



# Black Nonprofit Fundraising Guide

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# 01 Introduction

## ENGAGING YOUR SUPPORTERS ALL YEAR LONG

As a nonprofit organization, we know how important it is for your nonprofit to raise funds to support your work. This challenge is especially true for Black-led and Black-serving organizations, where the lack of access to capital is one of the most challenging obstacles these organizations face for sustainability.

Racial bias in philanthropic giving has resulted in an underfunding of Black communities by \$2 billion. Additionally, Black-led organizations have 45% less revenue and 91% less unrestricted net assets than White-led organizations.<sup>1</sup> White supremacy has an active role in the inequitable distribution of funds and as a result, Black organizations have been under-funded and under-resourced compared to other groups, especially white-led organizations. Nonprofit leaders and fundraisers have to navigate the tension between raising funds and explicitly addressing white supremacy in philanthropy.<sup>2</sup>

In an effort to try and address the fundraising challenges and needs of Black-led and Black-serving nonprofits, we have partnered with ABFE and the Young Black & Giving Back Institute (YBGB) to help you learn tactics and strategies that amplify your messaging and activate your supporters all year long.



Both ABFE and YBGB have extensive experience supporting small and medium nonprofit organizations in the Black community messaging, fundraising, donor engagement, and more.

Additionally, this guide was developed using ABFE's Racial Equity framework as a guiding principle for addressing disparities in fundraising for Black nonprofits. ABFE's Racial Equity framework promotes effective and responsive philanthropy in Black communities by analyzing strategies that allow grantmakers and donors to effectively support Black-led and Black-serving nonprofits and their communities.

1. Fundraising, Black Freedom Collective, 2022.

2. Black Funding Denied: Community Foundation Support for Black Communities Overcoming the Racial Bias in Philanthropic Funding



**By the end of this guide, you will learn how to:**

Develop a fundraising strategy that can be used throughout the year and during specific key giving opportunities such as Black History Month, Juneteenth and Black Philanthropy Month.



Determine what tools you can use on Facebook and Instagram to drive fundraising goals.



Mobilize supporters using community engagement strategies and tools such as Facebook volunteering.



Implement best practices for planning and developing a content strategy specifically for fundraising and cultural giving moments.

**ABOUT ABFE**

[ABFE](#) is a 501(c)(3), membership-based philanthropic organization that advocates for responsive and transformative investments in Black communities. Partnering with foundations, nonprofits and individuals, ABFE provides its members with professional development and technical assistance resources that further the philanthropic sector's connection and responsiveness to issues of equality, diversity and inclusion. Established in 1971 as the Association of Black Foundation Executives, the all-volunteer organization was credited with many of philanthropy's early gains in diversity. It has since evolved into a fully staffed, influential network. In 2013, the organization shed its descriptor and adopted the simpler ABFE (ab-fee) to better reflect its broadening membership.



## ABOUT THE YOUNG, BLACK & GIVING BACK INSTITUTE

The [Young, Black & Giving Back Institute](#) (YBGB) serves Black-led, Black-benefiting nonprofits and its leaders with a mission to provide capacity building, convenings and funding that uniquely meets their social impact needs.

YBGB's core efforts seek to close the racial funding and capacity-building gap that exists within institutional philanthropy. Programs offered by prominent nonprofit training institutions are often too expensive and not targeted to the unique needs of Black-led, Black-benefiting nonprofits. Research has also shown that major funding institutions rarely target giving to Black-led organizations or causes addressing the most pressing needs in Black communities. As a result, Black-led organizations operate with vastly lower budgets, and face ongoing challenges to organizational sustainability and growth.

In its own way, YBGB addresses the aforementioned inequities by providing safe spaces for Black nonprofit professionals to convene and learn about topics, such as board governance and fundraising, a national giving day exclusively for Black-led/Black-benefiting nonprofits and a fund that provides mini-grants to Black-led/Black-benefiting nonprofits.





## 02 Fundraising Strategy

As you start thinking about your fundraising efforts for the year, it will be important to develop a plan so your organization can keep track of your efforts. Having a plan mapped out from the beginning will help you set clear goals for what you want your fundraising to achieve, along with tactics for how to engage your supporters and important fundraising dates for your organization.

Additionally, Black-led and Black-serving nonprofits operate in a fundraising environment that includes additional considerations to keep in mind when fundraising. These considerations include the impact of race on grantmaking.

Trend data on population growth suggests that grantmaking organizations are increasingly likely to work with Black communities and organizations, but current grantmaking trends targeted specifically for Black communities are on the decline. With the right tools and strategies, nonprofits serving the Black community can work to address and overcome these disparities that currently exist in fundraising for Black nonprofits. The following tips will help you start developing your fundraising strategy and work towards achieving your goals.

