

Starting A Facebook Fundraiser

How to raise money for iDE using social media

The average Facebook user has 338 friends. That's a huge pool of potential donors that only you can reach! Whether it's for your birthday, #GivingTuesday, or just because, you can help raise money for iDE. Even better, Facebook does not charge a fee for nonprofit donations so 100% of the donations you gather will go towards helping power entrepreneurs to end poverty.

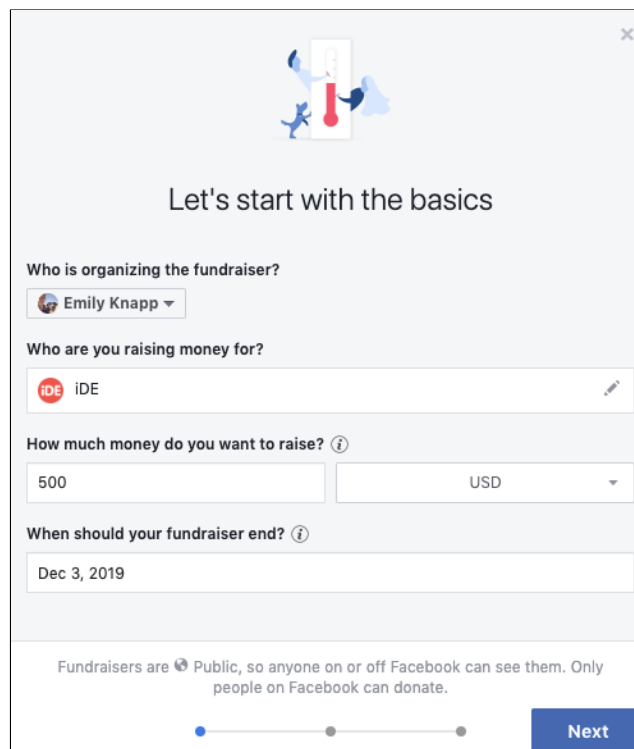
How to set up the fundraiser

Go to facebook.com/fund/ideorg

A box will pop up asking you to "start with the basics." Make sure iDE is selected.


Next, you will need to choose how much money you want to raise and when the fundraiser will end. Keep these tips in mind as you consider this step:

- The amount of money you choose should be ambitious and inspirational but not unrealistic. You can increase this number later if your audience is generous.
- The suggested length of a fundraiser is 2 to 4 weeks. You can lengthen or shorten the duration of your fundraiser at any time.

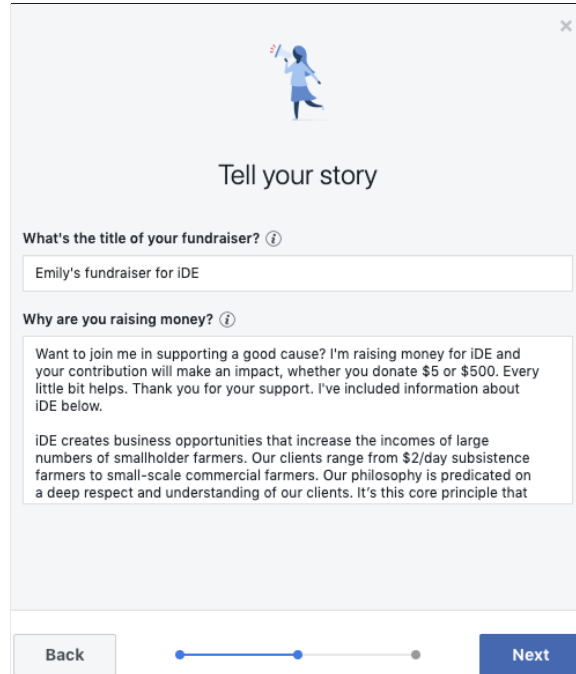


The screenshot shows a Facebook fundraiser setup window with the title "Let's start with the basics". It contains the following fields and options:

- Who is organizing the fundraiser?**: A dropdown menu showing "Emily Knapp".
- Who are you raising money for?**: A dropdown menu showing "iDE".
- How much money do you want to raise?**: A text input field with "500" and a currency dropdown menu set to "USD".
- When should your fundraiser end?**: A date input field showing "Dec 3, 2019".

