# Instagram Donation Sticker Toolkit

We are continually inspired by the many ways people support the causes and people that mean the most to them. Instagram now brings the ability for nonprofits to raise raise money using a donation sticker in Instagram Stories.

## Instagram Stories

Instagram Stories is now used by over 500M daily. Stories lets you share all the moments of your day, as you share multiple photos and videos, they appear in a slideshow format: making up your Story. You don't have to worry about over-posting. Instead, you can share as much as you want — with as much creativity as you want to add to tell your Story.
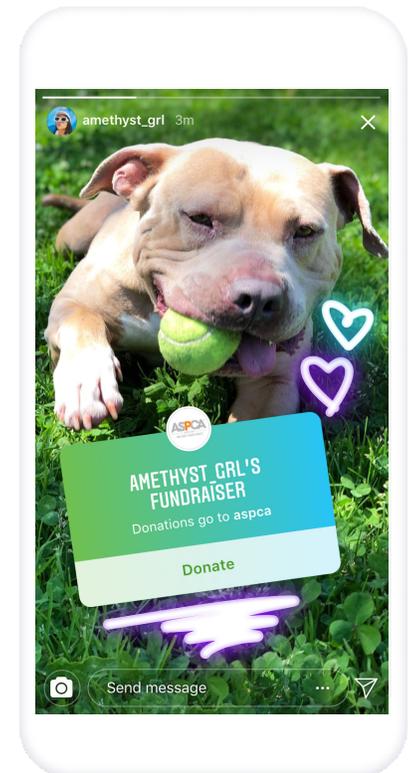
## Bring your stories to life

The most engaging stories are made in the moment, using a combination of videos, photos, and creative tools to give supporters a window into your every day. Use Instagram Stories to build authentic, visual narratives that share why your cause matters.

Note, the photos and videos will disappear 24 hours after your Story has been posted unless you choose to add them to your highlights.
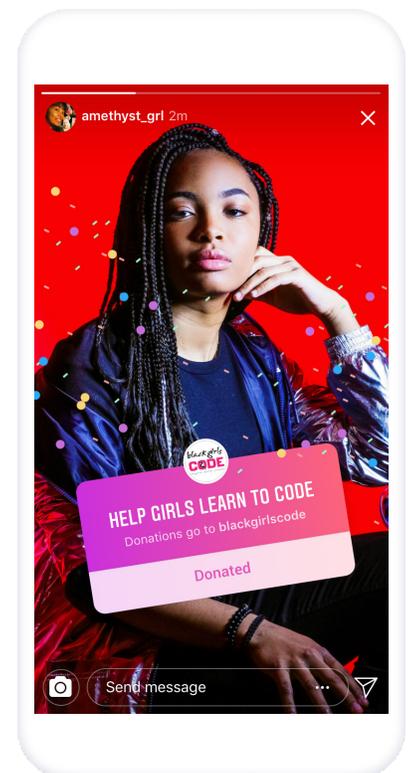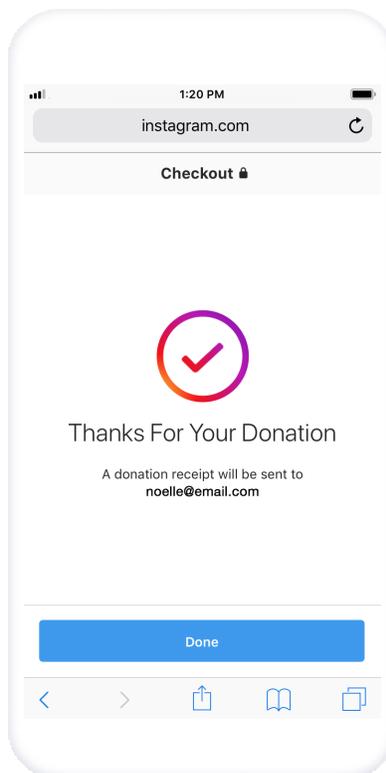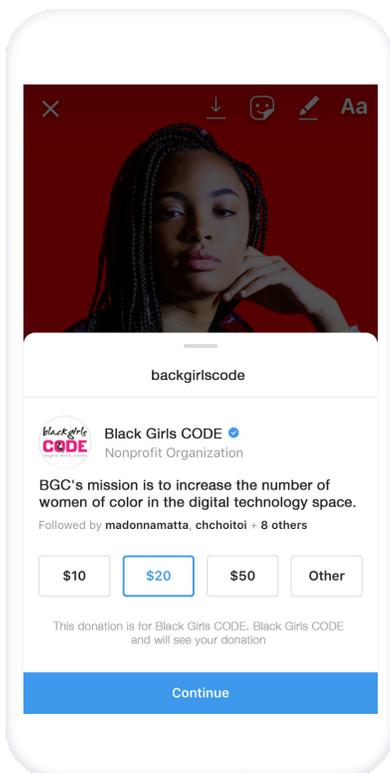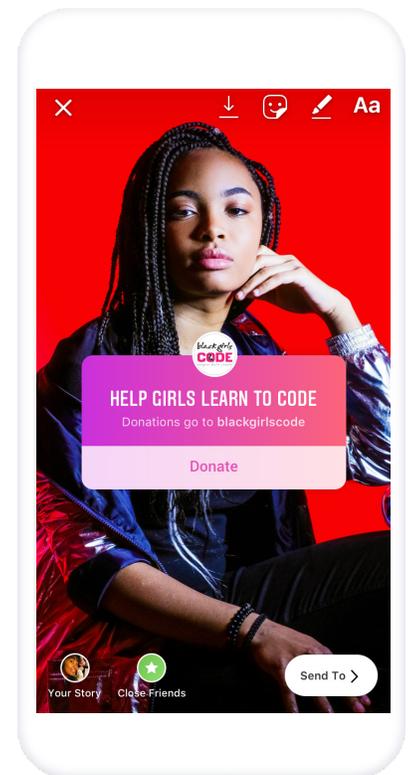
# Donation Sticker

