



# Instagram Fundraising Toolkit

How nonprofits can raise funds on Instagram.

# Raise funds on Instagram.

## What you'll get out of this resource:

People are increasingly turning to digital tools to find connections and causes to support. As a result, making it easy for people to find, understand and give to your organization is more important than ever.

The purpose of this Instagram fundraising tools handbook is to equip nonprofits with the knowledge and tools to help enable and empower their digital community to support their causes.

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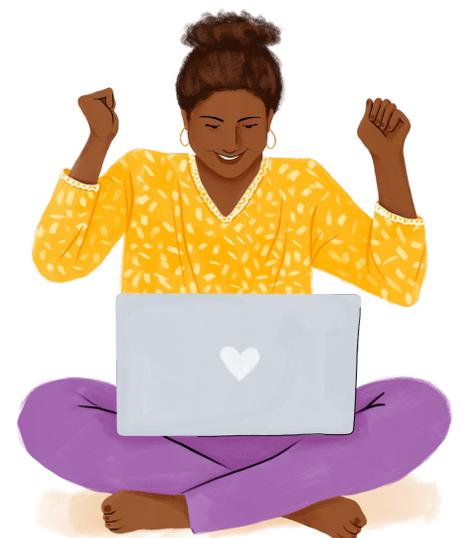
Get started

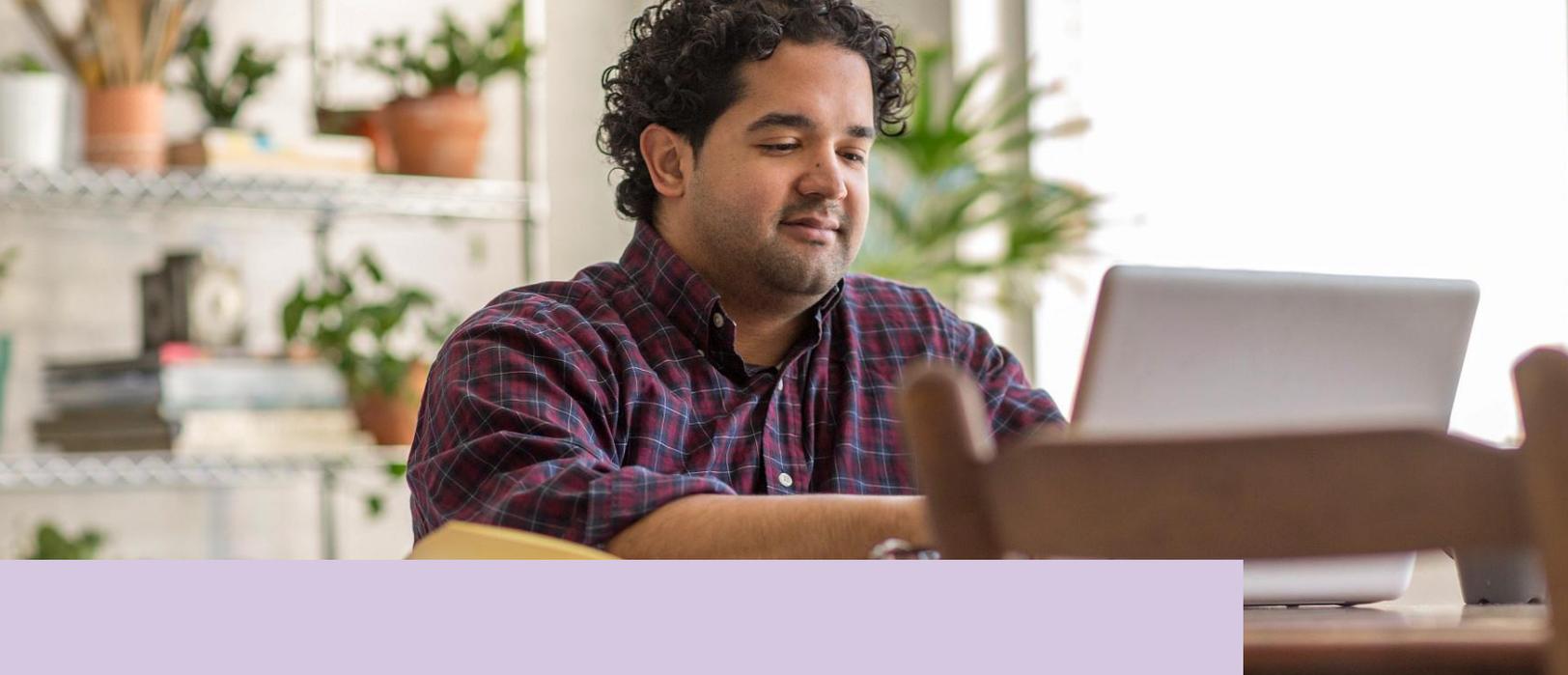
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# Fundraising for nonprofits