Below these fields, there is a note: "Fundraisers are  Public, so anyone on or off Facebook can see them. Only people on Facebook can donate." At the bottom right is a blue "Next" button.

The next step is to explain why your friends should donate to iDE! Facebook will automatically fill the fields with text but this is your chance to personalize your fundraiser.



The screenshot shows a Facebook fundraiser setup interface. At the top, there's a small illustration of a person running. Below it, the title 'Tell your story' is centered. The first section is 'What's the title of your fundraiser?' with a text input field containing 'Emily's fundraiser for iDE'. The second section is 'Why are you raising money?' with a text area containing a personal story about supporting iDE. At the bottom, there are 'Back' and 'Next' buttons, and a progress indicator showing the current step is completed.

Tell your story

What's the title of your fundraiser? ⓘ

Emily's fundraiser for iDE

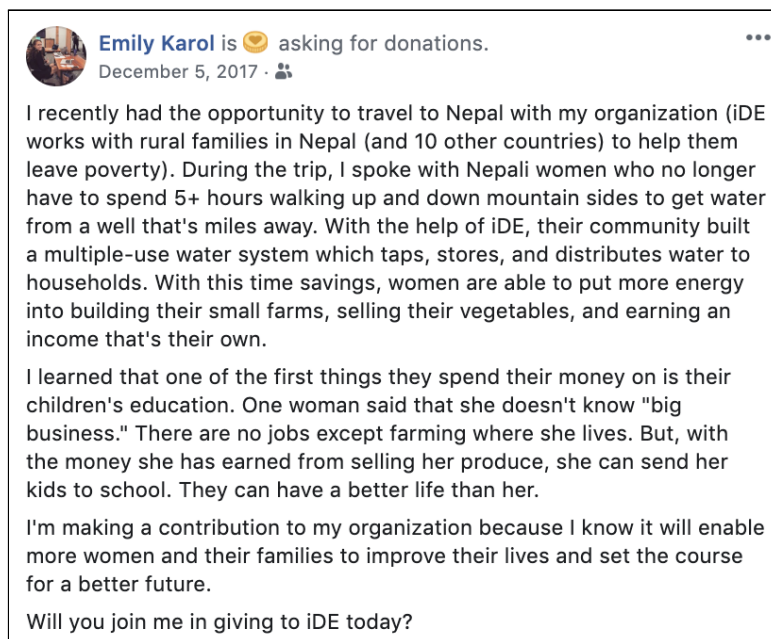
Why are you raising money? ⓘ

Want to join me in supporting a good cause? I'm raising money for iDE and your contribution will make an impact, whether you donate \$5 or \$500. Every little bit helps. Thank you for your support. I've included information about iDE below.

iDE creates business opportunities that increase the incomes of large numbers of smallholder farmers. Our clients range from \$2/day subsistence farmers to small-scale commercial farmers. Our philosophy is predicated on a deep respect and understanding of our clients. It's this core principle that

Back Next

People don't donate to organizations; people donate to *people*. Tell your friends why iDE is important to you and how their money will be used. Below is an example of a powerful story attached to a fundraiser:



The screenshot shows a Facebook post by Emily Karol. The post includes a profile picture, her name, and a status 'asking for donations.' dated December 5, 2017. The main text of the post is a detailed story about her work with iDE in Nepal, describing the challenges of rural life and the impact of iDE's water systems. It ends with a call to action asking friends to donate.

Emily Karol is 🙏 asking for donations.
December 5, 2017 · 🧑

I recently had the opportunity to travel to Nepal with my organization (iDE works with rural families in Nepal (and 10 other countries) to help them leave poverty). During the trip, I spoke with Nepali women who no longer have to spend 5+ hours walking up and down mountain sides to get water from a well that's miles away. With the help of iDE, their community built a multiple-use water system which taps, stores, and distributes water to households. With this time savings, women are able to put more energy into building their small farms, selling their vegetables, and earning an income that's their own.

I learned that one of the first things they spend their money on is their children's education. One woman said that she doesn't know "big business." There are no jobs except farming where she lives. But, with the money she has earned from selling her produce, she can send her kids to school. They can have a better life than her.

