

Giving Season Playbook 2020



FACEBOOK

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With 2020 being a year full of disruptions—from the pandemic to the global call for social justice—nonprofit organizations are mobilizing to meet unprecedented challenges. Despite the big changes to the way we live and work, you can still successfully fundraise, engage your supporters, recruit volunteers and more.

New challenges require new mindsets, so we put together this Giving Season Playbook specifically with these changes in mind. Here, you'll find your fundraising checklist and tools to help you raise funds during the pandemic and fire up your supporters—plus strategies, tips, email templates, sample posts and success stories.

GET READY

In October & early November, get prepared for upcoming campaigns

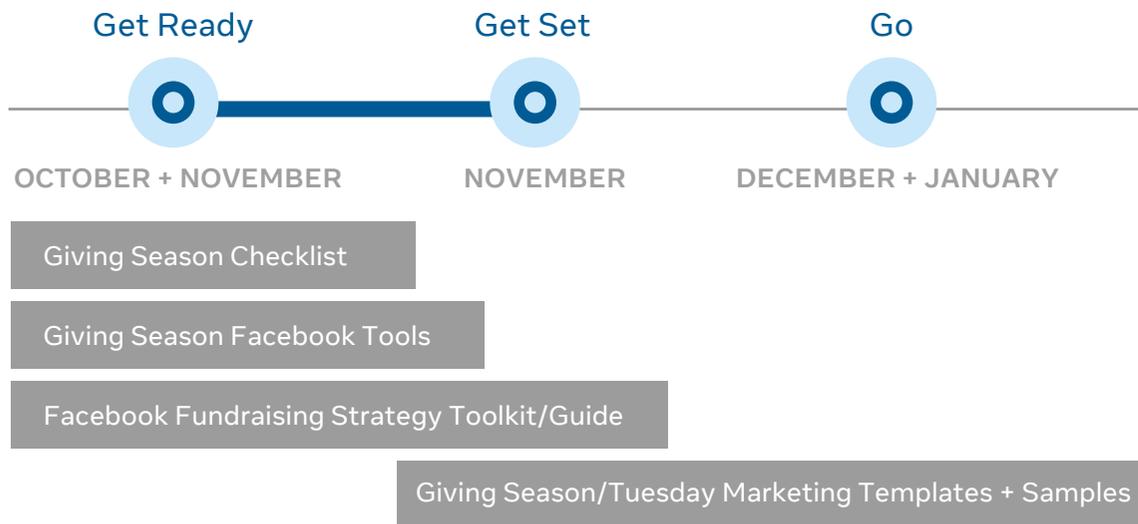
Your Giving Season Preparation Checklist

From Giving Seasons past, we've learned that preparation is key to a successful fundraising campaign. Use this checklist as the first step to helping you get ready.

- Review [Facebook's Training materials](#)
[First week of October]
- Establish with your team [best practices on how to communicate during challenging times](#)
[First week of October]
- Assemble your Giving Season team and assign roles to your members.
[First week of October]
- Determine your end-of-year fundraising goals and theme.
[First week of October]
- Plan how you're going to integrate Facebook into your overall fundraising strategy.
[1st-2nd week of October]
- Prepare your fundraising assets.
[1st-2nd week of October]
- Create a content calendar and schedule your content. [Early November]
- Update your Facebook Page details and cover photo, and add the [Giving Season logo and images](#). [3 weeks before launch]
- [Create a Fundraiser](#) from your nonprofit Facebook Page. [2 weeks before launch]
- Add a [Donate button to your Facebook Page header](#) and [Instagram](#).
[1 week before launch]

Giving Season Fundraising Timeline

Here's a step-by-step guide on how to engage and activate your supporters, so you can make the most out of this Giving Season and drive support for your cause.



CALENDAR OF ACTIVITIES

October

- Take some time to go through Facebook's free training on [Fundraising](#) and [Content Strategy](#).
- Decide how you'll integrate Facebook into your marketing efforts to amplify your email and off-line fundraising efforts.
- Once you've chosen your campaign theme and goals, it's time to prepare your team for the lead up and launch. If you're a one-person team, don't worry, this Playbook contains all the tools and resources to help you have a strong Giving Season.
- Begin to ramp up the number of posts about the program(s) you plan to fund with your fundraising campaign, why your cause is important and your organization's ability to create a positive impact.

November

- Start promoting your goals and intentions for #GivingSeason (3 posts/week). See our [post and email templates](#).
- Encourage supporters to create a fundraiser on your organization's behalf. We also have [post](#) and [email](#) templates to help you nudge your supporters.
- Update your Facebook page to announce your upcoming campaign.

CALENDAR OF ACTIVITIES



Mid-November

- Create your [Facebook Page fundraiser](#). Be sure to add the Donate button on your [Facebook page](#) and [Instagram](#).
- Share images and graphics with your supporters so they can use them to fundraise on your behalf.
- Post reminders to supporters about what you are fundraising for on your Facebook page.
- Consider using Ads with a [custom audience](#) to boost those posts to your email list.
- Schedule your posts to publish automatically with the [post scheduler](#) post scheduler.

December 1, 2020: #GivingTuesday

- Starting 5am PST, for maximum effect, promote your fundraiser every hour. Make it easier by scheduling your posts ahead of time.
- Highlight and acknowledge your supporters' fundraisers by posting them to your Page.
- Encourage your supporters' fundraisers throughout their fundraising efforts.
- Thank everyone who fundraises for your nonprofit by liking and commenting on their donation directly on their fundraising page.
- Keep the momentum going by posting fundraising updates and milestones. Make sure you celebrate and share your campaign's achievements—sharing the impact your organization and supporters are making reminds everyone of the importance of your cause.