## Why fundraise online?



The way people share information is constantly evolving. Online fundraising has become essential. New mediums and formats enable people to tell stories, build communities and engage with others all over the world.



Now, with photos, videos and added creative tools, people can communicate faster and make their communications more immersive, expressive and fun.



Today, most people have a mobile device equipped with a quality camera. This has empowered them to easily capture and share their experiences including causes most important to them.



Nonprofits can tap into this creative community and connect with supporters in the right place at the right time.

# Why fundraising on Instagram?



Fundraising is the lifeblood of your nonprofit organization. We know that effective fundraising is critical to sustaining the work your organization does to better the world.



On Instagram, you can collect donations through your profile bio and your supporters can raise money for your causes via Live, Stories and feed.



With social media, you have the potential to reach and engage more supporters than ever before—and you can turn more of those supporters into donors by accepting donations directly through Facebook and Instagram.



With the recent addition of nonprofit fundraisers that can be shared across Instagram, the suite of available tools for fundraising has grown. Use this resource—which articulates *how-to* tips and best practices—to help you understand how to maximize your fundraising strategy.



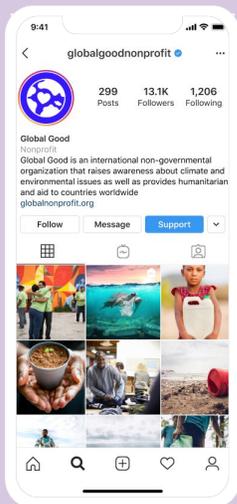
## FUNDRAISING FOR NONPROFITS

# Instagram tools that help to collect donations:



Facebook and Instagram do not charge fees for processing donations to nonprofits.

### Support Button



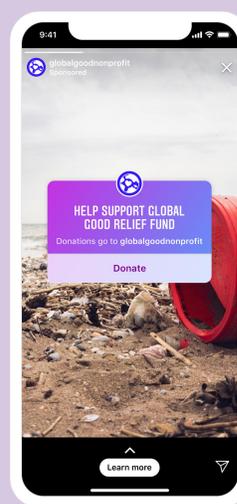
### Nonprofit Fundraiser



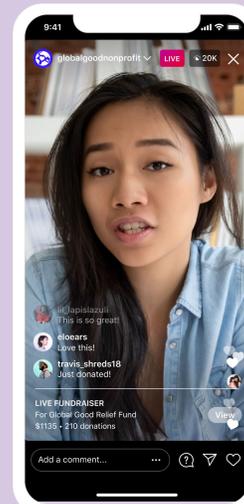
### Group Fundraiser



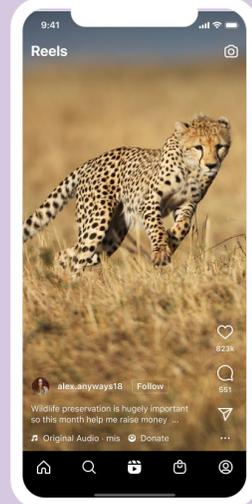
### Story with Donation Sticker



### Live Donation



### Fundraiser in Reels



NEW

These products are available in the following countries at this time:

United States  
France  
Germany  
United Kingdom

Italy  
Spain  
Austria  
Belgium

Finland  
Ireland  
Luxembourg  
Netherlands

Norway  
Poland  
Portugal  
Sweden

Learn more about the [availability of specific tools](#), the [approval process for fundraising tools](#), [payment options](#) and more on the [Facebook Help Center](#).



