



# Create a Fundraiser for a Nonprofit on Facebook

We believe that fundraising is for everyone. Even if you have no previous fundraising experience, chances are there's a cause that matters to you. Our fundraising tools make it easy for you to inform and inspire your friends and families, and work together toward a cause you care about.

## How it works

**Starting is easy** - We'll help you get started, give you the tools to find the right nonprofit, and provide tips to reach your goal.

**Share with friends** - Connect friends to your cause, gain supporters across Facebook, and watch your impact grow.

**Get donations** - People can donate to your Fundraiser in just a few clicks, without ever leaving Facebook.

## More Money to the Causes You Care About

We don't charge fees on fundraisers for nonprofits, and have removed our platform fee for personal fundraisers. That means 100% of the funds you raise goes straight to your cause.

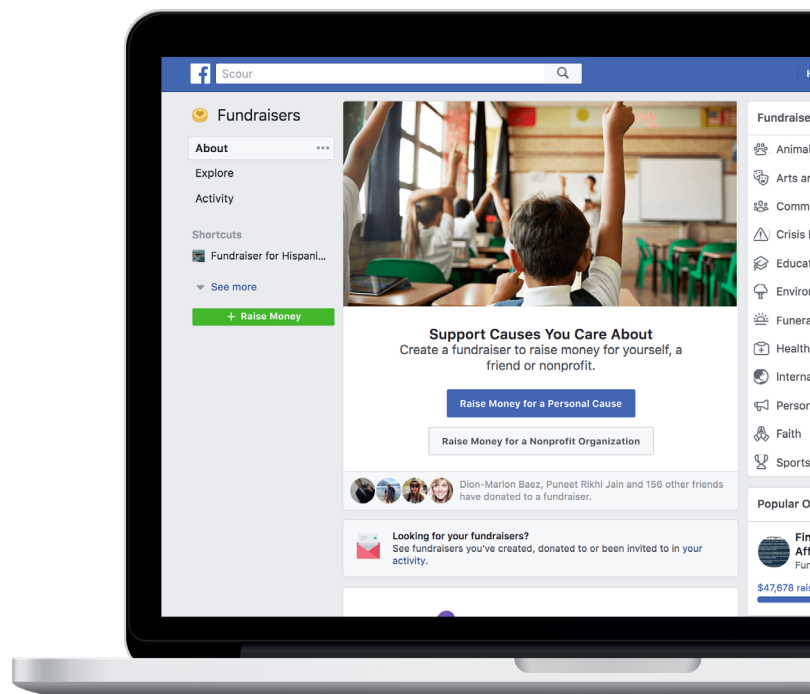
To create a fundraiser for a charitable organization, all you need to do is:

### STEP 1

Click [Fundraisers](#) in the left menu of your News Feed.

