



Facebook's focus on Non-Profits and fundraising through their platform has continued to grow. For several years, charitable organizations have been able to include on their Facebook page a "donate" button linking to the organization's donation form. Recently, a new Facebook feature enables users to create fundraisers, where they ask friends to donate to a selected organization, within the platform.

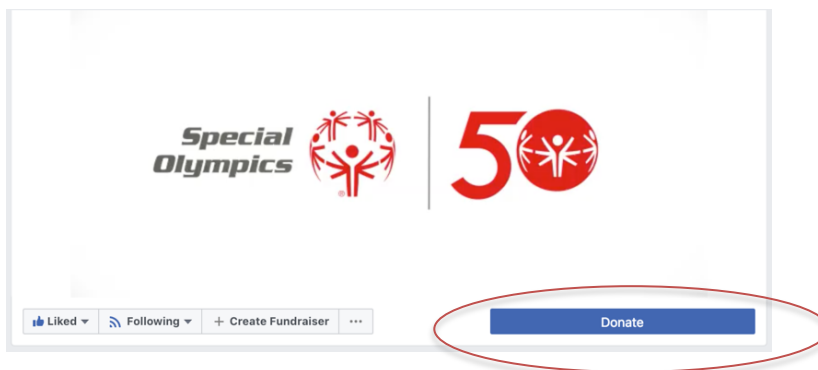
This document will outline how IDMP Programs and their local affiliates can fundraise through Facebook in accordance with the IDMP agreement.

This document will cover:

- 1) Appropriate placement and use of the "donate" button
- 2) Peer-to-peer (user-initiated) fundraising through the platform
- 3) IDMP guidelines & revenue share implications
- 4) Gift exceptions

"Donate" Button

On Facebook, the "donate" button is located on the bottom right of the cover photo on an organization's profile page. If this button does not say DONATE, speak to your admin about changing it. The button can be edited and you can select the "DONATE" option and add a link. **In accordance with the IDMP Agreement, this button should link to your IDMP donation form.**



Peer-to-Peer (User-Initiated) Fundraising Options

Facebook uses different marketing efforts to prompt fundraising through their platform. These prompts are dictated by Facebook and cannot be changed.

Some examples are:

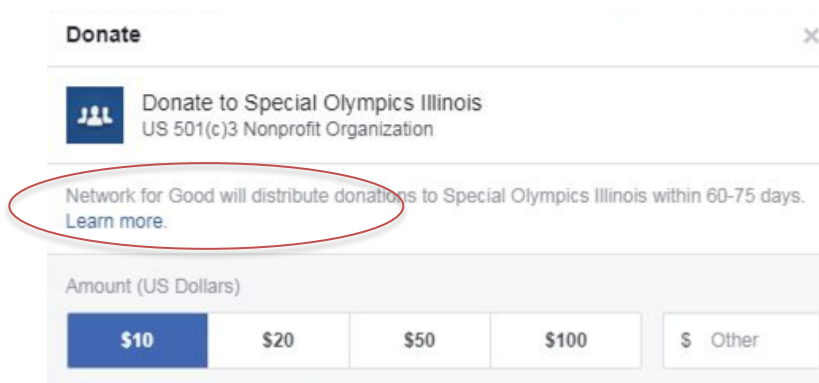
- Fundraising prompts: Typing in a charity name in your status or creating a post about a charity will prompt the user to add a donation button to their post.
- Create a Fundraiser: User chooses to create fundraiser (e.g., in honor of their birthday) and a page is created with prompts to post to friends, etc.



Facebook offers two peer-to-peer fundraising options. The default option is for donations to be processed through Network for Good. A second option, which requires organizations to register, is for donations to be processed directly through Facebook.

1. Facebook DEFAULT: Network for Good

In partnership with Facebook, Network for Good receives donations on behalf of organizations. A lump sum check, less a fee, is sent to the organization when a minimum donation amount is met. Donor information is not provided with this option. **This is the default Facebook will give your account. It is not recommended by SOI to keep this option active.**



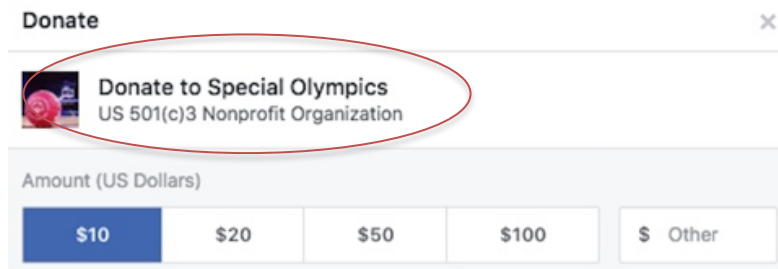


2. Facebook REGISTERED ACCOUNT (RECOMMENDED)

Organizations can register an account with Facebook directly to set up payment processing of these donations. With this option, you will receive the following reports:

- 1. Semi-monthly revenue report, needed for tie-back to ACH bank deposits
- 2. Daily CSV files of transactions: only includes donor first name, last name, email address (if donor opts-in), donation amount and source (fundraiser or donate button). If the source is a fundraiser, the name of the fundraiser and owner is also provided.

SOI recommends utilizing this option and registering an account with Facebook.



These are the only two options when a fundraiser is created by a user. The IDMP donate button cannot be used for this

IDMP Guidelines & Revenue Share Implications

When promoting fundraising on Facebook, Programs should direct donors to their IDMP donation form. It is allowable under IDMP to accept donations from Facebook users who initiate peer-to-peer fundraising efforts through the platform. This revenue is not counted under IDMP and does not qualify for revenue sharing; additionally, SOI highly recommends registering your account with Facebook to avoid processing fees and so you receive the donor information for future stewardship and solicitation.

Donation Exceptions through Facebook

For Facebook donations believed to have been mis-routed to SOI, the Program must provide donor information and an explanation of the donor’s intent. Transaction files from Facebook do not include information about donors’ state or designation intent. SOI will match back based on donor name and process the exception accordingly.

Questions

Please contact Crystal Hudson – chudson@specialolympics.org

Facebook’s fundraising and donation FAQs can be found [here](#).