December

- Nurture your relationships by [thanking your #GivingTuesday donors](#).
- Keep the end-of-year fundraising efforts up by continuing to share success stories, increasing your fundraising goal and providing compelling reasons for people to give.
- Schedule out posts to publish while your team is out of the office using the [post scheduler](#).
- Continue to thank and celebrate your community and individual donors. Never forget, we're all in this together!

GET SET

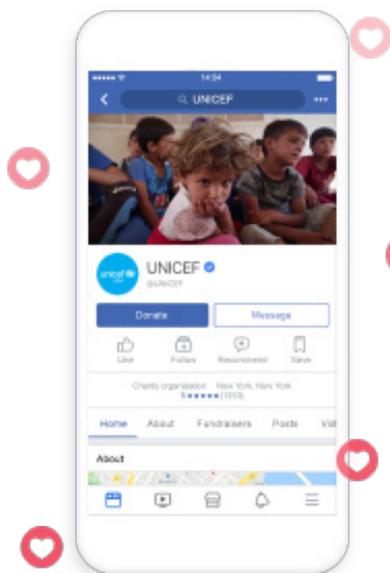
In early November, finalize your strategy.

FUNDRAISING TOOLS AVAILABLE THIS GIVING SEASON

Fundraising is easier when you have the right tools at your fingertips. We've broken them down for you by ease-of-use. See what you can do on Facebook and Instagram.

EASY TO IMPLEMENT: Facebook and Instagram Donations

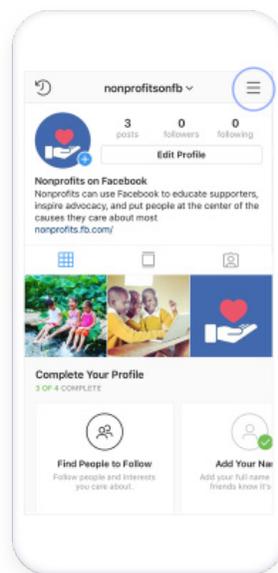
Facebook offers easy, quick ways to enhance your fundraising campaign. Find out how to use all of these tools in our [Fundraising e-learning](#) or click on the links below to see how each tool works individually.



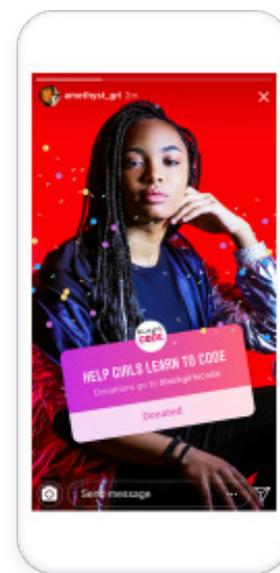
[Facebook Page fundraisers](#)



[Facebook Donate button](#)



[Instagram Donate button](#)

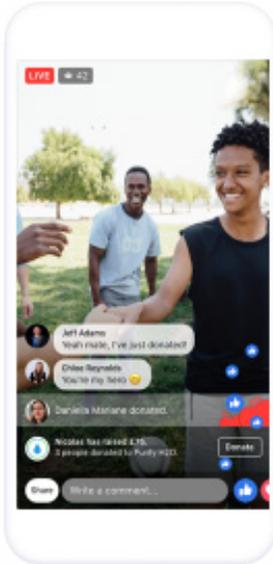


[Instagram Donate Sticker](#)

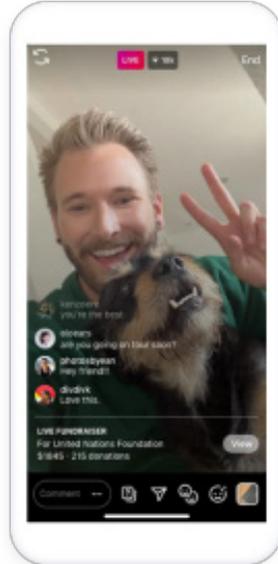
FACEBOOK FUNDRAISER THANK YOU TOOL

Say thank you to your supporters for fundraising on your behalf. It's also a great way to continually nurture your relationships.

