

# Starting a Facebook Fundraiser

Log into your Fundraising page

Connecting your fundraiser to your Facebook page is an easy way for donors to give in a format they are likely very used to.

Also, Facebook passes 100% of the donation along to the Club – there are no platform or credit card fees to pay.

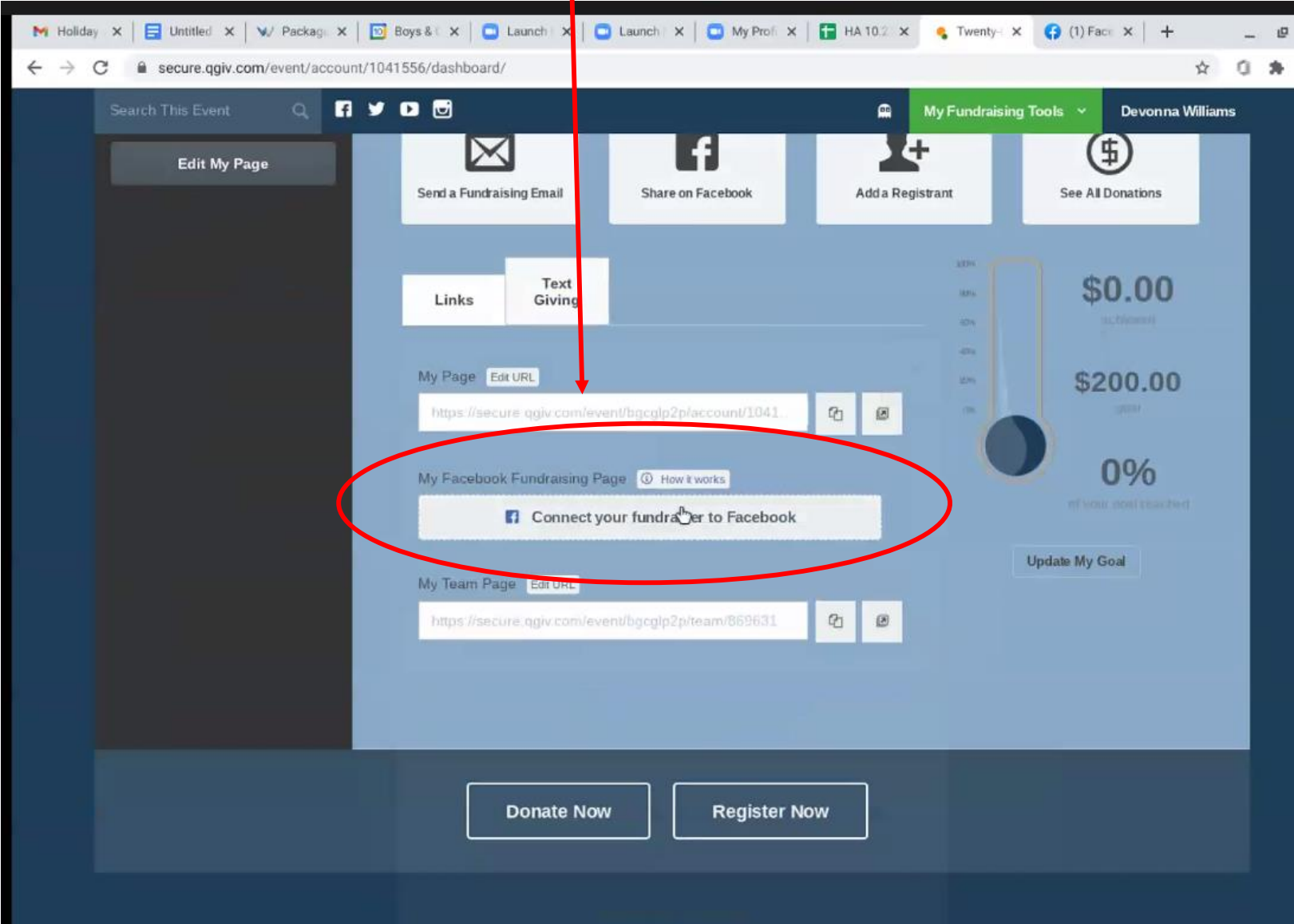
It is also really helpful for motivating others, as anyone can see who is donating to your page.

