

Get Ready: Your Giving Season Preparation Checklist



Preparation is key to a successful fundraising season. Get started with this checklist.

September

- Apply for Facebook's Fundraising Tools.
- Take Facebook's free training on Fundraising and Content Strategy.
- Add a Donate button to your Facebook Page header and Instagram.
- Assemble your Giving Season team and assign roles.
- Ensure your payment methods are set up in Business Manager in case you decide to run ads in the future.

October

- Define your end-of-year fundraising goals, audience and theme.
- Create a content calendar and begin posting frequently about the program(s) you want to fund. Consider boosting posts to reach more people who may care about your cause.
- If relevant, activate your community using Facebook Drive and Volunteering tools.

November

- Update your Facebook Page and cover photo using the Giving Tuesday logo and images.
- Create a Fundraiser from your nonprofit Facebook Page that runs through Giving Season.
- Promote your goals using the #GivingSeason hashtag (3 posts/week).
- Encourage supporters to create a fundraiser on your organization's behalf.
- Share images and graphics with supporters with calls to action.
- Amplify your Giving Season messaging with Facebook advertising.

Giving Tuesday - November 30, 2021

- Promote your fundraising campaign using the #GivingTuesday hashtag.
- Promote your fundraiser hourly.
- Schedule posts in advance and boost them. Facebook will match all donations made through paid advertising, up to \$8 million.
- Share your supporters' fundraisers by posting them to your Page.
- Thank fundraisers by liking and commenting on donations in their fundraising page.
- Keep up momentum by posting fundraising updates and celebrating milestones.

December

- Thank your donors using the #GivingSeason hashtag.
- Continue fundraising efforts by sharing success stories and increasing your fundraising goal.
- If relevant, launch a holiday drive or call for volunteers with Facebook Drive and Volunteering tools.
- Continue to thank and celebrate your community and individual donors.
- Analyze your organic and paid campaign results across Facebook's Fundraiser Insights Dashboard, Page Insights, and Ads Manager.
- Start planning for next year.