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.
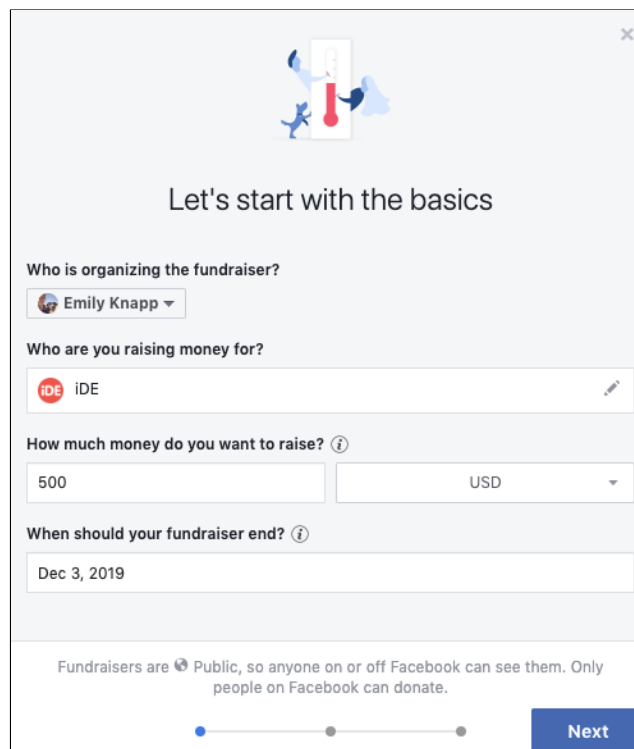
How to set up the fundraiser

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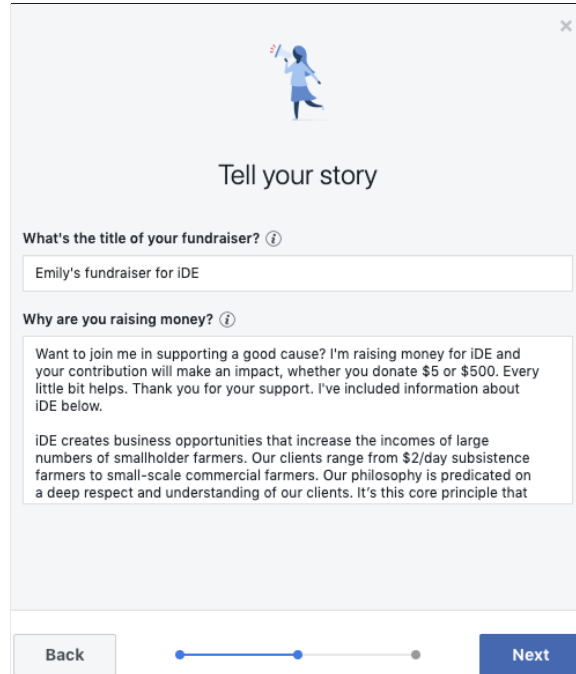
The next step is to explain why your friends should donate to iDE! Facebook will automatically fill the fields with text but this is your chance to personalize your fundraiser.

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:

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.
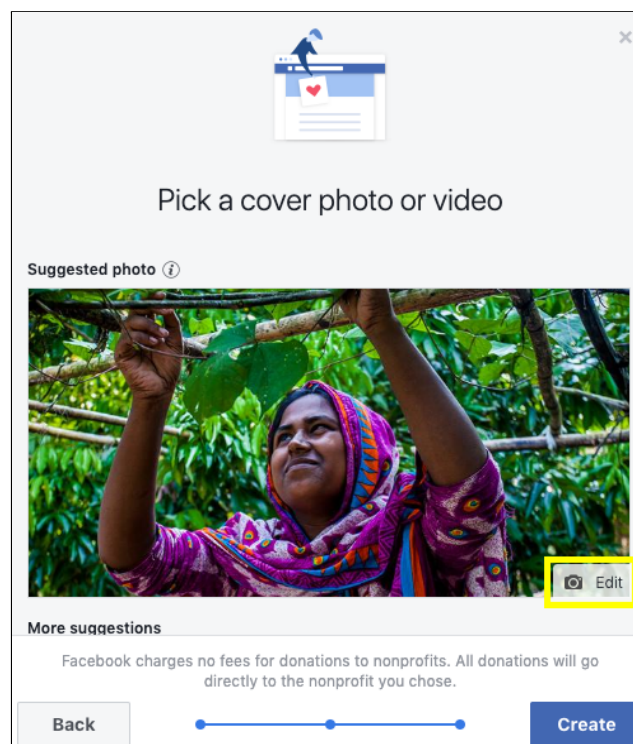
Your fundraiser is now ready to go live! Click "Create."
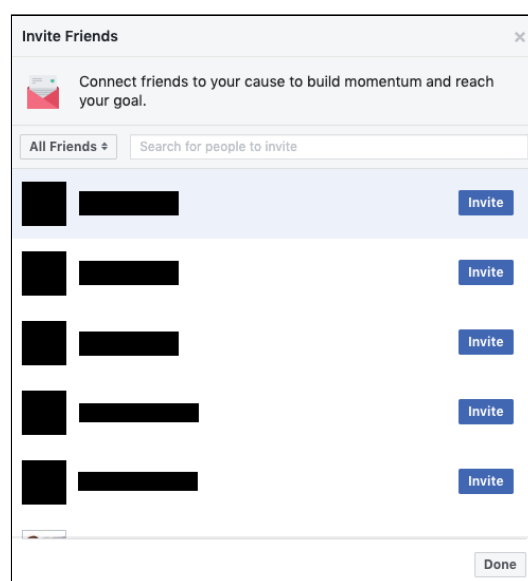
You will immediately see a prompt to invite friends. This is the most tedious part of the process as there is no "Invite All Friends" option. But don't be discouraged! Start clicking "Invite" to share your fundraiser with all of your friends. You may feel hesitation in inviting

