

# Facebook Page Fundraiser



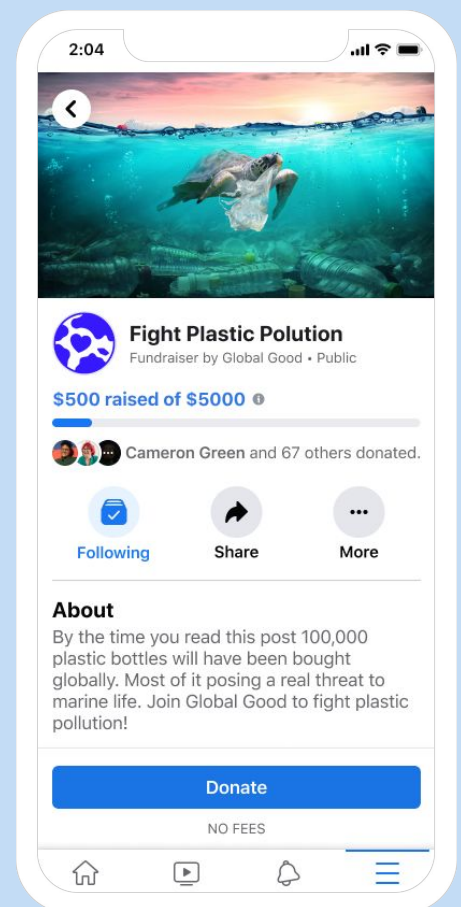
## UNLOCKING GENEROSITY WITH FACEBOOK PAGE FUNDRAISERS.

Facebook fundraising tools provide nonprofits with detailed fundraising analytics and allow supporters to advocate on their behalf. Page Fundraisers are one of the many ways verified nonprofits can quickly raise funds on Facebook.

### Launching a Page Fundraiser:

- 01** From a desktop, go to your nonprofit Page and click on the **Fundraiser** tab.
- 02** Look for **Create a Fundraiser**, and click **Raise Money**.
- 03** Add a fundraising goal, currency and deadline, then click **Next**.
- 04** Fill in the title and description of your Fundraiser, and click **Next**.
- 05** Pick a cover photo and click **Create**.

[Get Started](#)



# Page Fundraiser Benefits

- ✓ Facebook does not collect any fees on donations made to nonprofits that are using Facebook Payments.
- ✓ Each landing page has a unique URL that can be used to promote the Page Fundraiser.
- ✓ Nonprofits using Facebook fundraising tools receive detailed information about payment, payout and reporting processes.



## More Information

- Facebook has created a series of free tools that help nonprofits unlock generosity to support their causes.
- By signing up to collect donations directly on Facebook, nonprofits can access Facebook fundraising tools. These tools provide them with detailed fundraising analytics and allow supporters to advocate on their behalf.
- Learn more about Page Fundraisers at [socialimpact.facebook.com](https://socialimpact.facebook.com).