The screenshot shows the 'My Fundraising Dashboard' on the Qgiv website. At the top right, the user's name 'Devonna Williams' is circled in red, with an arrow pointing to the text 'Log into your Fundraising page'. In the center, a blue box titled 'Show your support with a Facebook fundraiser' contains a 'Connect to Facebook' button, which is crossed out with a large red 'X'. An arrow points from the text 'Do not select these buttons – this simply shares your Qgiv page on Facebook.' to the 'Connect to Facebook' button. Below this, a section titled 'Get the Word Out' features four buttons: 'Send a Fundraising Email', 'Share on Facebook', 'Add a Registrant', and 'See All Donations'. A red arrow points down from the text 'Instead, scroll down further on the page.' towards the bottom of the dashboard. The bottom of the page shows a 'Complete Your Profile' button and a 'Next Step: Upload Your Avatar' indicator.

Do not select these buttons – this simply shares your Qgiv page on Facebook.

Instead, scroll down further on the page.

Instead, look for this box that says "Connect your fundraiser to Facebook"



When you click the “Connect your fundraiser to Facebook button” this screen will appear. Give your fundraiser a name, and fill in the description.


Tell your story. Then we'll connect your fundraising page to Facebook.

Title required 35 characters left

Twenty-third Annual Holiday Auction

Description required

Please support my goal to raise \$500 to support the Boys & Girls Club's annual Holiday Auction. Funds raised at the Holiday Auction this year will go towards supporting the Club's important COVID relief efforts - such as opening during the day for distance learners, providing 3 healthy meals in the Club and via Grab and Go, as well as afterschool programs.

 **Connect to Facebook**

[Not now](#)

When you are ready, click “Connect to Facebook”

You might want to make the description different from the personal story you created on your fundraising page, as both will show up in your Facebook fundraiser.

Once you are connected to Facebook, you will see a screen that looks like this. This is your Facebook fundraiser, which is on your personal fundraising page.

The screenshot shows a Facebook fundraiser page. At the top, it says "The Boys & Girls Club of Greater Lowell's" and "Live Streaming December 3, 2020". The main banner features the text "23rd Holiday Auction" in a large, white, cursive font, with "Same Impact. New Experience." below it. There are five circular images in a row: a girl wearing a mask, a boy wearing a mask, the Boys & Girls Club logo, a girl at a desk, and a boy wearing a mask. An "Edit" button with a camera icon is circled in red in the bottom right corner of the banner. Below the banner is the fundraiser title "Whatever it takes for kids and teens in Lowell" and the text "Fundraiser for Boys & Girls Club of Greater Lowell by Angel Krimm Brunelle". There are buttons for "Invite", "Share", and a dropdown menu. A notification says "Thank you for your donation! You donated \$25 to this fundraiser" with a "Following" button. At the bottom, there are two summary cards: "Goal" showing "\$450 raised of \$1,000" and "38 days left", and "Fundraiser Progress" showing "This fundraiser raised \$450. You're on your way!".

This image will automatically show up on your page, but you can change it by selecting the edit button.