“ I do my best to build a relationship with our stakeholders and connect our mission to something that the stakeholder is passionate about. Then, when I have the decision maker's attention, I communicate the importance of sustainable funding for our organization to be successful and invite them to invest in our mission instead of making a one-time donation. ”

**Raymond Long**, [Chief Executive Officer, Big Brothers Big Sisters of Central Arkansas](#)





### Define a SMART goal.

Set **Specific, Measurable, Achievable, Relevant and Timely** monetary goals for the year. If your organization recognizes specific days or months for increased fundraising, you may want to set individual SMART goals for those dates as well. For example, you may want to set a specific goal for Giving Tuesday (November 29, 2022) or Give 8/28 during Black Philanthropy Month (August 1 - 30, 2022). For a guided activity on setting SMART goals, check out the [Set Up Your Content Strategy Worksheet](#).



### Identify where donation funds will be allocated.

For example, are you raising money for general operating funds or something specific to an individual program, e.g., mentoring for middle school girls or mental health for Black men? Determining your needs early on and making social connections with your target donors will help guide your messaging when it's time to draft your communications.



### Express your appreciation.

Expressing gratitude is a great way to nurture relationships with your donors and keep them engaged with your organization's cause. Saying "thank you" is one of the simplest yet most impactful ways to demonstrate how grateful you are for your donor's investment to your nonprofit. It also communicates to the donor that they matter, no matter the size of the gift. If it has been a few months, email impact reports to your donors or share action photos on Facebook and Instagram to show them the impact their donations have had on your work. For some donors, you can even try scheduling a Zoom call with them over coffee or meeting for an outdoor lunch so you can share your appreciation personally.



### Reach out to your networks.

The phrase "Your network is your net worth" couldn't be truer! Reach out to your personal contacts (friends, family and colleagues) and let them know about your campaign and ask them for their support. Offer specific ways they can help you, such as forwarding your campaign emails to five people, reposting your campaign promotions on social media and making a donation if they can.<sup>3</sup>



### Sign up for fundraising with Facebook.

To maximize your reach, create a fundraising plan that takes advantage of the fundraising tools offered across Facebook and Instagram. [Visit here](#) to learn more about fundraising with Facebook and start onboarding to use them for your organization.

3. 2021 Nonprofit Toolkit, Give 8/28 2021.



## Determine how you will measure progress toward your monetary goals.

We recommend tracking your progress at least weekly so you can report to your colleagues, board members and prospects. On Facebook, you can use the [Fundraising Insights Dashboard](#) to get information on fundraisers created for your nonprofit and donations made to your organization. You can also download transaction history reports to help you analyze how well your fundraisers are performing and who is donating to your cause. If your organization uses a registered Instagram Business account, you can also access [Instagram Insights](#) to measure the performance of your Instagram content. If your nonprofit's Facebook Page has been migrated to the New Page Experience, you'll have access to all your Facebook and Instagram Insights in one place. [Learn more about the New Page Experience.](#)



## SHARE YOUR PROGRESS.

Try sharing your fundraiser's progress to keep your supporters excited and engaged while also keeping the urgency of your campaign going. Some ways to share your progress include using an animated thermometer to visualize the progress, sharing posts and photos on Facebook, Instagram or through email and texts that announce how much has been raised. You can also post short Reels and videos to your supporters letting them know the progress and that there is still time to give.



## Establish community-based matching or challenge gift partners.

A great way to increase funds raised over a specific period is to reach out to board members, local Black-owned small business sponsors, community partners, faith-based institutions and major gift donors to find a matching or challenge gift. The Black community is rich with long-standing organizations that have been integral to the sustainability of its people. Inviting these organizations to your fundraising campaign can be pivotal in reaching your goal.

For example, invite a local HBCU alumni chapter or National Pan-Hellenic Council (NPHC) chapter to "adopt" your nonprofit. As the chosen nonprofit of the chapter, it can opt to match gifts up to a certain dollar amount based on the funds raised by its members and their networks. Or, it can give you a challenge gift to kickoff a fundraiser for your nonprofit.





### **Make a list of potential volunteer fundraisers that could launch a peer-to-peer campaign to support your organization.**

Facebook and Instagram offer many ways for supporters to fundraise on behalf of your organization. For instance, they can create a [birthday fundraiser](#), add a [Donate button](#) to a Facebook post, add a [Donate sticker](#) to an Instagram Story, host a [fundraiser in Reels](#) and more.