# What you can do

01

Sign up to be eligible to use Facebook and Instagram fundraising tools.

02

Add the Support button to your Instagram profile.

03

Encourage supporters to run Instagram fundraisers that benefit your organization.

## Requirements to raise money on Instagram

- ✓ Sign up to use the suite of fundraising tools, including on Instagram. Applications take 2-3 weeks to be reviewed.
- ✓ Switch to an Instagram Business account.
- ✓ Link your nonprofit's Instagram Business account with your nonprofit's verified Facebook Page.

## WHAT YOU CAN DO

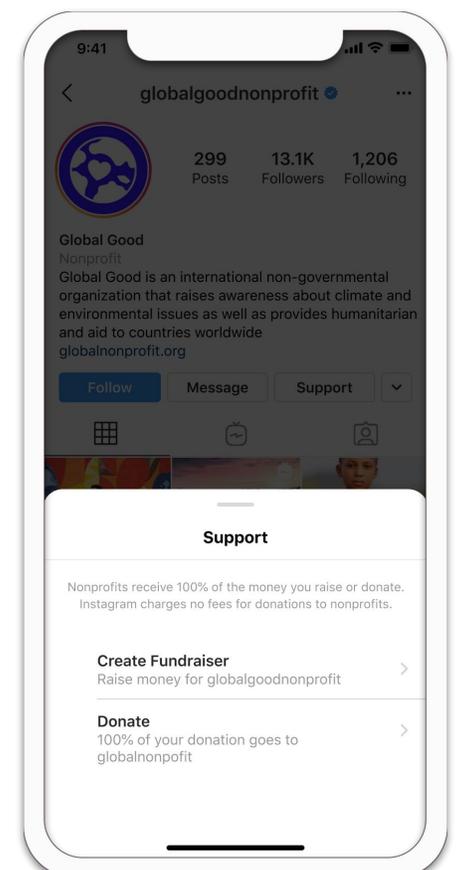
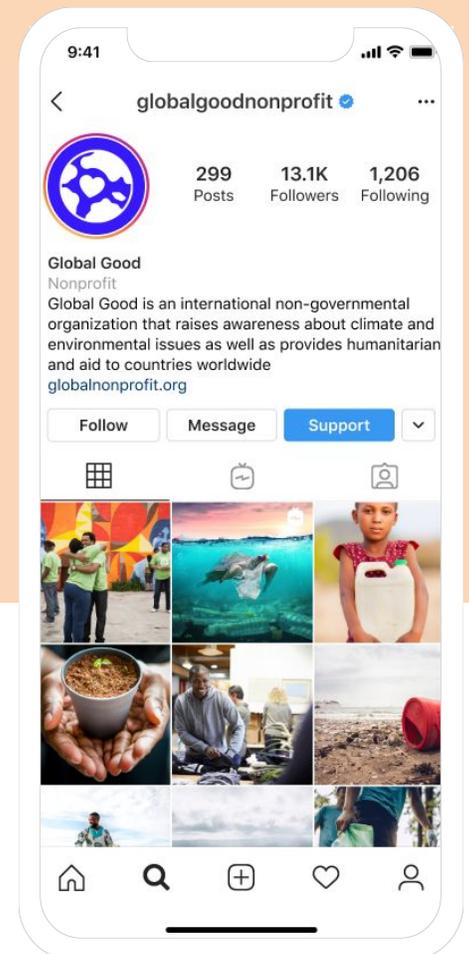
# Profile Support button

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.

## How to start

Provide an always-on way for your community to support your nonprofit by following these steps:

- 01 Update your Instagram app to the latest version.
- 02 Ensure that your organization is eligible to use Facebook and Instagram fundraising tools.
- 03 Go to your organization's Instagram profile and tap the **menu icon** in the top right corner.
- 04 Tap **Settings**.
- 05 Tap **Business**.
- 06 Tap **Donations**.
- 07 Next to **Add Support button to profile**, swipe the button to turn it on.