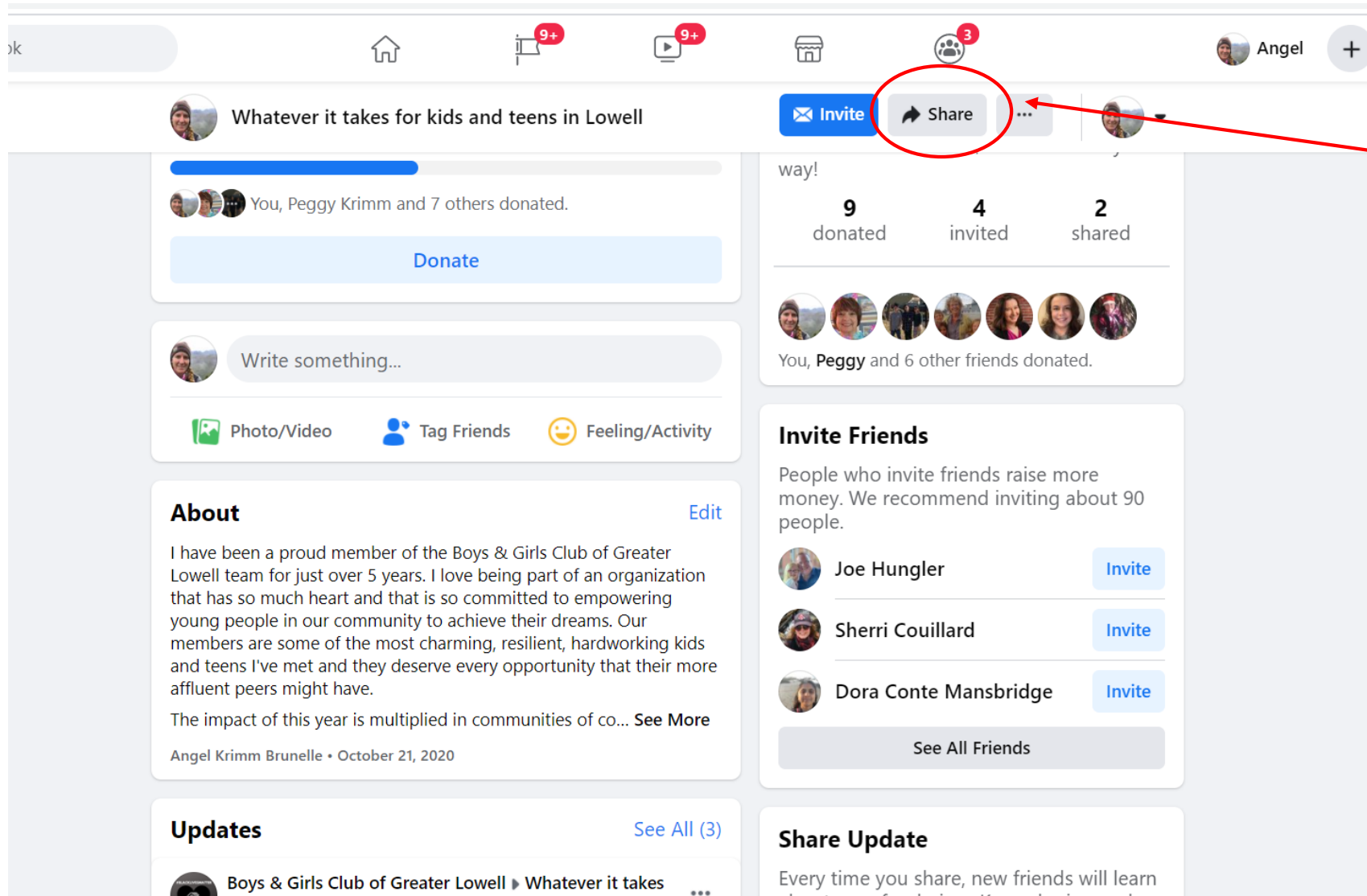
Your Facebook fundraiser is now ready. The next step (and most important) is to share and invite people to join your fundraiser.

It is recommended that you start by making the first donation to the fundraiser, even a small one helps get momentum going.