INTERMEDIATE



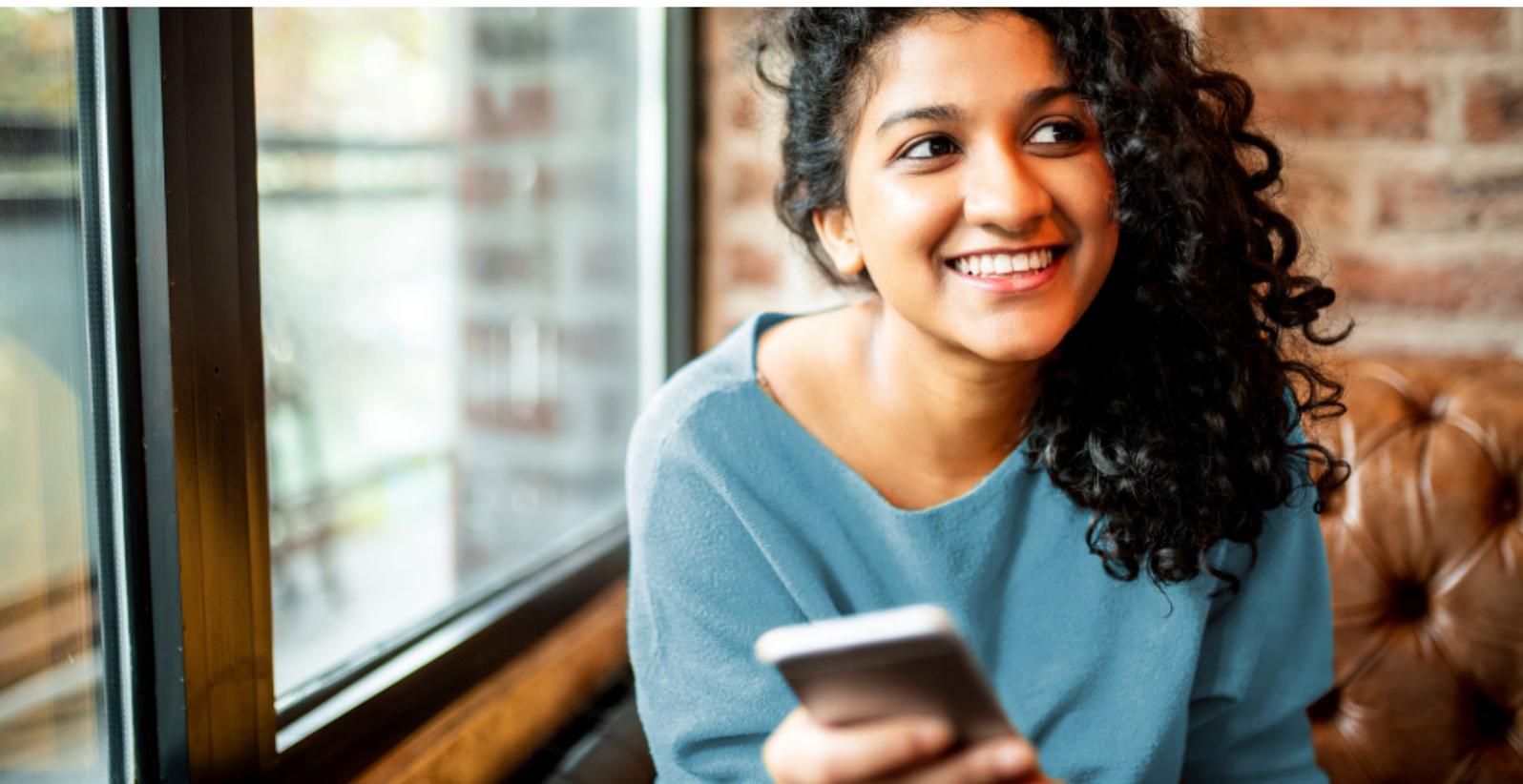
[Facebook Live Video Donate](#)



[Instagram Live Video Donate](#)

Can't fundraise in person?

Invite supporters to virtual events and challenges. Nonprofits can raise money on Facebook and Instagram Live by creating a fundraiser that adds a donate button to their Live video. See a great example of a live fundraiser in action [here](#).



CREATE YOUR GIVING SEASON FUNDRAISING STRATEGY

Wondering where to start with your campaign strategy? It's worthwhile to take some time before launching your fundraiser to decide how you're going to arrive at your goal. What do you want to achieve? Which audience will be most receptive to your message? And what's the best way to communicate with them? Here are some handy tips to get you on your way.

Elements of a Successful Strategy

A strategy is a set of activities you organize to achieve a specific goal. It can be short-term and specific, or long-term with a series of campaigns and objectives. The five elements of a good strategy are:

1 Mission 2 Goals 3 Target Audience 4 Content 5 Measurement

 **1. Mission:** Determine the impact you want to make with this campaign.

It's great if you already have an outline for how your program activities bolster your mission statement. If you don't, you'll want to create a basic outline that shows how your organization creates impact. An outline for building a Facebook strategy helps you:

- Make sure your Facebook activity contributes to the **impact you want to make**;
- **Clearly communicate** to people what you need from them and why;
- Create **compelling** calls to action.

 **2. Goals:** Establish what you want to achieve for this Giving Season.

Your campaign should relate to your overall mission. What needs to be done to support or enhance your mission? How could a campaign on Facebook help achieve your program's objectives? Starting with a list of ideas will help you choose a campaign goal or goals that are best suited for Facebook.

For example, if your mission is to uplift and create more business opportunities for marginalized individuals and communities, try to break down the goal into smaller goals like: nurture relationships with business owners and invite them to mentor and hire individuals within these communities or grow your email list to distribute information.

[Click here to learn more](#)

Here are some common examples of goals:

- Build awareness and reach new people
- Recruit volunteers
- Motivate supporters
- Raise money
- Change behavior
- Mobilize for advocacy
- Communicate with your core audience

3. Target audience: Who do you want to reach?

Look at the goals you've set for your organization and think about the ways in which people can help you achieve them. How do your programs fulfill a need or solve a problem that a potential supporter would care about? Broadly think about who might be interested and who may benefit from being involved with your organization. Figuring out the value you bring to a community is the first step in identifying your ideal target audience. When choosing your target audience, consider such characteristics as potential supporters':

- Hobbies
- Behaviors
- Connections
- Lifestyle and more

TIP: To help you pick the characteristics to target with your posts (for both paid and unpaid posts), we recommend using the [Audience Insights tool](#) to choose the characteristics you want to focus on and see how many people fit that criteria. This can show you if you should narrow or broaden your audience criteria, as well as identify the top Page likes and typical activity of a potential target audience. Note that the Audience Insights tool is currently available on desktop only.

Once you've determined your audience, it's time to inspire them into action. [See how here](#).