### **Use a custom link to invite your supporters to fundraise for your organization.**

Facebook and Instagram assign each onboarded nonprofit (those who have signed up for Facebook Pay and been approved) a unique URL that can be shared with supporters in emails, social media posts and on your website. When your supporters click the link, they'll be taken directly to the fundraiser creation page for your nonprofit to make it easy for your supporters to start fundraising for your organization. Find your custom link in the Fundraisers section of your organization's Facebook Page.



## **HOST A FUNDRAISING ACTIVITY OR EVENT.<sup>4</sup>**

A great way to complement your fundraising efforts throughout the year is to host activities or events that provide an opportunity for your supporters to engage with you and others in your community that's committed to Black giving. The following section with steps to hosting a successful fundraising activity or event was curated by the Young, Black & Giving Back team and repurposed for this guide.

- Hosting an in-person or virtual happy hour, a luncheon fundraiser or "friend" raiser with donors and prospective donors
- Planning a socially distant day of service in your community; creating healthcare kits with sanitizer, masks, gloves and other essentials for communities highly impacted by COVID-19
- Organizing a Black philanthropy in-person or virtual roundtable with leaders in your community
- Engaging on social media with a Facebook Messenger chat or Live on Instagram discussing Black philanthropy

Deciding whether to host an in-person or a virtual fundraising event can be tricky with the ongoing COVID-19 pandemic. Please pay attention to health protocols in your area and stay as safe as possible!

4. 2021 Nonprofit Toolkit, Give 8/28 2021.

Whether you plan to host an in-person fundraising event or a virtual event, you'll want to make sure you follow some steps for a successful event:

### 01 Define your goals.

Make sure you know what goals you want to achieve from the event, such as number of dollars raised or simply raising awareness about your nonprofit.

### 02 Know your audience.

Think about the target audience for the event and what kinds of activities they might enjoy.

### 03 Create a budget.

Keep your fundraising goal in mind and remember you're trying to raise money, not spend it! One benefit of hosting a virtual event is that you won't have to pay costs for a venue or food, but you still want to make sure you have the proper technology set up for the event.

### 04 Determine your venue.

If you choose an in-person event, this is a great opportunity to support your local Black businesses. Whether it's the venue itself, catering, decorations, or in-kind items for give-aways, it's a win-win for your nonprofit and the small business owners.

**PRO-TIP:** Begin to develop a list of Black-owned vendors in your area that can support your nonprofit's mission as a financial donor, in-kind supporter or with volunteers.

### 05 Market your event.

Make sure to post about the upcoming event on your Facebook Page and Instagram account. You can also make a Page for your event on Facebook and send out invites with the Events tool. Also consider sharing photos or making short Reels that give a behind-the-scenes look at the event preparation. Reach out to fraternities, sororities, social groups or other Black-focused organizations in your town to build interest.

### 06 Communicate with attendees.

Don't end up being confused with spam. Make sure to communicate with attendees ahead of the event, whether through emails, Facebook Messenger, phone calls or texts.



## 07 Assemble a squad.

Gather a group of volunteers for the day of the event to help with setup, technology rehearsals and managing online engagement.

[Facebook's volunteer tool](#) is a great way to send out a call for volunteers and get people signed up who want to help out.

## 08 Decide the best donation method.

If you are set up to accept donations through Facebook and Instagram, you can point attendees toward these donation forms. Also consider including donation stickers if you choose to stream the event on Facebook Live or Instagram Live.



### TOOLS TO COLLECT DONATIONS ON FACEBOOK

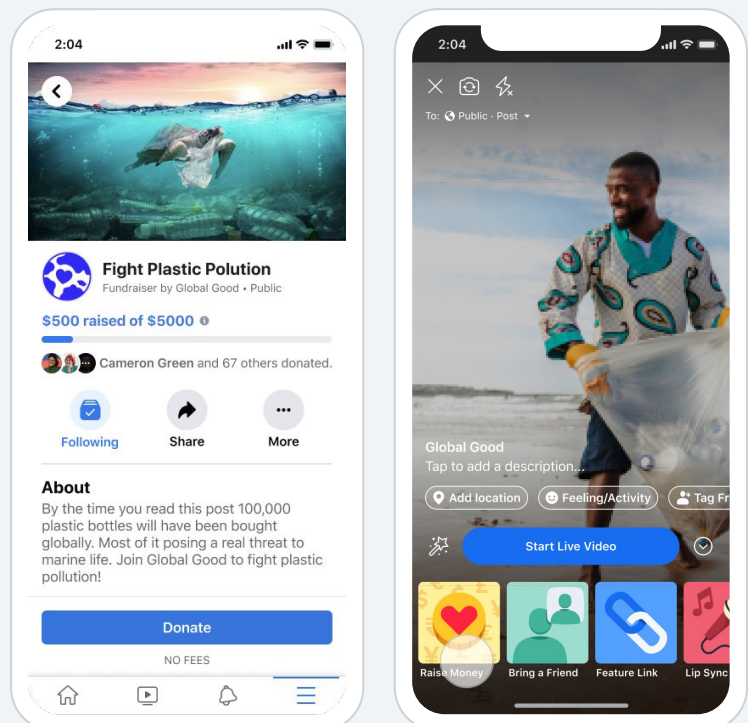
To maximize your reach, create a fundraising plan that takes advantage of tools offered across Facebook and Instagram. Click on the links below to learn more about each tool.

