 days on FB on my first try. I can't guarantee you will do the same, but I will show you how I did it. First, the nitty-gritty. Get in front of your computer or mobile device.

Keep in mind there are challenges with [FB fundraisers](#). Getting actual contact information from your donors is next to impossible. You can generate reports of donation detail and names, but you may not get many emails to add to your database.

Pre-Launch Tips:

- Consider inviting all board members, volunteers and potential volunteers to participate. Consider asking your staff. (Though you should make it clear it is not required as a term of their employment.)
- Engage anyone who has actively engaged with your campaigns or social media accounts. If you have someone monitoring your online community, consider asking anyone who takes 3 or more actions. (signs a petition, shares their personal story, donates). Find influencers (your most involved people who have 1000 friends or more on FB or other platforms).
- Engage your MVPs or VIPs or people who are your organizational “evangelists.”
- Consider creating a list of all your campaign leaders and communicate with them about regular campaign updates.
- Consider creating a leaderboard or friendly competition to see who can raise the most or get the highest number of donors. Set a collective goal?
- Consider doing this when your workload is lighter so you are strategic with your time. For example, the month to do this might not be right before your gala.

The steps are easy:

If you are the charity:

- 1) Make sure you have a FB page. If you don't have a page yet, go [here](#).
- 2) If your organization has a FB page, make sure you have [connected your organizational bank account](#) to FB so you can receive donations. Your admin should be able to find this easily. Here are [other tips](#) about using FB to fundraise within their website.
- 3) You may need to get confirmation from FB that you are set up. Done.

If you are raising money: (Charities should use this list to invite others to raise funds.)

- 1) Go to your FB homepage/newsfeed. On the left-hand side, find “fundraisers” and click on it. Or just [go here](#) And follow the steps.
- 2) You can search by category or if you already have an organization in mind, click on “Raise Money for a Nonprofit Organization.”



Support Causes You Care About

Create a fundraiser to raise money for yourself, a friend or nonprofit.

Raise Money for a Nonprofit Organization

Raise Money for a Personal Cause

- 3) Search for the exact name of the organization you are helping. Remember, many organizations sound the same or have chapters. The safest way to ensure you are raising money for the right organization is to go to their FB page by searching their name in the search box at the top and select them. Confirm from the logo and organizational information that this is indeed the right organization and click on “Create Fundraiser.” If you do choose to go right to the FB page of your chosen organization, you may find the “Create Fundraiser” button on the “home” page or the “fundraiser” page. The list of “pages” for your organization is on the left. Using either strategy, you will next be prompted to set up the fundraiser.
- 4) You will be asked how much you want to raise. Be ambitious but practical. You can always raise more than your goal. You can also change your campaign end date later if needed. If you don’t hit your goal, that’s ok. It’s better than nothing at all. This step will also ask you what currency you are raising funds in. Likely it is USD for the United States Dollar.
- 5) Next, you will be asked when you want your fundraiser to end. You don’t want it to end too soon, especially if you start getting traction in the last few days. I recommend picking 15-30 days from your start date. I believe all FB Fundraisers are public on FB so everyone on FB can see them.
- 6) Then you will be asked to name your fundraiser and explain why you are raising money. Think of something short but impactful and memorable for your title that gets right to the point. For your explanation, you have a few sentences to make a personal appeal to your friends about why this means so much to you. A brief anecdote or story (in a few sentences) will be effective. It should have impact and urgency! Then you will be invited to add a picture.
- 7) Go live. Once you activate your fundraiser, it is live and on your page.
- 8) The moment the campaign goes live, you may begin inviting people to your fundraiser from inside FB and outside FB. Some people have reported only being able to invite 20 people at a time without getting locked out for 24 hours. Others have been able to invite hundreds at a time. We recommend trying to invite everyone immediately. This is the most time consuming (and frustrating) part of the process. Leave the screen or app for a few minutes and return to invite 20 more people. Rinse and repeat until all your friends have been invited. Your campaign is now live and launched.

Post Launch tips for making your FB fundraiser rise above the rest!

- You must be the CEO of your campaign (Chief Enthusiasm Officer). This means that your messages should be upbeat, mostly positive, and aspirational. Even if you share news of a tragedy (gun violence or suicide) you should make sure you pivot back to what solution you are working toward with your campaign.
- It is time-consuming but invite every FB friend. Consider inviting people by email, who you may not be friends with on FB, yet.
- People give to people. The main asset you have in your campaign is your personal relationships. They know you. They like you. People are far more willing to give to someone they know, than anyone else. That means you must ask, ask again, and keep asking during your campaign. Trust me.
- Make a post to your campaign every single day. Part of the power of an FB fundraiser is that people get notifications in a way that is less intrusive than email. If people don't want to see the updates, they can mute the campaign. People are busy, so you need to remind them your campaign is still there. Don't worry. It isn't annoying. You are doing it to change the world. Think about time zones but make sure people see updates (if possible) between 8-9 AM, around noon, and again from 5-7 PM. Your donations will happen within hours of people seeing your posts.
- Instead of asking others to "share" your campaign, have them start their own, even if they only do it for a few days and only asking for \$500. Remember, people give to people, not to people's friends.
- Keep it visual and video. Find great stats, content, videos, images you're your charities' site of FB page and share it with each update/ask.
- Make it feel like a campaign with posts like "Hey folks we are halfway there. Thanks! Just \$2K more to go in 2 weeks. Can you help me to the finish line?" And, "Just an update...We have 25 folks pitching in. Let's hit 30 by tonight!"
- Tons of people are running FB campaigns for their birthdays. Consider doing the same. But in order to break through the noise, make yours unique.
- Regardless of your campaign, whenever you share something relevant to your charity (news article or post) tag the charity and it will ask you to add a donate button. These are NOT counted toward your campaign, but it will raise money.
- Don't forget to thank everyone. Every FB user will get an email receipt for their gift, but many will not see it and think they weren't thanked. You should send a personal thank you, at least on FB, for every gift.
- There are other ways to be creative, so be innovative and impress everyone.

For more information on running these campaigns with your entire organization, on #GivingTuesday, or other key dates, contact us at MindTheGapConsult@gmail.com.