



DONATE BUTTON IN LIVE VIDEO

HOW IT WORKS



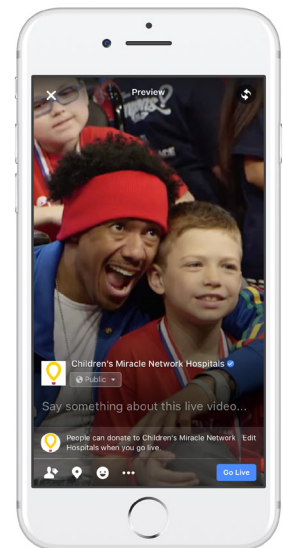
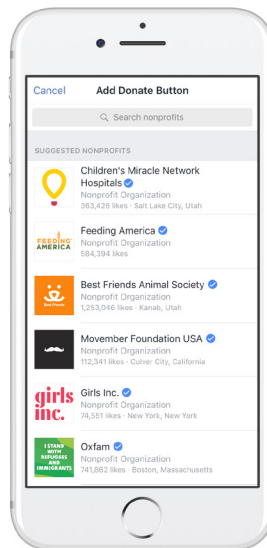
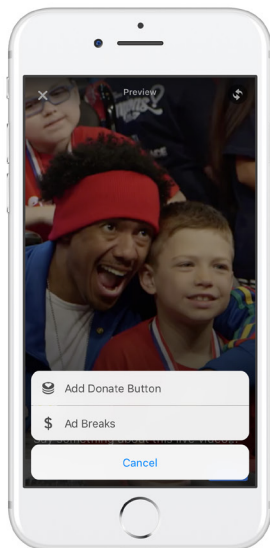
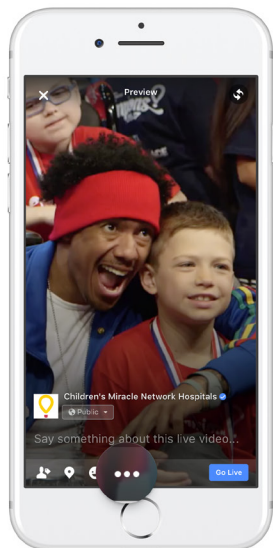
Requirements

- Verified Page - blue or grey badge
- Broadcaster must be Admin of Page
- To use this feature you need to have the latest version of Facebook, Mentions, or Pages Manager app on iOS

Go Live for a Cause - Turn Moments into Movements

- 1 Step One:** Sign up [here](#). See requirements. Once you are approved, go to Facebook on your mobile device and tap the “Live” button.
- 2 STEP 2:** Before going live, tap on the “...” button for more options on the bottom left-hand corner of the screen. Tap “add donate button” and select your nonprofit.
- 3 STEP 3:** Go live, and the donate button for the nonprofit you selected will be attached to the bottom of your live video, allowing friends or fans to donate directly from the video as they watch or after you post the video to your Page. People will also be able to see how much money has been raised. (Note: Viewers will be directed to mobile web to actually donate).

Note: Donate button in Facebook Live has launched on iOS for verified Pages. This feature will be gradually rolling out to admins of verified Pages in the US. To use this feature you need to be an admin of a verified Page and have the latest version of Facebook, Mentions, or Pages Manager app on iOS.





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BEST PRACTICES

Go Live for a Cause - Turn Moments into Movements

To make it easier to collect donations during a live video, people and now admins of verified Pages will be able to add a donate button directly to their live videos to raise money for a nonprofit.

People watching the live video can donate as they watch, or give once the video has ended and is posted on the page. This is a great way for viewers to engage and act with your live video.

1 BE AUTHENTIC

Behind every person is a cause that inspires them — tell the story of why you're passionate about this organization.

2 INTERACT WITH YOUR AUDIENCE

Encourage people to contribute, comment, and share the live video. Involve viewers by thanking them and saying their name.

3 GO LIVE OFTEN AND FOR AWHILE

The longer you're live, the higher engagement, and opportunity for donations.