4. Content: What stories and visuals will you use to reach your goals?

After you've set your goals and targets, the next step is to create a series of posts that reflect your objectives. You'll want to present your message in a way that your target audience finds compelling and wants to engage with.

Content Best Practices

- **Call-to-action:** Tell your supporters how they can help your cause. Make it a strong call-to-action and say it often.
- **Compelling copy:** Be genuine, engaging, and specific about where the funds will go.
- **Powerful imagery:** The right visuals are invaluable. What makes imagery powerful? Pictures that have a compelling emotional pull can help motivate your supporters to act on your behalf.
- **Branded content:** Have media outlets, celebrities and influencers tag content that includes your brand or sponsorship.

Outline content types and themes that you want to create

Having a cohesive theme helps to unify your message. Make sure all of your communications support your goals—this includes content and visuals. The clearer you present your ask, the more likely people will help you.

Create a content calendar and use the [post scheduler](#)

Take the guessing out of when to post and avoid missing deadlines. Decide ahead of time what you want to post and then schedule them in Facebook's post scheduler. This ensures they'll automatically publish on your Page during the set dates and times.

Additional resources to help you:

- [Fundraising 101 eLearning](#)
- [Content Strategy 101 eLearning](#)
- [Ads Basics 101 eLearning](#)
- [Designing for Ads](#)
- [Issue Ads Policy](#)
- Public crisis lessons related to [Ads & Content Strategy](#)
- For Brands: [Holiday Unwrapped 2020](#)



5. Measurement: Decide on how you will track and measure your campaign's success.

A campaign's success is determined by how well it's achieving its outlined objectives. The results you measure should be tied to your campaign goals. It's important to think through what metrics to measure and how you'll track them. For example:

- **Reach:** How many people saw your posts?
- **Engagement:** How many people liked, commented on, shared or viewed your posts and videos?
- **Conversion:** How many people took an action such as shared, signed up, visited your website, attended an event or donated?

Click here to learn more about [fundraising strategy](#) and [data management](#).



FUNDRAISING BEST PRACTICES

Now that you have your fundraising tools and strategy ready to go for #GivingSeason and #GivingTuesday, we have some more tips to help inspire you to create a successful campaign.

Use multiple fundraising approaches:

Using a combination of different types of fundraisers can help generate more funds during your campaign. Here are some examples of Facebook fundraising tools you can use:

[Nonprofit fundraisers](#) enable people and verified Pages to raise money

Add a [Donate button](#) to your Facebook page headers, post or ads



- Encourage your supporters to fundraise on your behalf by creating their [own fundraiser](#), a [Facebook Birthday fundraiser](#), adding a [Donate button](#) to their posts, and a [Donate button or Sticker on Instagram](#).
- Additionally, another easy way to motivate people to fundraise for you is through a custom link. Every on-boarded nonprofit has a **custom link** in the fundraisers section of their Page. When supporters click the link, they'll be taken to a fundraiser creation for your nonprofit. The link can be shared with supporters in email marketing and on social media as a way to encourage them to fundraise on your behalf. You can find an approved organization's customized nonprofit landing page by going to [\[alias\]](#). For example, Feeding America would go to: www.facebook.com/fund/FeedingAmerica.

Facebook Live + Donate: [Facebook Live with Donate Button](#) lets your organization raise money for what you care about most through a live video stream. This is a good alternative to fundraising in person.

Remember your #hashtags: Adding hashtags to your posts and ads that drive supporters to your fundraisers is a simple way to raise awareness for your campaign.

The screenshot shows a Facebook fundraiser page for Wildlife Rescue Center. The header features a banner with the text "Support the causes close to your heart on December 31! #GivingTuesday2019" and the Wildlife Rescue Center logo. Below the banner, the fundraiser title is "#GivingTuesday fundraiser for the Wildlife Rescue Center" with a "Fundraiser by Wildlife Rescue Center" sub-label. The page includes a "Fundraiser Ended" section showing "\$5,772 raised of \$7,852" and a "Donate to Nonprofit" button. The "Fundraiser Progress" section displays statistics: 151 donated, 43 invited, and 66 shared. The "Created By" section identifies Wildlife Rescue Center. A "Frequently Asked Questions" section lists questions like "How do nonprofits receive donations?" and "Can I donate privately?". The "Updates" section shows a post from December 3, 2019, featuring a turtle and the text "Oh, hello. Can you tell me where I can donate for #GivingTuesday? I want to help out with my care." and "I'm so sorry. I literally JUST got here." The footer contains standard Facebook navigation links and copyright information.

GO: GIVING SEASON LAUNCH TOOLKIT

From mid-November to January, launch your campaign

Once you've gathered all your fundraising tools and mapped out a solid strategy for your campaign, you're ready to launch your #GivingSeason fundraiser. To make sure it goes smoothly, we have a few more tips and templates to help you out. Keep these tips in mind before you launch and use the following templates to develop your posts and emails.

How to use Facebook to Help Amplify Fundraising During This #GivingTuesday & #GivingSeason

If you have an advertising budget, consider using Facebook Ads to reach your supporters on Facebook with your posts.

-  1. Prior to #GivingTuesday's launch, you can use targeted Ads to ensure that your organization is top of mind for your donors before they receive your request for a donation.
-  2. Create a post that includes highlights of your successes and important work, then boost that post to a custom audience made from your email list.

Want to know more about creating ads? [Take our Ads Basics 101 eLearning course.](#)

GIVING SEASON AND GIVING TUESDAY MARKETING TEMPLATES + SAMPLE SOCIAL POSTS

We created messaging templates for you to use in your fundraising efforts. Here, you'll find ready-to-use post and email content to support your campaigns from start to finish. We've got you covered for both Giving Season and Giving Tuesday communications. Use these as they are or as inspiration. Be sure to customize the copy by updating the text in the [brackets].