#### [Facebook Page nonprofit fundraiser](#)

This is one of the first things you can launch as you begin your fundraising efforts. By signing up to collect donations directly on Facebook, nonprofits can use the fundraising with Facebook, see detailed analytics on donations and allow people to easily fundraise for the organization in their own posts.

#### [Facebook Live with fundraiser](#)

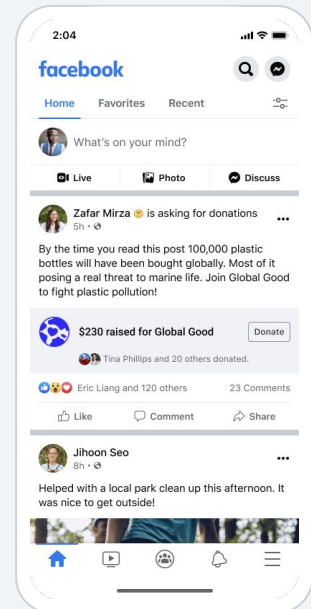
Connect a Live video to an existing nonprofit fundraiser to extend its reach. If you have created a fundraiser from your Page, you (or a public figure, brand or individual) can drive donations to that same fundraiser through Live. While open, the fundraiser total will appear in the Live video.





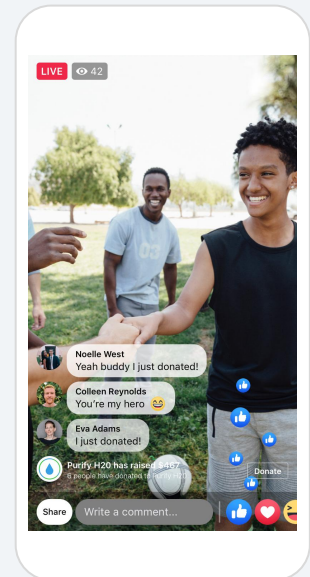
### [Facebook ad with Donate button](#)

Facebook ads that have a Donate call-to-action button can make it easier for people to donate to your organization. If you have some budget to work with, ads can be a highly effective way to scale your organization and drive tangible results. To promote a post with a Donate button, you can create an ad in Ads Manager or boost an existing post.



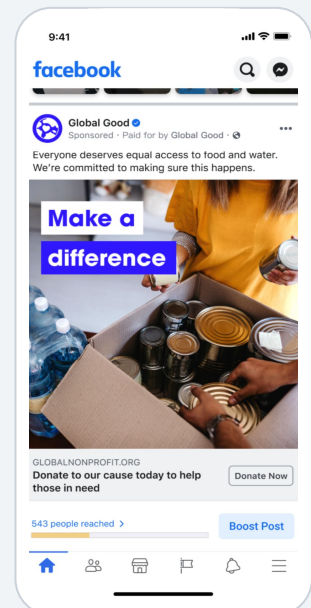
### [Facebook supporter fundraiser](#)

Supporters can set up a dedicated fundraiser at any time, such as to celebrate a birthday or to mark a moment, and tell others about your causes to amplify the impact. Make sure to call out or share high-impact supporter fundraisers on your own Page. You can also use Facebook's automatic thank-you tool to thank fundraisers created on behalf of your nonprofit. Celebrate the money raised but also educate your followers that they, too, can create a fundraiser to support your cause.



### **Nonprofit Manager**

Facebook's Nonprofit Manager tool provides a dedicated space to manage your nonprofit's Facebook Page. The Nonprofit Manager tool offers a single dashboard where you can manage fundraising opportunities, view insights and engage with your supporters. You'll also find recommended actions you can take, such as thanking donors or providing updates on a current fundraiser you are hosting.





