



Facebook FAQ

1. Why should I create a Facebook Fundraiser?

Facebook Fundraisers are quick, easy, and effective way to begin fundraising. If you invite donors to your fundraiser, Facebook will also help you with reminding donors to make a donation. Don't forget that on average, it takes **6 reminders** before a donor makes a donation.

In 2019, participants who fundraised using a Facebook Fundraiser raised an average of \$395.34 compared to an average of \$137.99 raised for those who did not use a Facebook Fundraiser.

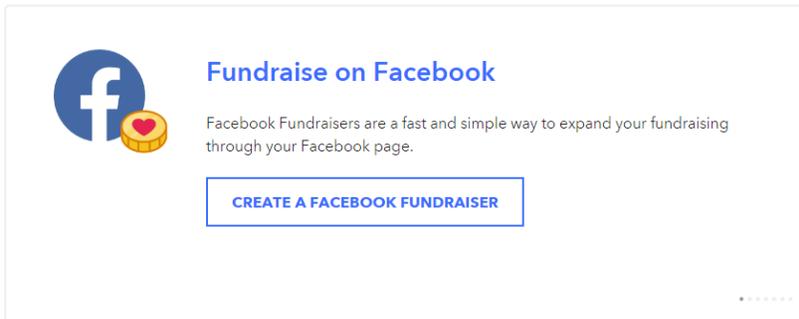
2. How do I create a Facebook Fundraiser?

To create a Facebook Fundraiser, you must log into your DonorDrive page. You need to register before you can create a fundraiser through your page.

Log in to your page for a Campus or Community Walk at outofthedarkness.org.

Use these buttons on your Dashboard to create a Facebook Fundraiser:

Create it here:



Or here:





If your fundraiser is properly connected to your DonorDrive page the title of the fundraiser will be “[Your Name]’s Fundraiser for [Walk Name] for example: “Heather’s Fundraiser for Brooklyn Walk.”



Heather's Fundraiser for Brooklyn Walk

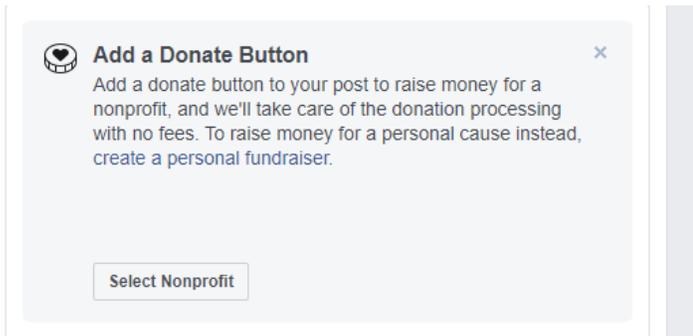
Fundraiser for American Foundation for Suicide Prevention

by Heather

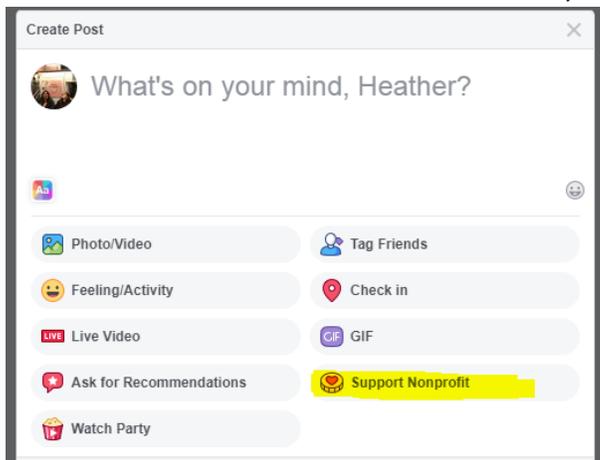


If your fundraiser is entitled [Name]’s fundraiser for the American Foundation for Suicide Prevention, it is most likely not linked to your fundraising page. Please reach out to walks@afsp.org for help in connecting these types of fundraisers to your personal fundraising page.

- **Do not create a Fundraiser by adding Facebook’s Donate Button.** These donations will not count toward your fundraising total:



- **Do not create a Fundraiser through your Facebook Status by using the Support Nonprofit Button.** These donations will not count toward your fundraising total.





3. Will my birthday fundraiser count toward my fundraising total?

Birthday fundraisers will not connect to your DonorDrive page. Only Facebook Fundraisers created through your DonorDrive page will connect properly. If your page did not mention a walk, we will need the consent of the donors to move their donations to your DonorDrive page. Please reach out to walks@afsp.org for further information on having these funds moved.

4. What if I need help with a Facebook Donation? Can you refund the donation or change it?

Unfortunately, we are not able to refund or change donations that are made on Facebook. However, you can use the link below to ask for a refund or change to your donation. Please note: you need to be logged into Facebook to use this support function.

Facebook Support Link: <https://www.facebook.com/help/contact/162031714239823>

5. Why aren't my donations showing up on my fundraiser?

It is possible that you accidentally created a second fundraiser using the "Donate Button" or through Facebook that is not connected to your DonorDrive page. If you are not seeing donations on your DonorDrive page, please send a link with your fundraiser to walks@afsp.org so we can help you look into the donations.

Please note: if your fundraiser does not mention a walk, we will need the consent of your donors to move the funds to your DonorDrive page.

6. What if I already created a Fundraiser and it isn't connected to my personal fundraising page?

If your fundraiser was created for a walk, please send us the Facebook fundraising link to walks@afsp.org, and we will look into moving the donations for you. Please note: only fundraisers that were edited to mention the walk *before* the donations were made are eligible to be moved.

7. Why don't the names of my donors show up on my personal fundraising page? How can I find out who made a donation to me?

All Facebook Donations will show up under the name "Facebook Donor" on your DonorDrive page. We do not currently have the ability to import names from Facebook. However, you can see the names of your donors by visiting your page and clicking on "View Facebook Fundraiser." You can then see all the donors, donation amounts, and names of your Facebook donors.





**American
Foundation
for Suicide
Prevention**



8. How do I thank my donors?

You cannot thank Facebook Donors through your DonorDrive page. Log into your Facebook. Click on “Fundraisers” and click on “Manage Fundraisers.” You can then comment on your friend’s donation post, thanking them for their donation. You can also send them a message through Facebook Messenger.

9. Do you have any tips on making my fundraiser successful?

- Invite friends and family to your Facebook Fundraiser. Facebook will help you remind your donors to make a donation.
- Send out public statuses to thank your donors. Tag them in your post and let them know you’re grateful for their support.
- Post in your fundraiser letting people know how many days and dollars you are away from your goal. *“Thank you so much for your support. I am [X Days] from the [Walk Name]. Please help me reach my goal of [\$goal].”*
- Include your fundraising link in your email signature.