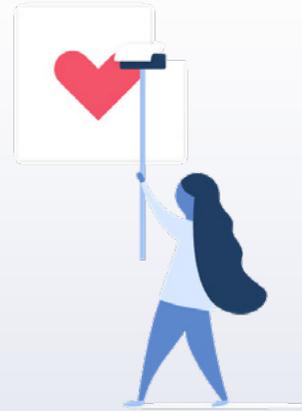




## MAKING THE MOST OF MOM'S SPECIAL DAY GUIDE FOR NONPROFITS

Holidays and cultural moments are great opportunities to raise awareness and money. By matching the right occasion with the right audience, you can create real energy. Mother's Day is the perfect case in point. Use Facebook to leverage Mom's special day and connect with your supporters.



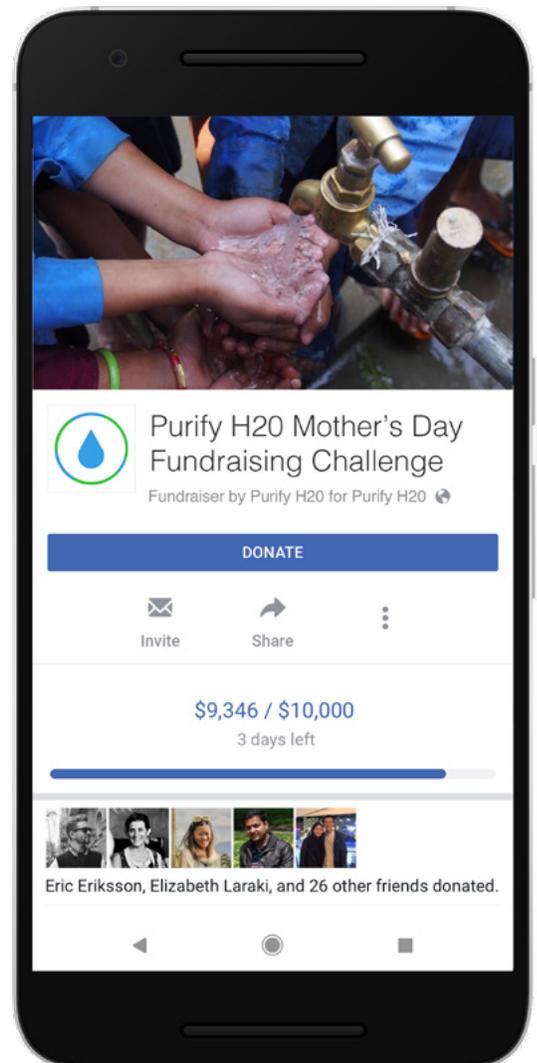
### 1. CREATE A FUNDRAISER FROM YOUR NONPROFIT'S PAGE

Verified nonprofit Pages can now create a fundraiser from their Page. Set a goal and a deadline for your fundraiser, supporters can donate directly on Facebook in a few clicks.

1. Visit <https://www.facebook.com/fundraisers/>

NOTE: Page Fundraiser creation is currently available on **desktop** to **verified** Pages using [Facebook's Charitable Giving tools](#). Business admins of a Page can only create a Fundraiser through the Business Manager fundraiser hub - [business.facebook.com/fundraisers/](https://business.facebook.com/fundraisers/)

2. Click the **Raise Money** button.
3. Select the nonprofit you want the fundraiser to benefit when asked **Who are you raising money for?**
4. Under **Who is organizing the fundraiser?** there will be a dropdown prompt. Under it, the person creating the fundraiser will see their personal profile, along with any Pages they Admin that are eligible for creating fundraisers. **Select the nonprofit's Page you wish to create a Fundraiser for.**
5. Add a fundraising goal and deadline, and hit **Next**.
6. Fill in the title and description of your fundraiser, and hit **Next**.
7. Last step: pick a cover photo. Then hit **Create**, and your fundraiser will be live to the public.



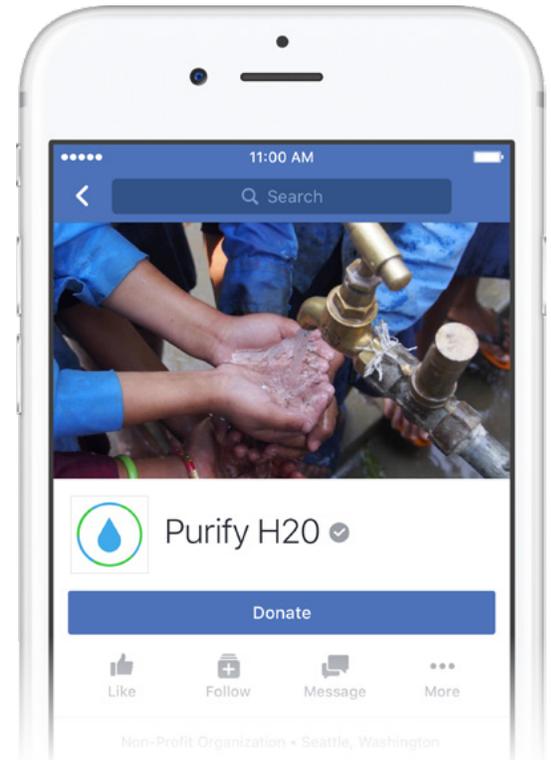


## 2. MAKE SURE YOUR PAGE'S DONATE BUTTON IS ACTIVE

The Donate button is a simple, unobtrusive way to encourage your followers to contribute to your cause. You can add a donate button to your Page header and posts, making it easy for supporters to contribute in just a few taps

### Here's how you can put it to work for you:

1. Go to your nonprofit's Page
  2. Select **Add a button**, or if you have a button, hover over, and select **Edit Call to Action**
  3. Select **Donate** through the drop-down
- Select **Donate through Facebook** if you've already signed up to use Facebook's Charitable Giving Tools
  - Select **Donate through a website** if you want to direct users to your site



## 3. ENCOURAGE SUPPORTERS TO FUNDRAISE

Facebook is a great place for people to share their passions. This makes it an ideal place for them to raise money for their favorite nonprofit. (Yours!) They can share their personal stories, tell friends about your mission, and rally around a fundraising goal.