## TOOLS TO COLLECT DONATIONS ON INSTAGRAM

### Instagram nonprofit fundraiser

Nonprofit fundraisers for Instagram are a more permanent way for supporters to give to your nonprofit causes. They can be attached to video, carousel and image posts in Feed. The fundraiser will be visible in the post and will be active for 30 days, which can be extended at any time. Your fundraiser can then be shared to Stories and on Live videos. A link to an active fundraiser will also be added to your profile bio.

### Instagram Group fundraising

Group fundraising allows you and other approved co-organizers to manage and support a single joint fundraiser. Any number of people can join your group fundraiser and activate together around a single cause.

### **Instagram profile with Support button**

The Support button on nonprofit profiles allows people to see their nonprofit support opportunities in one easy-to-find place, enabling nonprofits to direct supporters to a singular call-to-action button. Once the Support button is clicked, people will see the option to create a fundraiser or make a donation.

### Instagram Donate sticker in Stories

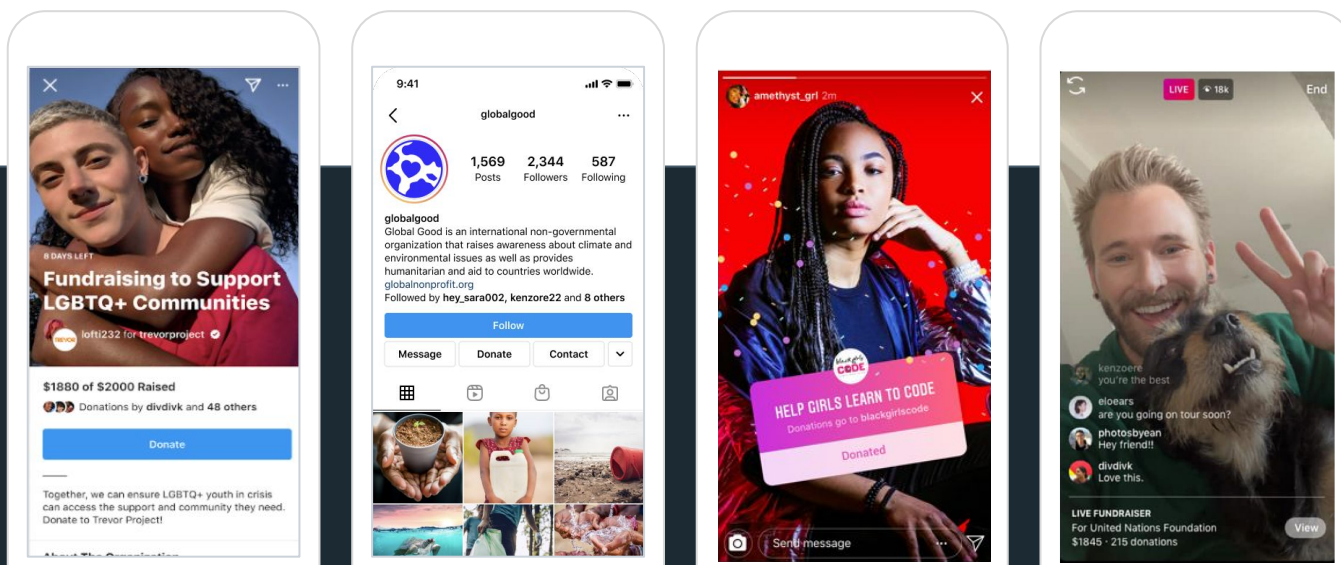
Stories allow supporters to create a 24-hour Donate button on Instagram or for a longer period if added to Highlights. Your followers can add a Donate sticker in Stories to support your nonprofit.

### Instagram Live donations

Live video is a powerful tool and one of the most popular ways your Facebook Page can use Instagram to engage with supporters. During a live stream, supporters can add a Donate button to their Live to capture donations for your cause.

### Fundraiser in Reels

Reels let you create and promote short, entertaining videos that are up to 60 seconds in length. Reels include multi-clip videos with audio, text overlays, effects and more. By starting or sharing a fundraiser in Reels, nonprofits and supporters can rally their community as well as reach beyond it to tap into new audiences.



## 03 Community Engagement Strategy

It is important to keep in mind that there are countless ways to engage community members in support of your cause that go beyond fundraising. Your community members care about your work and can support your organization through their skills and thoughts on your long-term goals and implementation of your efforts. Consider some of the following tips to plan how you can more deeply engage with and mobilize your supporters.

