



Fundraisers FAQs

How is Facebook vetting the nonprofits?

We look at many factors when we vet nonprofit organizations to fundraise on Facebook, including but not limited to the following:

- US-based 501(c)(3) nonprofit organizations registered with the IRS
- Has a bank account registered with a licensed financial services institution
- Has a Facebook page that complies with Facebook's community standards posted at: <https://www.facebook.com/communitystandards>

These factors are reviewed on an ongoing basis. If a nonprofit is found to be in poor standing against one or more of these requirements, we may choose to disable the tools.

How can new nonprofits get access?

We welcome any US-based 501(c)(3) nonprofits to sign up at: <https://www.facebook.com/donate/signup>. The application takes about 10 minutes to complete and we will respond within a few weeks.

I'm having trouble accessing the application.

If you're having trouble filling out the application, make sure:

- You're a Page Admin and logged into your personal account before accessing the application
- Your Page has a US address listed in the 'About' section and 'Nonprofit Organization' as a Page Category
- You're accessing the application from a computer rather than on a mobile device
- If you use Business Manager, you'll need to visit the application at business.facebook.com/donate/signup

Can international nonprofits apply?

This product is currently only available to US-based 501(c)(3) organizations.

Is this product available for Pages?

The fundraiser product we are launching today is only available for individual profiles, or people.

Is this product available for public figures with verified profiles?

Yes. Public figures with verified profiles can create fundraisers.

What information is shared with the nonprofit when someone donates?

We will provide the name, amount donated and profile picture of each donor. We also share their email if they opted into receiving email communications.

How do I report a fundraiser to be taken down?

You can report an individual fundraiser for review by clicking the 'More' button and then 'Report Fundraiser' on the fundraiser page. You can also see a full list of fundraisers for your organization at any time, by visiting the 'Fundraisers' tab on your Page.

I am already using the Donate button. What do I need to do to get access to fundraisers?

You need to accept the new terms of service here at: <http://www.facebook.com/donate/termsofservice>.

If I don't want to enable fundraisers but I want to continue to get donations on my Facebook page, what do I do?

If you'd like to disable fundraisers or the Donate button, simply go here at: <https://www.facebook.com/help/contact/830921593618796> and select 'Charity Donations'.

How do I give people who help manage my Page permission to see fundraisers, use the Donate button or access reports?

The people who help manage your Page or download reports will need to be Page Admins. To learn how to add or edit roles on your Page, please visit the following article in the Help Center: <https://www.facebook.com/help/www/187316341316631>

Who can donate to my nonprofit?

Anyone with a Facebook account with payments enabled can donate the following countries: Austria, Australia, Belgium, Brazil, Bulgaria, Canada, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Japan, Latvia, Lithuania, Luxembourg, Malta, Netherlands, New Zealand, Norway, Philippines, Poland, Portugal, Romania, Slovakia, Slovenia, South Africa, South Korea, Republic of Cyprus, Spain, Sweden, Switzerland, United Kingdom, United States.

Can I limit incoming donations to specific countries?

No. Not at this time.

How and when do we get paid by Facebook?

Facebook makes a bi-weekly wire transfer (ACH/direct deposit) on the 15th and last day of every month to your organization's bank account, after you accrue at least \$100 in donations. If you don't accrue \$100 in your payout period, it will roll over into the next two-week period. For example, if you accrue \$125 in donations between the 1st and 15th of the month, it will be paid out to you on the last day of the month.

What type of reporting does Facebook offer? Where can I find it?

You will have access to two types of reports in the 'Publishing Tools' section of your Page Admin view:

1. A Payout Report detailing the total transferred to your account bi-weekly. Individual Donation Reports including the following information:
 - Donor first name and last name (guaranteed) and email address (if shared)
 - Donation date, time, currency and amount
 - Source ID, permalink and type (Page post vs Page header, fundraiser)
2. Individual Donation Reports including the following information:
 - Donor first name and last name (guaranteed) and email address (if shared)
 - Donation date, time, currency and amount
 - Source ID, permalink and type (Page post vs Page header, fundraiser)

Is there a fee?

We're committed to building products that make it as easy and safe as possible for people to contribute to the causes they care about. To make this possible, starting in August, 2% of contributions will be used to cover a portion of the costs of nonprofit vetting, security, and fraud protection, operational costs and payment support and 3% of contributions will go to payment processing. The remaining 95% will go straight to the nonprofit. Facebook's goal is to create a platform for good that's sustainable over the long-term, and not to make a profit from these charitable giving tools.

Do funds raised need to be allocated to a specific program?

The money raised on Facebook will go directly to the nonprofit. The charity will have discretion on how to use them to further their charitable mission.

Does Facebook send a receipt to donors?

Yes. After someone makes a donation to your nonprofit, a receipt is sent to the primary email address listed on their Facebook account. This receipt includes your organization's name, logo, mission statement and EIN, and it confirms that the user has made a donation as a charitable contribution and that they're not receiving any goods or services in return.

Can I customize the receipt that's sent to donors?

No, not at this time.

What happens if I don't click to accept the payment terms?

You have until August 14th to accept the payment terms. If you don't accept the terms by that point your organization will be disabled for the Donate button and will not have fundraisers turned on for your Page.

Can you see fundraisers after they end? Do they expire from the list?

Completed fundraisers continue to appear in Fundraiser hub under the relevant tabs (e.g., invited, donated, created)