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Email templates

1. Campaign announcement: Giving Season + GivingTuesday
2. Encourage your supporters to fundraise on your behalf
3. Reminder: Giving Season + GivingTuesday
4. Follow up: Giving Season + GivingTuesday
5. End-of-year appeal: Giving Season + GivingTuesday

Templates

TIP: Worried about missed posts? Use the [post scheduler](#) on Facebook to draft, post, and schedule multiple posts at once.

SAMPLE FACEBOOK POST TEMPLATES

Use these templates to help you develop your Facebook posts. Remember to be specific about what you're asking for and why, and most importantly, tell your supporters how their contribution will impact your cause.

1. Campaign announcement (we suggest these go out early November):

- From now until the end of the year we are fundraising to [SPECIFIC IMPACT]. We need you to help us reach our [\$X] goal to [GENERAL IMPACT].
- Right now we are fundraising to [IMPACT]. Help us reach our [\$X] goal to fund [IMPACT].

2. Impact Messaging:

A. Impact messaging for Giving Season (we suggest these go out early November):

This season we're fundraising for [GENERAL IMPACT]. Every [\$X] raised will provide [SPECIFIC IMPACT]. Join us by donating or creating a fundraiser to support [IMPACT].

B. Impact messaging for GivingTuesday (we suggest these go out 2 weeks before Giving Tuesday):

This year [@your org's page] supporters like you have already helped us [IMPACT MADE THUS FAR]. Together, we can do more. Help us continue this work by creating a #GivingTuesday Fundraiser or by donating to our Page. Every [\$X] raised is [IMPACT CREATED].

3. Encourage your supporters to fundraise on your behalf:

A. Impact messaging for Giving Season (we suggest these go out early November):

This #GivingSeason we're aiming to raise [\$X] to [GENERAL CAUSE] because [SPECIFIC REASON]. You can help [WHO/WHAT] by creating [your own fundraiser](#), a [Facebook Birthday fundraiser](#), by adding a [Donate Button](#) to your posts, [Donate button or Sticker on Instagram](#).

B. Impact messaging for GivingTuesday (we suggest these go out 2 weeks before GivingTuesday):

For this #GivingTuesday, we're raising funds to [SPECIFIC CAUSE] because [SPECIFIC REASON]. You can help [WHO/WHAT] by creating [your own fundraiser](#), a [Facebook Birthday fundraiser](#), adding a [Donate button](#) to your posts, adding a [Donate button or Sticker on Instagram](#).

C. Impact messaging for unique URLs (these can go out anytime during the Giving Season):

During this #GivingTuesday and #GivingSeason, we're raising funds to help [CAUSE] because [SPECIFIC REASON]. We've made creating your own Facebook fundraiser for [YOUR ORGANIZATION'S NAME] easy. Just click the link below to get started. [INSERT YOUR LOGO AND DESCRIPTION OF YOUR FUNDRAISING UNIQUE URL (for example, "Create your own fundraiser in minutes.")]

4. Reminders:

- A. Reminders for general Giving Season—how much has been raised toward your goal and how much more is needed** (we suggest these go out 1 week before Giving Season starts): This year [@your org's page] supporters like you have already helped us [IMPACT MADE THUS FAR]. Together, we can do more. Help us continue this work by creating a #GivingSeason Fundraiser or donating to our Page. Every [\$X] raised is [IMPACT CREATED].
- B. Reminders before GivingTuesday (we suggest these go out based on the specified dates given below):**
- [X#] days left to give! Every dollar raised will help [@your org name] to make [SPECIFIC IMPACT].
 - [X#] days left to give! With your help we can accomplish [SPECIFIC IMPACT]. Donate today.
 - Last day to give to [SPECIFIC IMPACT]. Help us reach our fundraising goal of [\$ DOLLAR AMOUNT].

5. Celebrate and thank donors (we suggest these go out right after your campaign ends):

- Join us in thanking our whole community. Did you see a fundraiser for [@ORG PAGE] that inspired you? Please share. And thank you, thank you, thank you to everyone who showed up and fundraised with us! Together we raised [SPECIFIC AMOUNT] over the past [TIME FRAME] to [SPECIFIC IMPACT].
- Thank you [SPECIFIC DONOR] for your support! Your donation will allow us to [SPECIFIC IMPACT].

SAMPLE EMAIL COPY

Emails allow you to speak directly to your supporters and to give them more details about your fundraiser. However, remember that most people have limited time to spend reading emails, so keep yours short and make sure they're emotionally compelling. Here are some sample templates to get you started.

1. Campaign announcement:

For Giving Season:

Dear [INSERT NAME],

[IMPACT] of [YOUR ORG NAME] has only been possible due to this amazingly generous community. Your support means so much to us, especially during these challenging times. From now until Dec 31st we have a new goal to fund [IMPACT], it will take [\$XX]. We need your help to get there.

How can you help?

- Create a Facebook fundraiser and share it with your friends. Creating a fundraiser is easy and we welcome fundraisers with any goal amount.
[Click here to start a Fundraiser.](#)
- If you'd rather not create a fundraiser, you can still help. Donate to or share our Page fundraiser by copying the link below and paste it to your social media. Sharing is a proven way to help. [LINK TO YOUR NONPROFIT PAGE FUNDRAISER]

Where will the money raised go? It will go to helping [INSERT DESCRIPTION OF PROGRAMS]. Every [\$XX] raised is [IMPACT CREATED]. Facebook is contributing up to \$7 million in total matching to donations made through Facebook on Dec 1st and charges no fees on donations made on Facebook's platform, so all of the money raised will go towards our goal.