The donation sticker on Instagram Stories allows nonprofits and their supporters to create a 24-hr fundraiser on Instagram. Eligible nonprofits will be able to create an Instagram Story, add the donation sticker and start raising money for a cause.

Using the donation sticker, supporters can give without leaving Instagram. 100% of the money raised using the Instagram donation sticker goes to the nonprofit. Read more on this [here](#).

**To access the donation sticker:**
1. [Sign up](#) for Charitable Giving tools.
2. [Link](#) Instagram and Facebook Profiles.
3. [Convert](#) Instagram profile to a Business Profile

Once you've completed these required steps, your organization's Instagram account is eligible to be fundraised for on Instagram Stories.
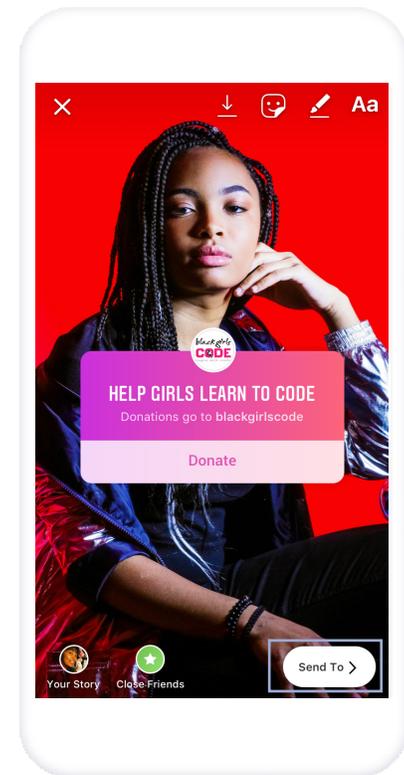
# How-To Use the Donation Sticker

