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**KnowHow**NonProfit

## How Facebook can help small nonprofits

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Facebook, as everyone is well aware, is a great way of connecting to other people, hence the neologism "social media". However, tapping into this seemingly social world is not necessarily as easy as you might imagine. Even though there isn't a secret formula to getting this right, there are certain tools at your disposal that increase your chances of getting a following.

### 1 Content

When setting up a fundraising page it is essential to focus on content. If the content is bad, people won't be inclined to give money to your cause. When writing the page it is wise to follow these rules:

- Be confident in your cause. If you employ too much rhetoric it will sound as if you are forcing people to donate, rather than encouraging them. Make sure the content is clear, succinct, uses dynamic verbs and covers as many questions that people might have on the subject.
- Think about the design. A well designed page will make people stay on it for longer. If it is badly laid out, people won't bother with it, even if they initially like the cause.
- Make sure there is a resounding message that is clear from the get-go.
- Your profile picture: will it be your logo or something more personal? Make sure you clearly define what you want to get across to your audience. Your profile picture is the portal to the page, therefore you want to clearly convey what the page is about.

### 2 Promotion

- "Build it and they will come" sadly doesn't cut it. When you're a relatively small nonprofit you should take advantage of your own Facebook network. Start promoting the page through your own profile and get as many people to like it as possible, this should start the ball rolling.
- When your page becomes more established, it is of obvious importance to think of new ways to get people to "Like" the page and donate. Creating special days in the month where people are actively engaged with your page is a good start. Doing a 24 hour awareness day is effective and easy to co-ordinate. Asking people to copy and paste the name of your organisation and a blurb is easy for people to do and will cause an influx of donations without being explicit about it.
- Another similar action you can take is: getting people to change their profile

picture to your logo or something related to your organisation. The time frame for this should usually be longer i.e. a week.

### 3 Other

- Facebook should never be your sole platform to fund raise; make sure you use it in tandem with as many different web resources i.e. Twitter, main website, etc. This will inevitably increase the volume of people you reach.
- Don't use a "Group" because it is capped at 5000 users.
- You don't want people to come to the page once and never return. Using Facebook is a way to connect people who believe in the cause and share things with one another. Make sure you ask people to upload pictures and stories to share with the rest of your followers'. These personal stories will add some "natural" rhetoric to your page, which show how your organisation affects things at a grassroots level.