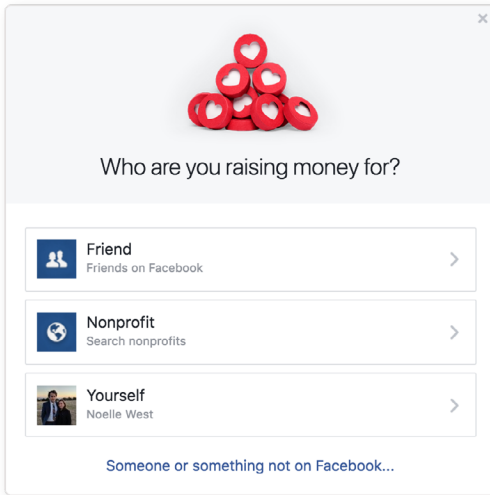
### STEP 2

Click the **Raise Money**



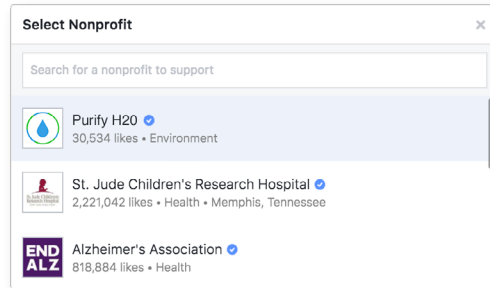
**STEP 3**

Tap **Nonprofit**



**STEP 4**

Select **Nonprofit/Charity**



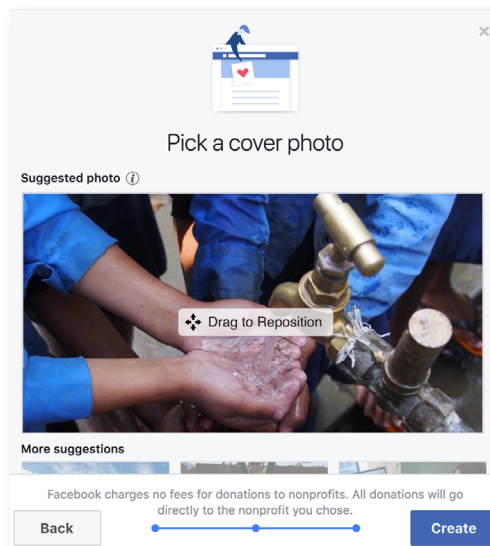
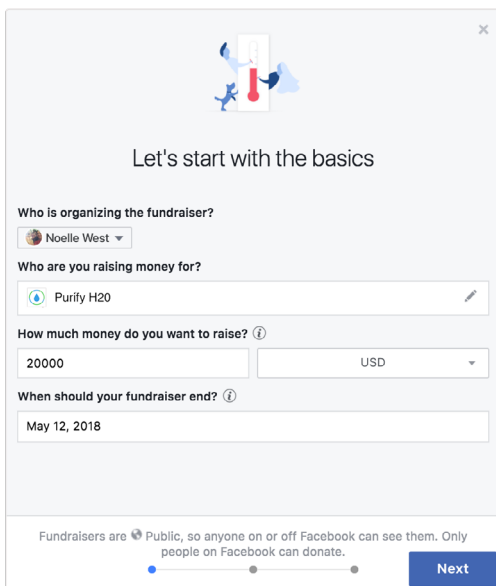
**STEP 5**

Choose a cover photo, and fill in the Fundraiser details.

**STEP 6**

Click **Create**

Note: Donation and fundraising features on Facebook aren't available in every area.





## New Features

### Adding Organizers

People can now invite friends to manage a Fundraiser together, helping to expand their network of supporters. Just like you can add a co-admin or moderator to a Facebook Group or a co-host to your Facebook Event, you can now add up to three friends as organizers of your Fundraiser to help you manage it and rally more supporters to reach your goals.

[Learn more.](#)

### Matching Donations to Your Nonprofit Fundraiser

People often pledge to match donations to their Facebook Fundraisers, and we wanted to make that easier. Now people who create Fundraisers can pledge to match donations up to the amount they choose, from \$5 to \$2,500, helping them build momentum for their cause. [Learn more.](#)

## Fundraiser Best Practices

- **Inform and inspire.** You want to motivate as many friends as possible to give to your nonprofit of choice so you can amplify your impact. That means educating your friends, and telling the story of why this cause matters to you..
- **Stay involved.** Check in and comment often, call out your friends to thank them when they donate, and encourage them to share the Fundraiser with more people.
- **Present a strong call-to-action.** Giving people a milestone to work toward helps rally the crowd behind a common monetary goal.
- **Track your goals.** Post announcements when you reach a fundraising goal, to remind people and keep them motivated. And if you reach your goal early, celebrate by raising the bar and setting the goal higher.
- **Offer a match.** If it's possible for you, offer to match your friends' donations. With new matching tools, we're making it easy fundraiser creators to pledge to match donations to incentivize giving.
- **Share inspiring content.** Post announcements when you reach a fundraising goal, to remind people and keep them motivated. And if you reach your goal early, celebrate by raising the bar and setting the goal higher.
- **Take it offline.** If possible, host an in-person party or event to continue getting your friends excited about the cause and your goal.
- **Follow up.** At the end of the fundraising event, always report and celebrate the impact that your friends' donations had on advancing your nonprofit's mission.