**Once eligible:**

1. In Instagram, open the camera and take or upload a photo that best highlights your cause.

3. Tap the sticker icon.

4. Select the **Donation** sticker from the tray.

5. Select a nonprofit organization.

6. Customize your fundraiser using Stories creative tools.

7. Tap **Send to**.

8. Tap **Share** next to **Your Story**.

9. You can add multiple images or videos to build your fundraising story.

# How to Access the Donation Sticker

Once you've completed these required steps your organization's Instagram account is eligible to be fundraised for on Instagram Stories.
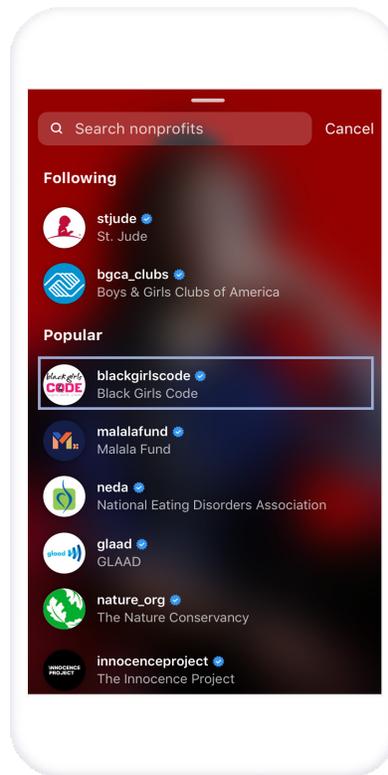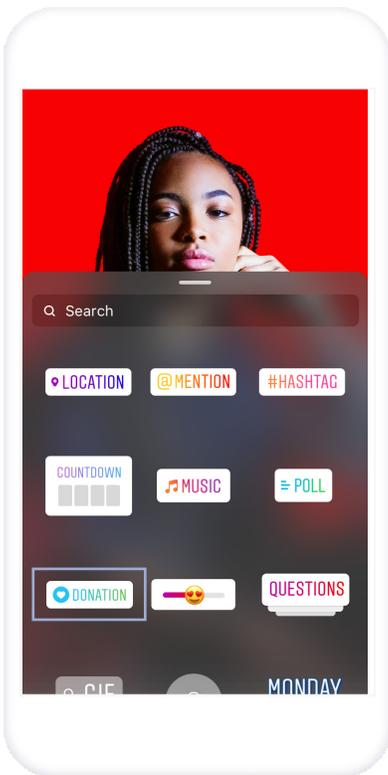
1. **Sign up** for Facebook Charitable Giving Tools.

2. **Link** your Instagram account to your organization's Facebook Page.

3. **Convert** your Instagram account to a Business Profile.

## 1. SIGN UP FOR FACEBOOK CHARITABLE GIVING TOOLS

To use the donation sticker nonprofits to collect donations nonprofits must be on-boarded to Facebook Payments. Sign up here.

## 2. HOW TO LINK ACCOUNTS

Donations made through the Instagram Stories Donation Sticker will be processed and reported by Facebook Payments. You must be an Admin of the Page to do this step.

1. Open Instagram.

2. Tap your profile image in the bottom right corner.

3. Tap on the **menu**.

4. Tap on **Settings** at the bottom.

5. Under **Account**

6. Tap on **Linked Accounts**.

7. Tap on **Facebook**.

8. Tap on **Share to** and choose your nonprofit's Page.
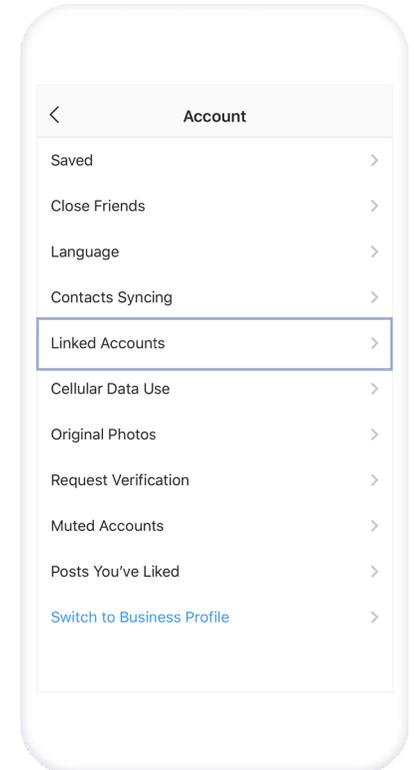
HELP CENTER

## 3. HOW TO SWITCH TO BUSINESS PROFILE

On Instagram, you can switch your nonprofit's profile to a business profile. With a business account, you'll get access to business features and Instagram Insights. These tools can help you better understand who is engaging with your business on Instagram.