“ A lack of financial literacy and self awareness breeds poverty. Poverty breeds high crime and high crime increases opportunity for youth incarceration. Young Investors is the first responder in decreasing this cycle of youth incarceration. We engage our with our supporters through our Volunteer Village. Youth Members of Young Investors Group have the opportunity to learn financial technical skills from community members who care about their success. ”

**Kezia Hendricks, [Founder & CEO, Young Investors Group](#)**





**Send the right volunteer message to the right volunteer audience.**

How does your nonprofit need support beyond funding? Start by making a list of all the other ways that members of your community can support your organization. You can create a Facebook volunteering opportunity for national service days, e.g. Dr. Martin Luther King, Jr. Day or food or clothing drives at holiday time.

**Use specific fundraising periods and important observances to enlist and mobilize community support beyond fundraising.**

Design some of your content and messaging to promote the opportunities noted above. You may wish to segment your audience and promote specific opportunities to specific groups, such as volunteer opportunities to students and teachers, while others may receive communications about fundraising as well.

**Identify your organization's non-monetary goals.**

These might include raising awareness about your cause, growing your Facebook and Instagram following, recruiting volunteers or mobilizing for advocacy. Identify any measurable goals, such as the number of new followers or the number of signatures on a petition.

**Determine how you'll measure success for your non-monetary goals.**

Confirm how often you will track your progress and with whom you will share this information. If you are seeking new volunteers, tally up the number of new people who have signed up and inform your board and anyone else promoting this, so they know when you are halfway toward your goal or nearly at your goal.

**Brainstorm ways you can partner with other organizations in your community.**

Are there creative ways you can work together with other organizations in your community to build awareness of your efforts? For example, two organizations in the same local area might co-host a winter coat collection, with one organization benefiting children and the other benefiting adults.

**Add announcements for community support in your content calendar.**

As you confirm what opportunities and events you want to promote throughout the year, update your content calendar so it covers all the messages you want to share during your campaign.



## TOOLS TO MOBILIZE YOUR COMMUNITY ON FACEBOOK

### [Facebook volunteering](#)

Help supporters contribute directly to your organization by requesting help with volunteering. Your organization can find volunteers of any skill level for shifts on certain days and times. Facebook volunteering offers two ways for volunteers to sign up.

- Shifts allows volunteers to sign up for a specific day and time
- Connections allows users to sign up to contact your nonprofit.

When people sign up, they provide their email or request to be contacted via Messenger and are sent reminders automatically. Your volunteer opportunities appear publicly on your Page, on Community Help and are shareable across Facebook.

### [Create Volunteer Sign-up](#)



## 04 Content Strategy

As you work to fundraise and engage the community in your nonprofit's work, you don't want to have to worry about your social media content. That's why having a social media content strategy is so important. It helps to lift the burden off you and leave the work to technology.

Content strategies can come in many forms, from year-long plans to a simple week-by-week guide. The following tips can help you develop a brief and simple plan that allows your content to stay fresh and captures important moments in your organization's work.

Some templates are also included to help you craft a content calendar and specific posts that will help you engage your audience.

“ As a small community serving organization, it's critical that we utilize a multi-level marketing approach to maximize our advertising budget to engage our community. We've used Facebook to hyper target our advertising to segment our messaging to donors, supporters, and program participants. One community engagement strategy that has increased our fundraising and outreach is sending out a monthly newsletter. Our focus this year is to increase our fundraising goal by ten percent through a planned giving event and year end donation drive. ”

**Cornelius Mabin, [CEO, Arkansas RAPPS](#)**





**Choose a theme.**

A theme helps communications across a variety of channels look and sound similar so that supporters see a consistent message no matter how they engage with your organization. For example, an urban community garden might focus on the importance of fresh produce that reduces food insecurity. This nonprofit might share testimonials from families who have received food from the garden and the difference it has made for them.

**Make a list of the communication channels you will use.**

A multi-channel approach refers to both the online and offline ways that you communicate with your potential supporters, including in-person meetings or mail. Make a list of your communication options and design a strategy for each one. Make sure you are taking advantage of newer communications options like video and text messages.

**Create a content calendar.**

As your posting strategy evolves, use a calendar to plan out your posts and stay organized. An editorial calendar can help if you have multiple people managing your posts. Templates for both long-term and short-term content calendars are available [here](#).

**Decide what type of content you'll share on Facebook and Instagram.**

Avoid traditional text-based content and opt for a mix of engaging visuals, including photos, videos and live streams. For example, you can use posts to share content that represents your organization well, and create Stories to share short, in-the-moment content. Make sure you have permission to share any photos or videos, especially of your beneficiaries.

**Create Facebook ads to reach people outside of your current following.**

Use Facebook ads to reach more people who are likely to be interested in supporting your organization. You can create an ad with a Donate button to support your fundraising goals.