Facebook offers plenty of effective, easy-to-use fundraising tools. Encourage your supporters to use them in honor of mother's day. You can't go wrong with any of these three proven strategies.

- **Create a Fundraiser**
- **Add a donate button to Page posts or videos**

**Don't forget:** You can use your nonprofit's custom landing page to showcase your supporters' fundraisers and inspire other followers to create a fundraiser for themselves. Every landing page has a unique URL that can be used anywhere – in email marketing, in Facebook posts, on your website, or via other channels. [Learn more.](#)

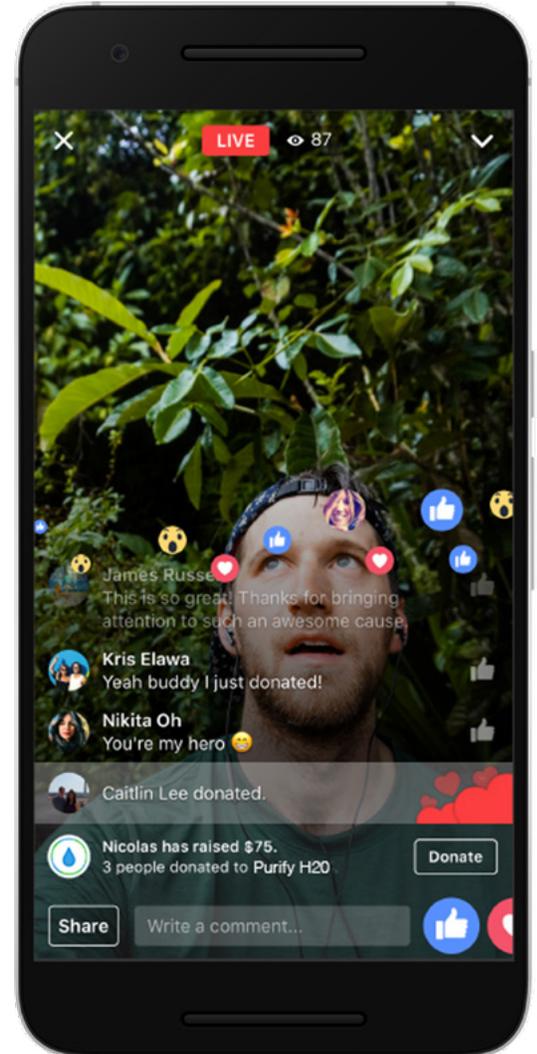


## 4. ASK YOUR SUPPORTERS GO LIVE

Facebook Live gives your supporters a unique opportunity to share experiences as they occur. This can be especially powerful during defining cultural moments. By adding the Donate button to their live video, these events can be leveraged to raise money for your nonprofit. Viewers can contribute in real time or after the video has been posted.

How supporters can add a Donate button to their Live video:

- Your nonprofit must be signed up to use Charitable Giving Tools. See [requirements](#).
- Once you are approved, supporters go to the Facebook app on an iOS, mobile device and in the post composer tap the **Live** button.
- 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 benefitting nonprofit.
- 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 be able to see how much money has been raised.



### Fundraising Tips:

- Incentivize giving. Reveal “milestones,” encourage sharing, and offer to match donations.
- Involve your audience. Interact with friends on your fundraising page.
- Give updates on fundraising progress.
- Go live to talk to your supporters about the cause and why it matters to you.
- Say thanks! Be sure to thank your supporters early and often.



## FUNDRAISER BEST PRACTICES

### Build momentum in advance

Giving supporters advance notice about your Mother's Day fundraising goals and activities is a great way to engage them in the process. They'll help you spread the word! Consider adding a Donate button to your posts if fundraising is your primary objective.

### Share stories that inspire

Is there an example of how somebody's loveable mother has benefited from your nonprofit's work? Now's the time to share it. Creativity is always encouraged. The story could take the form of a poem, letters, or a song. Better still, consider using Facebook Live to create a memorable storytelling event.

### Encourage people to act

Asking supporters to submit posts that celebrate their mom is a surefire way to motivate engagement. You could even challenge your supporters to host a fundraiser in honor of their mom.

### Promote Mother's Day gifts

Mom's are easy to love, but they're not always easy to shop for. You can make it easy by posting a list of "Top Ten Mother's Day Gifts" to your Facebook page or website.

### Leverage your Influencers

Maybe you know a celebrity, community member or public figure who is a mother or who has a mom with an inspiring story to tell. Invite them to share their story on Facebook Live. If they are willing, ask them to make a donation to your fundraiser and share that to their own Page.

### Create visual posts your supporters can share

A picture is worth a thousand words. It can also be a powerful way to engage supporters. If you have a designer, consider creating a visual that pays tribute to Mom's special day. Encourage your followers to "borrow" it for their own use.

### Create a Mother's Day profile frame

[Profile frames](#) are a fun new way for Facebook users to express themselves. They can also give your Mother's Day campaign an extra visual boost.

Sign up for Facebook's  
Charitable Giving Tools at  
[donations.fb.com](https://donations.fb.com)