1.  Open Instagram.
2.  Tap your profile image in the bottom right corner.
3.  Tap on the menu.
4.  Tap on **Settings** at the bottom.
5.  Under **Account.** Tap **Switch to Business Profile**.
6.  Connect your nonprofit's Facebook Page.
7.  Select the Business Category **Companies & Organizations**.
8.  Select the sub-category **Nonprofit Organization**.
9.  Tap **Next**.
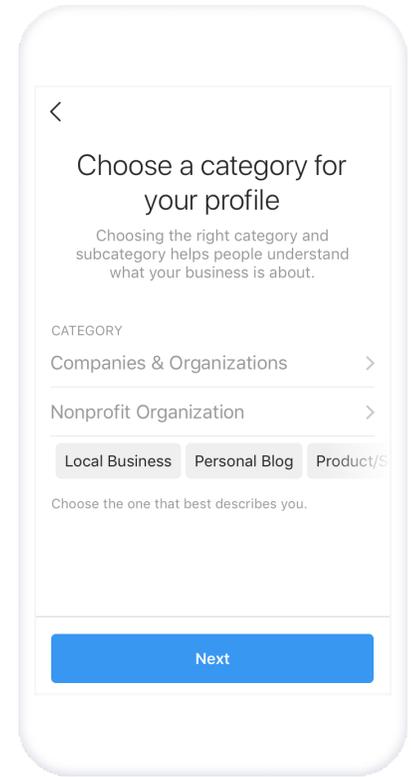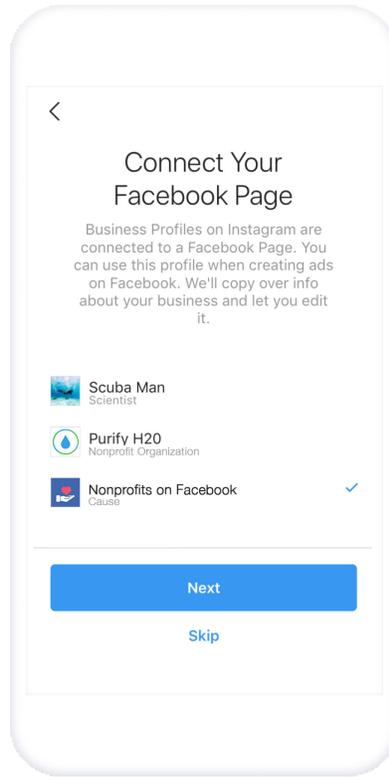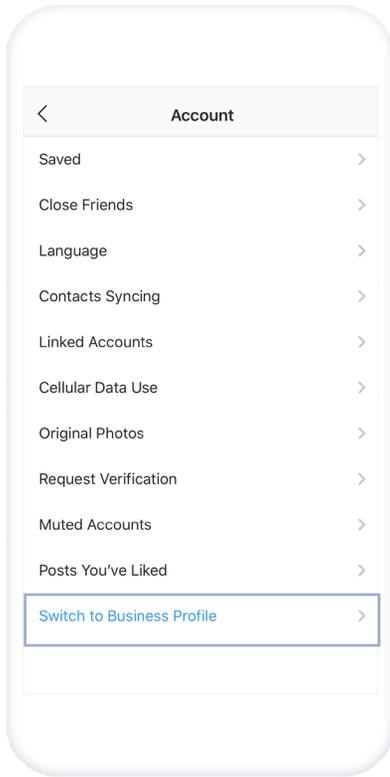
# Best Practices

## FRAME IT
Kickstart your donation story with photos and video of what your cause is and why it matters.

## DEFINE IMPACT
Tell the story of what the donations will help to accomplish

## GET CREATIVE
Use a photo and creative tools like emojis and gradient text with the donation sticker, to illustrate the purpose of your cause.

## HIGHLIGHT
Use the highlight feature so supporters have access to your donation story for more than 24 hours. Highlighting a story pins it to your profile. You can add anything you've posted from your archive and delete highlights at any time.

## REPETITION
Post the donate sticker in multiple stories for maximum exposure

## USE VIDEO
Your supporters are craving video content from you! Instagram users consume 80 percent more video year after year, and 98% of all mobile video is viewed vertically.

- Get right into the action to hook viewers immediately—in order to count as a view, your supporters need to watch at least 3 seconds of your video.

- Vertical video is best, and make sure to choose a preview image that will make your supporters want to watch.

- If you're not sure what to post, play with boomerang, superzoom, and other tools to make quick, fun videos.