Thank you for your support!
[Your org name]

1. Campaign announcement:

For GivingTuesday:

Dear [INSERT NAME],

[IMPACT] of [YOUR ORG NAME] has only been possible due to this amazingly generous community, particularly during these challenging times. Your support is invaluable.

On December 1st, we have a new goal to fund [IMPACT], it will take [\$XX]. We need your help to get there.

How can you help?

- Create a Facebook fundraiser and share it with your friends. Creating a fundraiser is easy and we welcome fundraisers with any goal amount. [Click here to start a Fundraiser](#)
- If you'd rather not create a fundraiser, you can still help. Donate to or share our Page fundraiser by copying the link below and paste it to your social media. Sharing is a proven way to help. [LINK TO YOUR NONPROFIT PAGE FUNDRAISER]

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Thank you for your support!
[Your org name]

2. Encourage your supporters to fundraise on your behalf:

For Giving Season:

Dear [INSERT NAME],

[YOUR ORG NAME] is dedicated to [IMPACT] because [REASON]. We are grateful for the generous spirit of our community members. Your support means so much to us, especially during these challenging times. From now until Dec 31st, we have a new goal to fund [IMPACT], and we're hoping to raise [\$XX]. With your help, we can get there.

How can you get involved?

- Create a Facebook fundraiser on our behalf and share it with your friends. Creating a fundraiser is easy and we welcome fundraisers with any goal amount. [Click here to start a Fundraiser](#)
- You can also help by creating a [Facebook Birthday fundraiser](#), by adding a [Donate button](#) to your posts and a [Donate button or sticker on Instagram](#).

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Thank you for your support!
[Your org name]

For GivingTuesday:

Dear [INSERT NAME],

Despite this year being unlike any other, our community's support for our cause continues to inspire us. This December 1st is #GivingTuesday, and we have a new goal to fund [IMPACT] because [REASON FOR THE NEED]. With your help, we are hoping to raise [\$X].

How can you get involved?

- Create a Facebook fundraiser on our behalf and share it with your friends. Creating a fundraiser is easy and we welcome fundraisers with any goal amount. [Click here to start a Fundraiser](#)
- You can also help by creating a [Facebook Birthday fundraiser](#), by adding a [Donate button](#) to your posts and a [Donate button or sticker on Instagram](#).

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Thank you for your support!
[Your org name]

3. Reminder:

For Giving Season:

Dear [INSERT NAME],

Thank you for being a part of our community and supporting us during these unprecedented times. #GivingSeason is around the corner—this is a huge giving moment and we need your help.

How can you get involved?

- Create a Facebook fundraiser and share it with your friends on #GivingSeason.
- Creating a fundraiser is easy and we welcome fundraisers with any goal amount.

[Start a Fundraiser](#)

[See the Fundraiser Guide](#)

Money raised will go to [INSERT DESCRIPTION OF PROGRAMS]. Every [\$XX] raised is [IMPACT CREATED]. Facebook is contributing up to \$7 million in total matching to donations made through Facebook on Dec 1st and charges no fees on donations made on Facebook's platform, so all of the money raised will go towards our goal.

Thank you for your support!
[YOUR ORG NAME]

For GivingTuesday:

Dear [INSERT NAME],

Thank you for being a part of our community and supporting us during these unprecedented times. #GivingTuesday is around the corner—this is a huge giving moment and we need your help.

How can you help?

- Create a Facebook fundraiser and share it with your friends on #GivingTuesday.
- Creating a fundraiser is easy and we welcome fundraisers with any goal amount.

[Start a Fundraiser](#)

[See the Fundraiser Guide](#)

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Thank you for your support!
[YOUR ORG NAME]



4. Follow up + Thank you

For Giving Season:

Dear [INSERT NAME],
Thank you for being a part of our successful #GivingSeason! With your contribution, we raised [\$DOLLARS RAISED] for [IMPACT]. There is more we can do to [FUTURE IMPACT], so we are increasing our fundraising goal to [\$NEW GOAL].

How can you continue to help? Create a Facebook fundraiser, set a goal—whether it be \$50 or \$500—and share it with your friends. Or share our fundraiser by copying the link below and pasting it on your social channels.

[Start a Fundraiser](#)

Share our fundraiser:
[LINK TO YOUR FACEBOOK FUNDRAISER]

Where will the money raised go? It will go to helping [INSERT DESCRIPTION OF PROGRAMS]. Every \$[XX] raised is [IMPACT CREATED].

Thank you for your support!
[YOUR ORG NAME]

For GivingTuesday:

Dear [INSERT NAME],

Thank you for being a part of our successful #GivingTuesday! Together, we raised [\$DOLLARS RAISED] for [IMPACT]. There is more we can do to [FUTURE IMPACT], so we are increasing our fundraising goal to [\$NEW GOAL].

How can you continue to help? Create a Facebook fundraiser, set a goal—whether it be \$50 or \$500—and share it with your friends. Or share our fundraiser by copying the link below and pasting it on your social channels.

[Start a Fundraiser](#)

Share our fundraiser:
[LINK TO YOUR FACEBOOK FUNDRAISER]

Where will the money raised go? It will go to helping [INSERT DESCRIPTION OF PROGRAMS]. Every \$[XX] raised is [IMPACT CREATED].