4 OFFER A MATCH

Announce to your audience when you reach a funding goal, ask fans to vote with their dollars, encourage matching opportunities.

5 REVEAL A SPECIAL EXPERIENCE

Go behind the scenes for your next show, create a carousel of special guests, reward viewers that stay tuned, unveil a new song or something your fans didn't know.

6 SHARE AND SCHEDULE YOUR LIVE VIDEO

Have others share your live video to drum up momentum, schedule your live video to increase awareness and potential viewers prior to the live video.

7 MAXIMIZE ONLINE AND OFFLINE ACTIVATIONS

Involve a virtual community of donors with in person events such as galas, or sports games.

8 PRESENT A STRONG CALL TO ACTION

Giving people a milestone to work towards helps rally the crowd behind a common monetary goal.

9 CALL OUT THE LOCATION OF THE DONATE BUTTON

This is a new experience for the viewer, it's important to explicitly call out the location of the donate button during the live video. For example, "You can support by clicking the donate button in the right hand corner in this live video!"



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ACTIVATING INFLUENCERS & SUPPORTERS

You know more than anyone that influencers can be valuable partners for nonprofit organizations. They can expand your audience by reaching new networks of people, raise awareness about a specific campaign and inspire specific actions that help you impact your mission.

Likely you're already working with influencers. If so, be sure to add live video fundraising to the repertoire of what is available. You can approach celebrities, businesses and other organization with a verified Page on Facebook. Here's what we've learned from our testing.

Before the Live

- **Coaching is crucial.** Prepare your public figure before the live video.
- **Collaborate on engaging messaging.** Get everyone onboard and speaking the same language. What are the fundraising goals of the live video? Where is this money going? Why are they personally passionate about this cause? What is the urgency? All of these points should be covered.
- **Walk through the product experience.** People feel more comfortable with the user experience when they understand how it works beforehand. Encourage them to point out where the Donate Button is located during the live broadcast. Show them how donations and comments come in through the live video.
- **Check your logistical end points.** Ensure the WiFi connection is strong. Decide on an "ending" signal in case the live video needs to end early or abruptly. Prompt the influencer with script guidelines as needed - this could include fundraising goal reminders, hashtag callouts, donate button location. Add signage to the live video with your organization's brand.
- **Passion and personal connection matter!** Genuine passion is contagious. Make sure you pick a celebrity or figure that has a personal connection or a passion for the cause. That will shine through.
- **Be authentic.** The audience needs to believe that the celebrity cares about the issues either because it's personal or they have a history with the cause.
- **Promote the live video:** let people know when this live event is taking place, followers will be well informed, and aware of when to tune in early on!





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During the Live Video

- **Involve the audience!** Facebook Live brings people together through video in real time. Ensure the influencer you are working with addresses your commenters by name and responding to their questions as they appear.
- **Quality storytelling counts.** You don't need a professional cinematographer to produce a successful Facebook Live fundraising video. Production value matters of course, but what matters even more is the quality of the story itself.
- **Location, location, location!** Effective imagery moves people to act. Be sure to set your video in an environment that will capture viewer interest. For example, if you're supporting a hospital go on-site and give viewers an inside view.
- **Encourage matching.** When celebrities contribute to what they are raising funds for people know they care and will give. Announcing matching during the live video will help galvanize supporters.
- **Make sure people know where to donate and why.** A very simple tip is to make sure people know where to donate. Remind the influencer you're working with to call out where the donate button is located. And while they're at it explain where the dollars are going and why.
- **Do something special.** Engage the audience with a performance or a reveal. You can even, in the moment, showcase a milestone you've hit.
- **Demonstrate impact.** Talking about your cause is important, but if you can demonstrate real impact, people will be more likely to give.
- **The longer the better.** If you're doing one video, go a little longer and keep engaging the audience on why to give. Also, consider more than one live video. Making more than one video isn't a must, but it's a great strategy for building campaign momentum.