## GO LIVE
Make an announcement, share fundraising milestones, or just hang with your supporters. Pin a comment to give supporters a better idea of what you're doing in the moment, e.g. "Makin' it rain for ASPCA ". Try not to overthink it, and take some time to reward supporters by answering their questions.

- Make sure you have a strong wifi connection.

- Utilize Live with a donor. This is an exciting way to invite supporters to ask questions and a huge opportunity to invite other verified accounts into your Live to cross-promote causes.
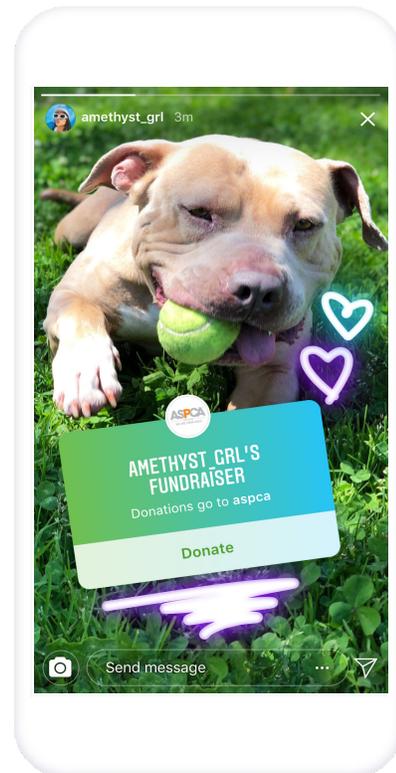
# Inspire Supporters to Use the Donation Sticker

To amplify your impact, motivate as many supporters as possible to fundraise on your behalf. That means educating your supporters on how to use the donations sticker and where the money goes.

- **Email your supporters.** Let them know the donation sticker is available for them to use to fundraise.

- **Share examples.** Share a sample story with images or video that supporters can use to create their own fundraising story.

- **Why it matters.** When fundraising remind supporters to share why your cause is important to them.

## SAMPLE EMAIL TO SUPPORTERS:

Hi [First Name],

We have some exciting news! As a supporter of <your org name> you can now use a sticker in Instagram Stories to fundraise for us. The Instagram donation sticker lets you tell the story of why you support us and fundraise.

This <month> we are asking our supporters to use the new Instagram Donation Sticker to help us raise money for <Insert description of specific program>. As a supporter of <your org name>, you can help us raise awareness and fundraise for <impact made>. Every £<XX> raised is <impact created>. Create an Instagram Story, add a donation sticker and share with your friends.

For instructions on how to create an Instagram Story go here.
Learn more about the donation sticker here.

Thank you for your support!
<Your org name>

# FAQ'

### How can I make sure my fundraiser continues even after my story expires?
The fundraiser will last for 24 hours on one story unless you add the story to your profile as a highlight. Adding the story to your profile as a highlight will allow people to continue donating to your fundraiser until you delete the story. If you want to post a fundraiser on multiple stories, you will need to go through the creation process again.

### Will there be a fee on donations?
No, 100% of the donation will go to the nonprofit. Facebook covers the credit card processing fees for these transactions.

### How much can people donate?
People can donate between £5 to £2500 per contribution. They can also donate multiple times to a fundraiser.

### How will I know if people have donated to my fundraiser?
Swipe up on your story to view the total amount raised and donations made by each person. You'll receive an activity notification when someone has donated to your fundraiser. If you have more than 10k followers, you will only receive notifications from people you are following who are also following you. A total amount raised notification will be sent after a fundraiser story expires and if it raised more than £0.

### How does my nonprofit receive donations made on Instagram?
Once money raised for your organization reaches the £100 or equivalent minimum donation payout amount, it becomes eligible for a payout. Funds will roll over until the payout amount reaches the £100 threshold per nonprofit. Payouts take 2 weeks to process and will occur bi-weekly as an ACH or direct deposit to your organization's bank account. Funds donated the 1–15th of a month are generally paid out during the first 5 days of the following month. Funds donated on or after the 16th are generally paid out during the 16-20th of the following month. Example: A £100 donation made on January 1 would be paid out to your nonprofit between February 1-5. Help Center.

### Do people get a notification of how much they raised before their sticker ends?
You can swipe up on your story to view the list of people who donated, how much they donated, and the total amount raised. You'll also get a notification on the total amount you raised after your fundraiser story expires (if you raised more than £0).