The screenshot shows a Facebook fundraiser page for 'and teens in Lowell', organized by Angel Krimm Brunelle for the Boys & Girls Club of Greater Lowell. The page features a navigation bar with icons for home, notifications (9+), video (9+), fundraiser, and friends. The fundraiser details include a goal of \$1,000 with \$450 raised and 38 days left. A progress bar shows the current status. Below the goal, it lists donors: 'You, Peggy Krimm and 7 others donated.' A 'Donate' button is prominently displayed. To the right, the 'Fundraiser Progress' section shows 9 donated, 4 invited, and 2 shared. Below this, a list of donors is shown: 'You, Peggy and 6 other friends donated.' The 'Invite Friends' section provides a tip: 'People who invite friends raise more money. We recommend inviting about 90 people.' A list of friends to invite is shown, with 'Joe Hungler' and an 'Invite' button highlighted. A red circle highlights the 'Invite' button in the top right, and a red arrow points from the text on the right to it. Another red arrow points from the text on the left to the 'Donate' button.

Invite your friends to donate by clicking the "Invite" button, and selecting friends from the list.





To share your fundraiser on your page, click the "Share" button and write a post asking folks to support your fundraiser.

It is recommended that you continue to share your fundraiser on a regular basis, as not everyone will see it each time you share, nor will it stay at the top of your friend's feed for very long.

For tips on getting the most out of your Facebook fundraiser, click here.



The screenshot shows a Facebook fundraiser page. At the top, there's a navigation bar with icons for home, notifications (9+), video (9+), a storefront icon, and a group icon (3). The profile picture and name 'Angel' are visible in the top right. The main header of the fundraiser says 'Whatever it takes for kids and teens in Lowell' with an 'Invite' button, a 'Share' button, and a menu icon. Below this, there's a 'Copy Link' button. The first post is from Angel Krimm Brunelle, dated October 28 at 8:29 PM, with 2 comments. The post content is partially obscured. Below it, a comment from Peggy Krimm shows two red hearts. The second post is from Amy Mace, dated October 28 at 8:29 PM, stating 'Amy Mace donated \$50.' with 2 comments. A comment from Angel Krimm Brunelle says 'Thank you so much Amy - I really appreciate it!' with two red hearts. Below that, a comment from Amy Mace says 'Angel Krimm Brunelle' with a prayer hands emoji and a heart emoji. On the right side, there's a 'Created By' section for Angel Krimm Brunelle, showing 445 friends and 'On Facebook since 2009'. Below that is a 'Frequently Asked Questions' section with four questions: 'How do nonprofits receive donations?', 'How do taxes work?', 'Are there fees?', and 'Can I donate privately?'. At the bottom, there's a footer with links for Privacy, Terms, Advertising, Ad Choices, Cookies, and More, along with 'Facebook © 2020'.

Creating posts to thank your donors (and tagging them) can be really motivating.

You can also share videos and photos from the Club – which is also a great way to get attention.

You can copy images and videos from the Club’s Facebook page or web site to use on your page.

Happy Fundraising! [Click here](#) for more tutorials.

Whatever it takes for kids and teens in Lowell

Angel Krimm Brunelle shared a link.  
October 28 at 1:56 PM · Facebook Fundraisers ·

Many thanks to Laura Lambert, Molly Sheehy, Lisa Blazer Helping, Dawn Grenier and Bryan Campbell McCormick for helping me get closer to my goal of raising \$1,000 to help the Boys & Girls Club of Greater Lowell continue to do whatever it takes to meet the needs of our community's youth.

Check out this video that shows how we have been serving kids and teens over the past few months.

BOYS & GIRLS CLUB OF GREATER LOWELL

Vimeo.com  
Whatever it takes for kids and teens in Lowell.  
This past several months have been challenging for many, specially...

10 likes · 3 Comments · 5 Shares

**Created By**  
Angel Krimm Brunelle  
445 friends  
On Facebook since 2009

**Frequently Asked Questions** [Learn More](#)

- ▶ How do nonprofits receive donations?
- ▶ How do taxes work?
- ▶ Are there fees?
- ▶ Can I donate privately?