Thank you for your support!
[YOUR ORG NAME]

5. End-of-Year Appeal:

Dear [INSERT NAME],
We're so close to reaching our fundraising goal of [\$XX] to [IMPACT]. From now until Dec 31st we need your help to get there.

How can you help?

- Create a Facebook fundraiser and share it with your friends. Let them know why you care about this cause. Facebook doesn't charge fees on Fundraisers, so all the money raised goes to [YOUR ORG NAME]. [Click here to start a Fundraiser](#).
- If you'd rather not create a fundraiser, you can donate to or share our Page Fundraiser by copying the link below and pasting to your social media. Sharing is a proven way to help.

Donate Now [LINK TO YOUR NONPROFIT PAGE FUNDRAISER]. Where will the money raised go? It will go to helping [INSERT DESCRIPTION OF PROGRAMS]. Every [\$XX] raised is [IMPACT CREATED].

Thank you for your support!
[Your org name]

Additional Resources

If you'd like to take a deeper dive into how to fundraise and create ads, we have these extra resources to help you:

- Facebook's Social Issues [Ads Policy](#)
- [Intro to Facebook Fundraising Tools](#)
- [Ad Basics](#)
- [Intermediate Ads](#)
- Introduction To Ad [Analytics](#) & Measurement
- [Content Strategy Basics](#)
- [Designing](#) For Ads
- How To [Work with a Designer](#) Or Design Agency
- [How to Use Ads During a Crisis](#)



SUCCESS STORIES

Looking for new ideas for your #GivingSeason campaign? Want to see innovative fundraisers in action? Here's what nonprofits across the globe are doing during the pandemic and in previous Giving Seasons.

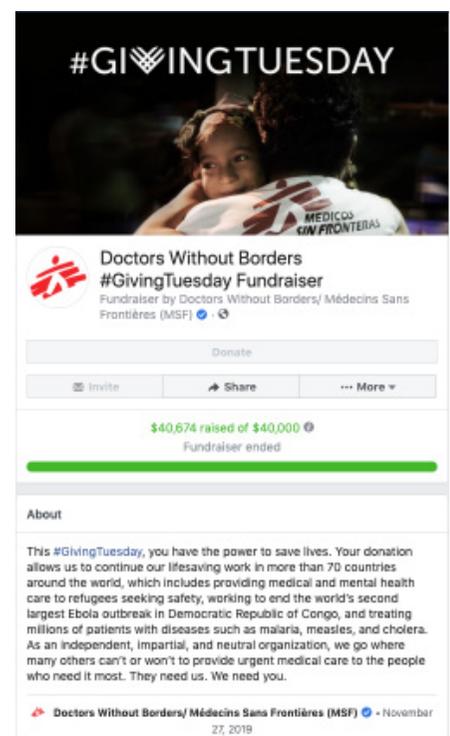
Doctors Without Borders Combines Facebook Ads and Page Fundraiser to Drive \$110,000 in Donations on GivingTuesday

Seeking the most effective way to reach supporters for GivingTuesday 2019, Doctors Without Borders (MSF) tested both paid Facebook Ads and a boosted Page Fundraiser within the same campaign timeframe. This combination yielded more than double the organization's GivingTuesday donations from the previous year.

Approach:

Following the best practices laid out in Facebook's GivingTuesday Toolkit, MSF began their campaign a week before GivingTuesday to build anticipation and momentum. They ran a paid awareness Facebook Ads and a direct-to-donate campaign in order to reach additional supporters and to share more about the work the organization does around the world.

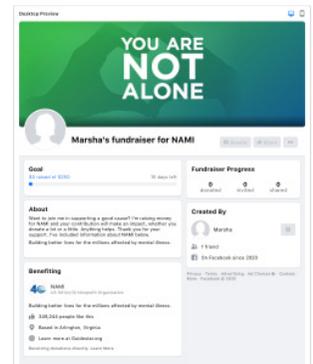
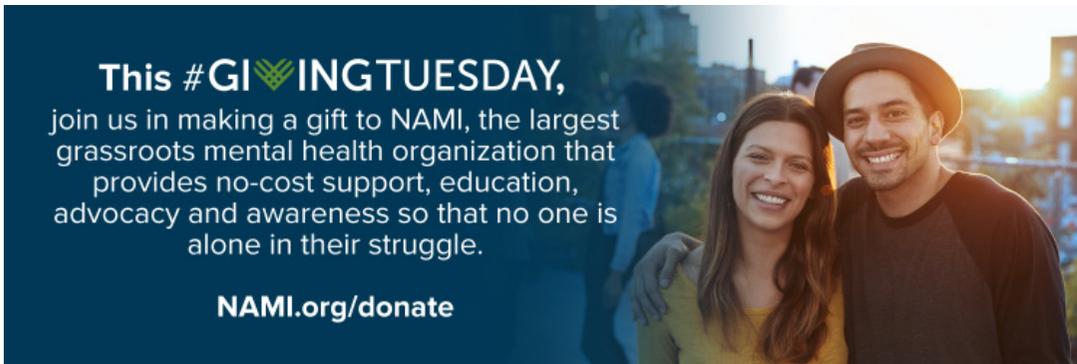
- Paid Ads Duration: November 24, 2019 — December 3, 2019
- Page Fundraiser Duration: November 27, 2019 — December 3, 2019 (boosted twice by \$700 on November 27 and December 3)



Best Practices:

- 1. Community:** Tap into a dedicated community across multiple channels and platforms to drive awareness early in your campaign.
- 2. Involve your audience:** Interact with supporters on your fundraiser page to galvanize and get them excited about the goal.
- 3. Content:** Create quality content and use evocative imagery to show supporters the impact their donations are having.
- 4. Keep track:** Monitor the donations and give updates on fundraising progress. Increase your goals when necessary.
- 5. Share:** Show your supporters the impact they're making by sharing milestones as they're reached in the fundraiser, and encourage your supporters to contribute with their own fundraising achievements.
- 6. Say thank you!** Be sure to thank your supporters early and often.