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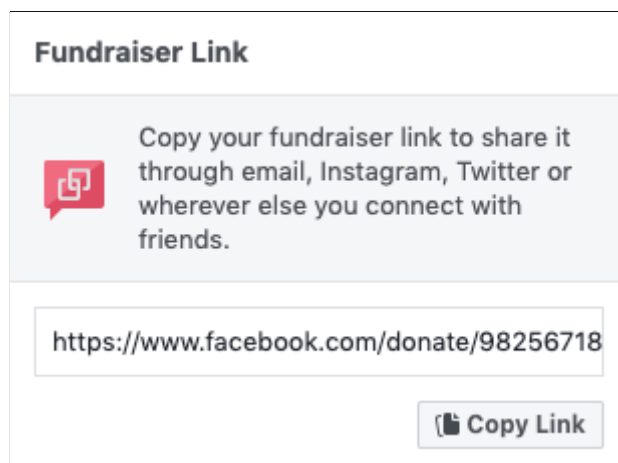
When this is done, click "Done." You are now on the homepage for your fundraiser. You will see that you can change the header photo and edit your description, amount and dates. You can also invite more friends that you may have forgotten.

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.
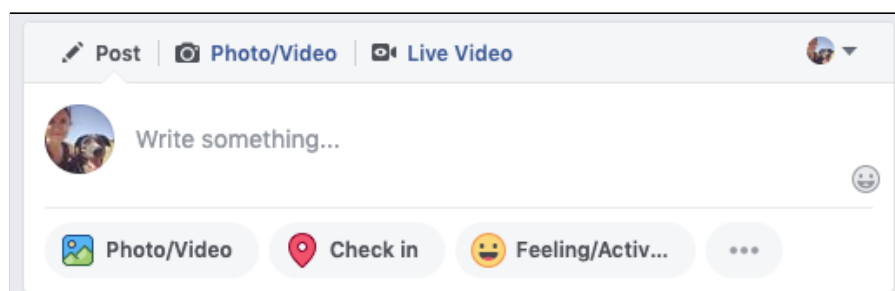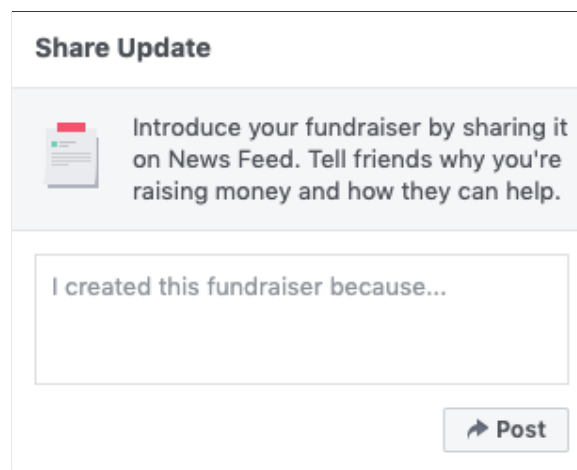

You are the CEO (Chief of Enthusiasm and Optimism) of your fundraiser. Adding energy and demonstrating that you truly care about raising money for iDE will encourage others to chip in. Try posting updates like, "We've already raised $375! Can we make it to $400 by the end of the day?" This creates urgency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

Fundraiser Link

Copy your fundraiser link to share it through email, Instagram, Twitter or wherever else you connect with friends.

https://www.facebook.com/donate/98256718

Copy Link

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.

Fundraisers

Emily's fundraiser for iDE
Fundraiser for iDE ⊘ by Emily Knapp

$0 raised of $500   62 days left
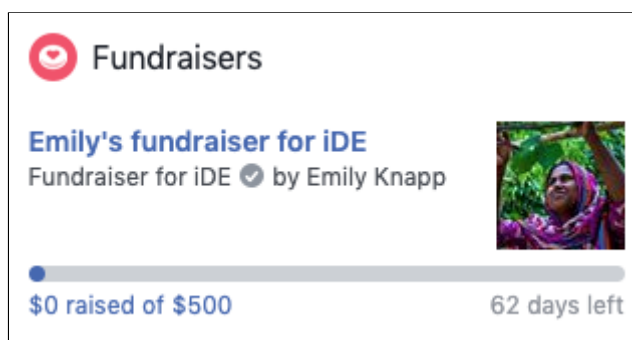
Like and comment on the donations that come in to say "thank you" to your friends. It's always nice to feel appreciated and we want all of our donors to know that donating to iDE is a pleasant and rewarding experience.

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