**Look for opportunities to incorporate testimonials and storytelling about your beneficiaries.**

Uplifting the stories of those you serve or grant to can have a profound impact for fundraising. But, be sure to protect their privacy and dignity in the way you present their examples. For instance, for a children's book drive, instead of using a child's face, look for ways to incorporate quotes from children about the magic of reading for them.



### **Request testimonials to share from your supporters.**

Consider coming up with a hashtag that is relevant to your work, one that either uses your nonprofit name #YBGBInstitute or reflects the culture of giving, e.g. #BlackPhilanthropy



### **Look for ways to celebrate your community partners in your content.**

Sharing opportunities from your community partners with your audience adds to the mutually beneficial relationship you have with them. For example, help them get the word out about their holiday toy drive or perhaps, a shared need for volunteers through your newsletter and social media. As the saying goes, "many hands make for light work."



# 05 Templates



## OUTREACH TEMPLATES

### Social media: campaign announcement

- From now until [end of campaign], we are fundraising to [specific impact]. We need you to help us reach our [\$X] goal to [general impact].
- Right now, we are fundraising to [impact]. Help us reach our [\$X] goal to fund [impact].

### Sample email outreach message

Dear [name of recipient],

I'm reaching out to you today on behalf of [organization name] to ask for your support of our mission to [state your organization's mission, or state your fundraiser campaign and its goals].

[donate button]

[grab attention with an emotional appeal. Share a story here about the people/communities your organization or fundraiser is supporting. What is happening to them and what are their needs?]

[Description of beneficiaries] need your help now more than ever. As an [organization name] supporter, you will be making a significant impact as we expand our work, including:

- [insert example]

- [Insert example]

There are so many ways to give! Give online [link to website], check out our Facebook fundraiser or text [instructions to give via text here]. If you have any questions about making your gift, contact [name] at [email address and/or phone number].

[donate button]

We look forward to keeping you updated about our [campaign/work]. Please take a moment to make sure you are following [insert @\_\_\_] on Facebook and [insert @\_\_\_] on Instagram to learn how your gift is making a difference.

Sincerely,

[Your name]

[Signature]

[Title]





## THANK YOU MESSAGE TEMPLATES

### Sample email thank you message

[date]

[recipient's name]

[recipient's full address]

Dear [name of recipient],

Thank you for your generous donation to [name of fundraising campaign, or your nonprofit]. It means so much to us that you've made a contribution towards our cause. Donations from supporters like you help us continue our mission of [state your nonprofit's mission, or state your fundraising campaign's goals].

Because of the support of donors such as yourself, our organization has been able to [include a story about a tangible benefit your organization has provided. Ex: "provide meals to over 50 families that would otherwise go hungry."]

Your donation has truly made a difference in our work and our community.

Sincerely,

[Your name]

[Signature]

[Title]

### Social media: thank you to donors

- Join us in thanking our whole community. Did you see a fundraiser for [org page] that inspired you? Please share. And thank you, thank you, thank you to everyone who showed up and fundraised with us! Together, we raised [specific amount] over the past [time frame] to [specific impact].
- Thank you [specific donor] for your support! Your donation will allow us to [specific impact].

# 06 Knowledge Check

## FUNDRAISING STRATEGY

**01** What are some effective ways to say thank you to donors for supporting your fundraising efforts?

- a. A thank you email
- b. a text message or phone call
- c. a personal thank you lunch or coffee meeting
- d. Zoom calls
- e. sharing impact reports via email or on social media
- f. All of the above.

**02** What are some of the tools available for fundraising on Facebook?

## COMMUNITY ENGAGEMENT

**01** Outside of fundraising, what other non-monetary goals should you consider to support your nonprofit?

- a. Increase awareness of your organization and cause
- b. Recruit volunteers and mobilize for advocacy
- c. Grow your Facebook and Instagram following
- d. All of the above

**02** What are the two different ways to sign up volunteers on Facebook volunteering? What are the differences between the two types?

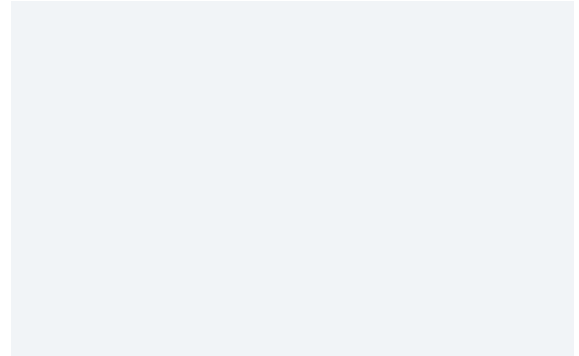


## CONTENT STRATEGY

**01** Which of the following are communication channels you can use to engage your supporters?

- a. Facebook
- b. Instagram
- c. Website
- d. Email
- e. Text messages
- f. Phone calls
- g. All of the above

