



# COMPLEMENT EXISTING FUNDRAISING EFFORTS

Asking for donations on Facebook can complement and amplify your existing fundraising efforts. Here are some ways:

- **Add another touch point.** For many people, seeing a campaign once isn't enough to turn them into a donor. People tend to visit Facebook often, so adding the platform to your existing communication channels can help people see your ask multiple times.
- **See small donations add up.** People can donate in just a few taps on Facebook, and even small contributions can add up. Asking for a specific amount, like \$10, can make it even easier for more people to give.
- **Encourage supporters to help spread the word.** People are more likely to donate if they know their friends have donated. Encourage supporters to share their donation or create a fundraiser. Your biggest supporters can act like spokespeople to help others understand why your cause matters.
- **Use big names to rally others.** If there's a public figure, like a celebrity or influencer, who supports your cause, Facebook can be a great place for them to help you gain momentum with little effort. Ask your influential supporters to share their commitment and rally their own followers to support your organization.
- **Find new potential donors.** You can use Facebook to reach more people who are similar to your existing donors. If you have a budget for fundraising, you can create a [lookalike audience](#) based on your donor list and share your fundraiser and posts with new people who are likely to be receptive.
- **Don't just ask for donations, ask for fundraisers.** Instead of asking for donations, you can ask supporters to fundraise for your organization. Consider posting and emailing your supporters with the call-to-action to fundraise for your campaign.

TIP: Use the Donate button on your organization's Page, posts and ads to make it easy for people to donate directly on Facebook. Learn more about the Donate button in [Fundraising Tools](#).