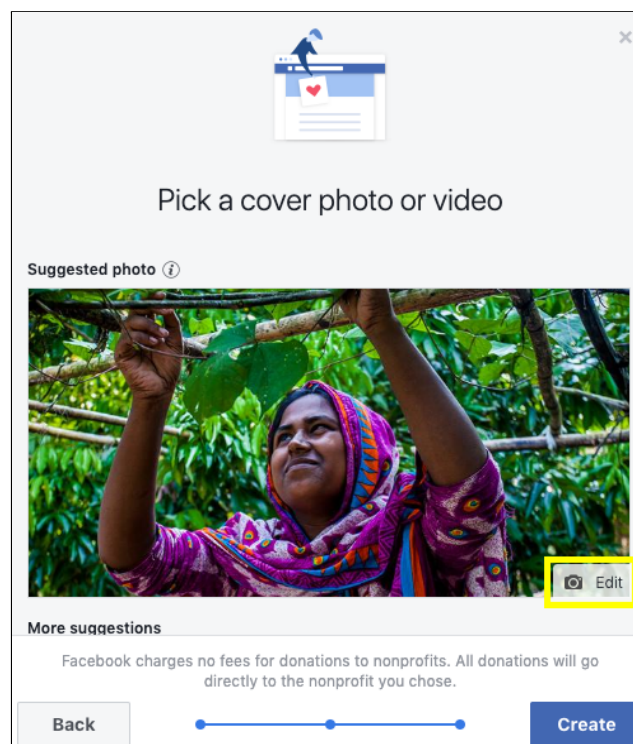
I'm making a contribution to my organization because I know it will enable more women and their families to improve their lives and set the course for a better future.

Will you join me in giving to iDE today?

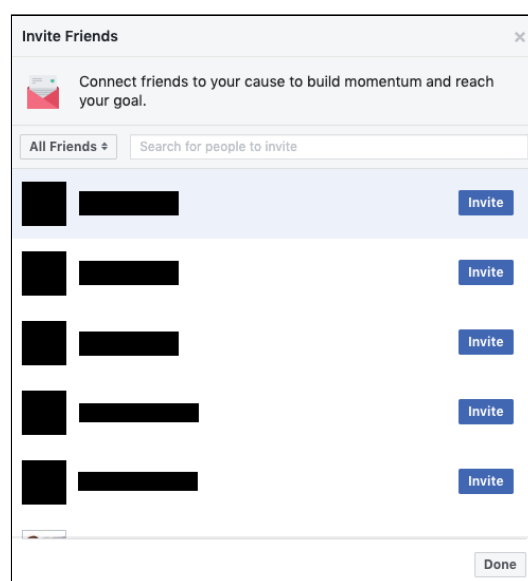
Emily used a very specific example of the impact a donation could have on someone's life. You may not have traveled to the countries where we work as she did but you likely have a

very personal reason you are creating a fundraiser. Share those emotions and motivations with your audience.

Your next step will be to select a photo. Facebook will give some suggestions but you can also upload your own by clicking “Edit” on the bottom right of the photo.



Your fundraiser is now ready to go live! Click “Create.”

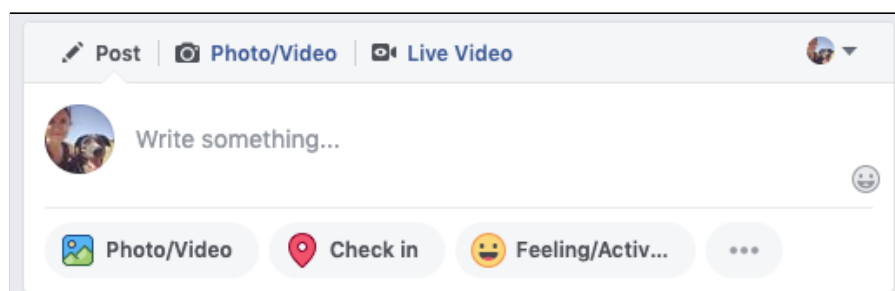
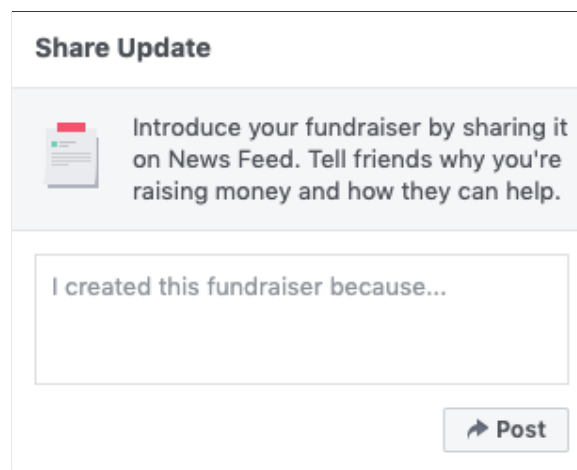