**02** What is an effective way to keep your content thematically consistent over weeks or months?



**Answers: Fundraising Strategy** 01: f. All of the above; 02: Nonprofit Page fundraiser, Facebook Live fundraiser, Page or post with Donate button, Live with Donate button, Facebook ad with Donate button, Facebook Supporter Fundraiser, Nonprofit Manager; **Community Engagement** 01: d. All of the above; 02: Shifts and Connections. Shifts allow volunteers to sign up for a specific day and time. Connections allow users to agree to be contacted by your nonprofit about volunteer opportunities. **Content Strategy** 01: g. All of the above 02: Using a content calendar





# 07 Key Takeaways

## FUNDRAISING STRATEGY

- ➔ Make sure to set goals you want to accomplish ahead of time and think about how you'll share updates on those goals with your supporters.
- ➔ Facebook and Instagram offer numerous ways to engage your donors and fundraise directly on the platforms.
  - Facebook tools include Facebook Page nonprofit fundraisers, Facebook Live fundraisers, posts, videos or ads with a Donate button, and supporter fundraisers.
  - Instagram tools include nonprofit fundraisers, Donate stickers, Group fundraising, Instagram Live donations, fundraiser in Reels, and a Support button on your profile.
- ➔ Remember to express your appreciation for the support your donors have shown during your fundraiser.
  - Consider contacting donors via email, text message, phone call or directly in-person.
- ➔ When hosting an in-person fundraising event, make sure you have a budget in place, set a venue and promote the event to your supporters.
  - Don't forget to follow your local COVID-19 safety guidelines when hosting an in-person event.

## COMMUNITY ENGAGEMENT STRATEGY

- ➔ Engage your supporters during specific time periods such as important holidays or observances in your community.
- ➔ Seek to enlist and mobilize your community for support beyond fundraising. Think about all the different ways members of your community can support your cause.
  - Identify your non-monetary goals and how you will measure them.
- ➔ Use the Facebook volunteering tool to sign up volunteers for shifts or for specific days and times.
  - When volunteers sign up, they provide their email or request to be contacted via Messenger and are sent reminders automatically.

## CONTENT STRATEGY

- Choose a theme you'll use across all communications you send to your supporters.
- Use a content calendar to plan out your posts and stay organized.
- Incorporate testimonials and storytelling about people who benefit from your nonprofit's work.
- Take advantage of the different types of content you can post on Facebook and Instagram, especially visual and video content, live streams, and ads.
- Look for ways to celebrate your community partners in your content.







## 08 Conclusion

Fundraising and engaging supporters are unique challenges that every nonprofit experiences. The obstacles presented to Black-led and Black-serving nonprofits adds even more unique challenges to these efforts. This Giving Moments guide offers just some of the strategies, best practices and suggestions that will help you improve your fundraising efforts throughout the year and collaborate with the community supporting your work.

The beginning of any successful fundraising effort starts with developing a strategy that clearly defines your goals and sets a schedule that takes into account different themes throughout the year and recognizes important dates, holidays and observances related to your work. Also, be sure to take advantage of the countless tools on Facebook and Instagram that allow you to raise funds online directly from your supporters, including Donate buttons, Page and supporter fundraisers, donation stickers in Stories and more.

Once your fundraising strategy is in place, think about all the additional ways you can engage your supporters.

Remember, supporter engagement is about more than just donations. Think of all the different ways you can engage with your community, including hosting volunteer opportunities, partnering with other organizations doing work in your space, adding announcements for volunteer opportunities to a public calendar and mobilizing volunteers online using the Facebook volunteering tool.

Finally, consider a content strategy to help you plan out what content you'll use to engage your community. A content strategy can be as simple as a content calendar and an outline of types of posts you plan to make. Be sure to reference the templates included in this guide to help you get started on planning out what content you'll be sharing and when.

By using the above tactics and more highlighted throughout this guide, you can start connecting on a more personal level with your audience, so they can more directly support your work and the causes they care about in their communities.





## 09 Resources

- [Facebook Social Impact](#)
- [Help Center: Facebook for Nonprofits](#)
- [Help Center: Instagram Fundraisers and Donation](#)
- [eLearning: Fundraising for Nonprofits](#)
- [eLearning: Create Engaging Content to Get Discovered](#)
- [eLearning: Measure Your Performance to Create Effective Content](#)
- [Worksheet Templates: Set Up Your Content Strategy](#)
- [2021 YBGB Donor Toolkit](#)
- [2021 YBGB Nonprofit Toolkit](#)