Supporters show their love for NAMI— raising over \$33,000 during the 2019 Giving Season



In addition to creating their own fundraising campaign, NAMI (National Alliance on Mental Illness) also turned to their committed supporters to help them fundraise. This strategy contributed to raising over \$33,000 to support those living with a mental illness during the 2019 Giving Season.

“The peer-to-peer fundraising model that Facebook emphasizes is typically a strong fundraising vehicle for issues that have a profound, personal impact on people’s lives.”

— Amy Hutchinson, National Director of Development

Approach:

Simplicity was key to Nami’s strategy—they made supporter fundraising as easy as one click. Before the launch of Giving Season and Giving Tuesday in 2019, the organization posted a reminder about the upcoming event and encouraged their followers to start their own Facebook fundraisers.

They also included a unique URL to their post that linked to a ready-made fundraising page. From there, supporters could quickly use it to start their own Nami fundraiser. This page included a description of the organization and the purpose for raising funds. All the supporters needed to do was decide on how much they wanted to raise and when they wanted to reach their goal.

Best Practices:

-  **1. Ask:** Don’t be afraid to ask your supporters to fundraise on your behalf. They care about your cause and want to help.
-  **2. The simpler the better:** Make fundraising easy by adding a unique URL to your posts so that it only takes a few minutes for people to create their own fundraiser.

Houston Food Bank's Spectacular +282% Giving Season

Using a strategic, multi-layered approach, the Houston Food Bank wrapped up 2019 with hugely successful fundraisers. Their well-thought-out campaigns led to a +282% increase in money raised during the Giving Season compared to the previous year.

Approach:

How did they do it? There were four parts to their success:

- They aligned their campaign ads and schedule with major holidays and events;
- Launched early;
- Widened their reach with [Lookalike Audiences](#) and [Automatic Placements](#);
- And reused creative.



A main ingredient to their success was connecting their campaign creative and ad schedule with pivotal moments like Thanksgiving, GivingTuesday and Christmas. This helped to generate more awareness for their cause and fundraisers. Their ads reminded supporters of the greater need for donations during these particular days.

Additionally, the Houston Food Bank launched their GivingTuesday creative a week early to give their ads greater earning power. The extra time allowed for more views, shares and donations. To ensure their campaigns received maximum reach, they engaged both their existing supporter base as well as new supporters through Facebook's [Lookalike Audience](#). For their Lookalike Audience, their aim was to align with people interested in nonprofit organizations, food banks, charity and causes, and Feeding America. Then, to maximize their exposure even further, they used [Automatic Placements](#)—gaining views across Facebook, Instagram, Messenger and Audience Network.

They were just as savvy with their creative designs. By repurposing existing ads, they tapped into an easy and cost-saving way to appeal to supporters. The Houston Food Bank also made sure they used emotionally compelling images and content.

Best Practices

-  **1. Align your creative with major holidays & events:** Remind your supporters of the connection between your cause and these significant dates.
-  **2. Start early:** You don't have to wait until a holiday or event arrives to launch your campaign. Launching a week or even two weeks beforehand can help to get the word out to even more supporters.
-  **3. Find a wider audience with [Automatic Placements](#):** This feature places your ads on all placements available for your settings on Facebook, Instagram, [Audience Network](#) and Messenger.
-  **4. Expand your reach with [Lookalike Audiences](#):** This is a great way to engage new people who are likely to be interested in your organization because they're similar to your existing supporters.
-  **5. Repurpose:** Reusing ads and creative from previous campaigns, especially ones that got favorable results, is a simple and cost-effective way to optimize your fundraiser.

Guide Dogs for the Blind Association Raises a Toast and Funds with Facebook's Donate Button



“By asking people to donate the price of their cuppa on our Facebook posts, we raised vital funds to help ensure people with sight loss don’t feel alone now or in the future.”
—Pam White, Fundraising Manager

Guide Dogs for the Blind Association UK threw a virtual tea party on National Tea Day. Using the Facebook [Donate Button](#) and ads to raise funds, the organization drove £26K in donations, a 70% increase from its original goal.

Approach:

Instead of hosting physical tea party activities, they turned to Facebook and asked people to donate “the price of their cuppa” to the organization. The virtual campaign was created to bring both existing and new supporters together for a common purpose during the global pandemic.

To build engaging creative for the campaign, Guide Dogs used photos from existing supporters, staff and public figures. It also used service-related content featuring videos of guide dog owners, puppy walkers and other service users to share stories in heartwarming ways.

They also ran Facebook ads to bring in new audiences for the campaign and to target in future campaigns. In addition to running several Instagram posts and Stories, and Facebook Page and Event posts, the team included a Donate button on its posts for people to easily donate to the cause.

Best Practices

- 1. Reach donors where they’re at:** In the midst of the pandemic, Guide Dogs pivoted quickly —turning an in-person fundraising event into a virtual campaign with tremendous impact.
- 2. Think bigger:** Developing a comprehensive campaign that ran across all channels, platforms and accounts is key to a successful strategy.
- 3. Use what you’ve got:** In addition to posting engaging content, Guide Dogs tapped into the Facebook Donate button. The button made it easy for people to donate in a few clicks and helped the organization easily accept and tally the donations.