You will immediately see a prompt to invite friends. This is the most tedious part of the process as there is no “Invite All Friends” option. But don’t be discouraged! Start clicking “Invite” to share your fundraiser with all of your friends. You may feel hesitation in inviting

someone you haven't spoken to in years, but you never know who will be inspired to give. It doesn't hurt to send an invitation!

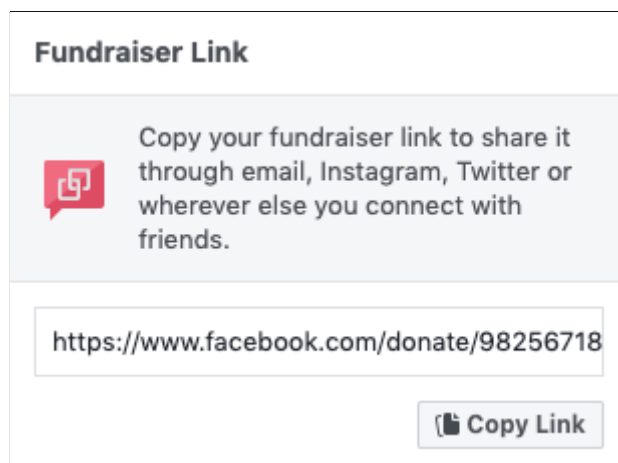
When this is done, click "Done." You are now on the homepage for your fundraiser. You will see that you can change the header photo and edit your description, amount and dates. You can also invite more friends that you may have forgotten.

The **most powerful tool** you will have for your fundraiser is the ability to share updates. As it is running, you can use updates to remind and encourage people to donate. This can be done either on the right-hand side of the page where it says "Share Update" or directly in the center of the page, just like how you would compose a normal post.

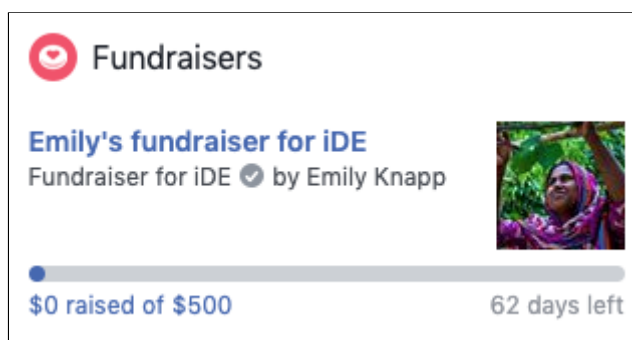


You are the CEO (Chief of Enthusiasm and Optimism) of your fundraiser. Adding energy and demonstrating that you truly care about raising money for iDE will encourage others to chip in. Try posting updates like, "We've already raised \$375! Can we make it to \$400 by the end of the day?" This creates urgency and that may just be the push someone needed to donate.

There is a link to your fundraiser on the right-hand side of your page. You can use this to invite your friends to your fundraiser via email or other social media channels like Twitter. You may not be Facebook friends with your coworkers, but sending them an email with a direct link can raise even more money for iDE. Note, however, that anyone interested in donating must have a Facebook account.



To check in on your fundraiser, you can easily access it on the left-hand side of your personal profile. Click the title to go to your fundraiser's page.



Like and comment on the donations that come in to say "thank you" to your friends. It's always nice to feel appreciated and we want all of our donors to know that donating to iDE is a pleasant and rewarding experience.

When your fundraiser ends, iDE will receive the donations you collected.