



# Fundraising On Causes

## How do I fundraise on Causes?

Anyone, with or without a Facebook profile, can donate to your cause. The donations will be sent to your nonprofit once per month our nonprofit processing partner, Network for Good ([www.networkforgood.org](http://www.networkforgood.org)). To track donations, thank your donors, and access the fundraising tools available for your nonprofit, go to your Nonprofit Partner Center at <http://nonprofits.causes.com> and click the "Fundraising" tab.

## A Note about Fundraising on Causes

Fundraising is generally much more effective on Causes if you have built an active community of supporters who are familiar with your work and feel a personal connection to it. We recommend focusing on recruiting, sending bulletins, sharing media, and building relationships with the top recruiters on your cause before doing much fundraising. Use lessons you may have learned from direct mail and direct email fundraising, but keep in mind that each of your members is also connected to a whole network of their friends on Facebook. You can multiply your investment in Causes if you can give your members a reason to fundraise from their friends as well.

**OUR CAUSE CONTRIBUTION:**  
**\$7,396**

227 members donated

322 members told their friends

**Top Fundraisers**

- 1 Cristina Goetsch Mittermeier \$393 raised
- 2 Aaron McCollum \$200 raised
- 3 DreamingBear Baraka Kanaan \$194 raised

Frances Engel-Kailey donated \$10. 10 hours ago

Fátima Daniel donated \$10. 1 day ago

Tina Wang donated \$25. 1 day ago

Connie Smart posted to their profile. 9 hours ago

Frances Engel-Kailey invited 60 friends. 10 hours ago

Mark Perkins posted to their profile. 12 hours ago

[Donate](#) [Tell Friends](#)

## Custom Fundraising Campaigns

What projects are your nonprofit fundraising for? Your nonprofit can create a Custom Fundraising Campaign, which allows you to specify a dollar amount, timeline, and project you're fundraising for and feature it on any or all of your affiliate causes. Custom Fundraising Campaigns are effective because we've seen that Facebook users donate more when they know where their dollars are going and what impact their donations have.

Create a project-based Fundraising Campaign in the Nonprofit Partner Center at <http://nonprofits.causes.com> under the Fundraising tab. Next, send a bulletin to your supporters telling them more about the project. Make sure to tell them how their contributions help and what reaching the goal means.

**FUNDRAISING PROJECT** [Donate](#)

**Provide a year of schooling for 10 Afghan girls**

Your donation goes to fund this project organized by:  
International Rescue Committee, a 501(c)(3) nonprofit

Afghanistan is at a crossroads. Six million children—half the nation's number and more than ever before—are now enrolled in school. An amazing 1/3 of them are girls, whose education has traditionally been undervalued and restricted. In 1980, the IRC began by providing emergency medical relief to refugees fleeing to Pakistan to escape the Soviet invasion. We expanded our rehabilitation work in 1988, preparing for the return of refugees from neighboring countries. The IRC then continued to help Afghans during the Taliban regime, its collapse, and following Afghanistan's first elections in 2005. Our education support is a key part of these comprehensive programs to renew dignity and self-reliance for the Afghan people. Study after study shows that women and girls' education is key to development, stability and opportunity. One year of schooling for one girl in Afghanistan costs \$32. Can you help us put ten girls through school next year?

Project Cost: \$520

90%  
80%  
70%  
60%  
50%  
40%  
30%  
20%  
10%  
0%

\$117 raised by 2 causes



# Fundraising On Causes

## General Fundraising

Every cause that lists your nonprofit as its beneficiary, by default, features your general fundraising campaign. If your nonprofit is a partner, this campaign displays your nonprofit's name, mission, and logo with a "Donate" button. While some members may donate to your cause without being asked, we recommend sending bulletins to cause members telling them more about your organization and why they should donate. To learn more, go to your Nonprofit Partner Center at <http://nonprofits.causes.com> and explore the "Causes" and "Communications" tabs.

## Birthday Wish

Birthday Wish is one of the most successful fundraising features on Causes. Anyone with a Facebook profile can create a Birthday Wish for their favorite cause and ask friends and family to donate to that cause in honor of his or her birthday. By turning each of your cause members into fundraisers, your nonprofit not only receives the donations but, in the process, empowers some of your most active supporters and reveals new donors who have never given to your nonprofit before. To promote Birthday Wish, go to the "Admin Center" of your cause and click the "Birthday" tab. Here you will find a customized link for your cause that takes your supporters through the process of creating and promoting their birthday wish for your cause. Include this link in Bulletins to your cause, email blasts, newsletters, or on your website to encourage supporters to create a Birthday Wish.



## Causes Toolbar

**Search** – Did you know that you can earn a penny for your nonprofit every time you search the Internet? Better yet, every one of your supporters, staff, and friends can as well, which adds a steady source of funding for your organization. The Causes Toolbar is a free, simple search bar that any user can add to his or her internet browser.

**Shopping** – In addition, supporters who have added the Causes Toolbar will automatically raise even more money for your cause when they shop online. When a cause member shops at one of 1500 online retailers, including Best Buy, Target, and Orbitz, a percentage of his or her purchase will be donated to your nonprofit as well. To learn more about *Shop for a Cause*, go to <http://shopping.causes.com>.

To learn more, go to Causes Exchange at [exchange.causes.com](http://exchange.causes.com)

Questions about a donation or check? Email [donations@networkforgood.org](mailto:donations@networkforgood.org)