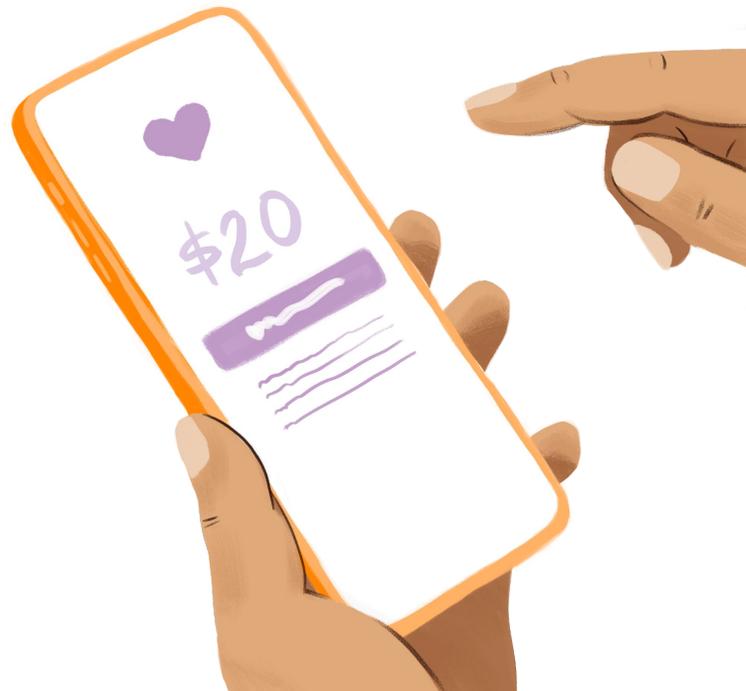


# What supporters can do

**Your supporters can help you to raise funds for your organization on Facebook and Instagram.**

Instagram provides nonprofits with an opportunity to create and share content and connect with supporters.

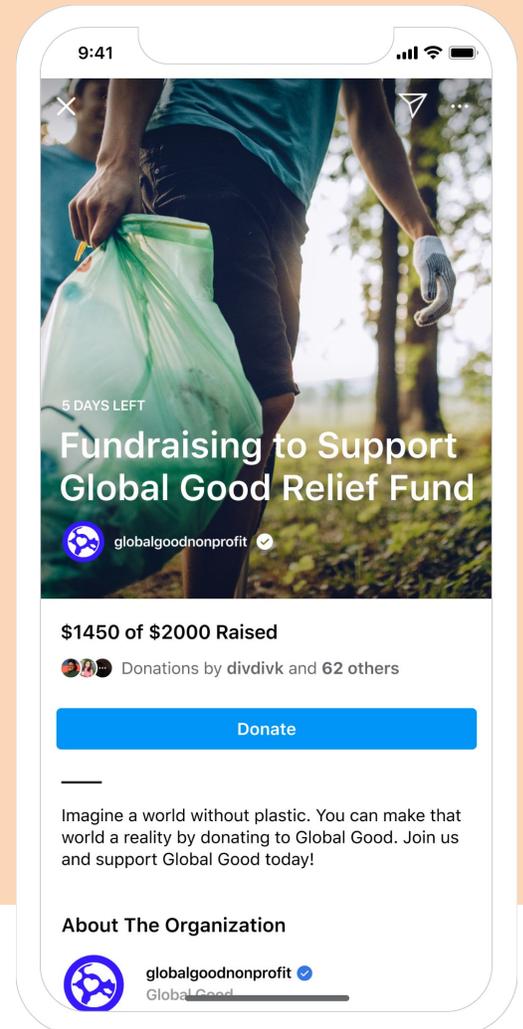
Creating an engaging experience on Instagram can help increase nonprofit advocacy, awareness, fundraising and reach.



## WHAT SUPPORTERS CAN DO

# Nonprofit fundraisers

- ✓ Nonprofit fundraisers are a long-lasting way for supporters to raise money for your causes.
- ✓ Once created, nonprofit fundraisers can be shared to a Story, added to Live broadcasts and attached to video, carousel and image feed posts.
- ✓ The fundraiser will be visible in your profile bio, any feed posts where it's shared and will be active for 30 days, which can be extended or ended at any time.



## How supporters can start

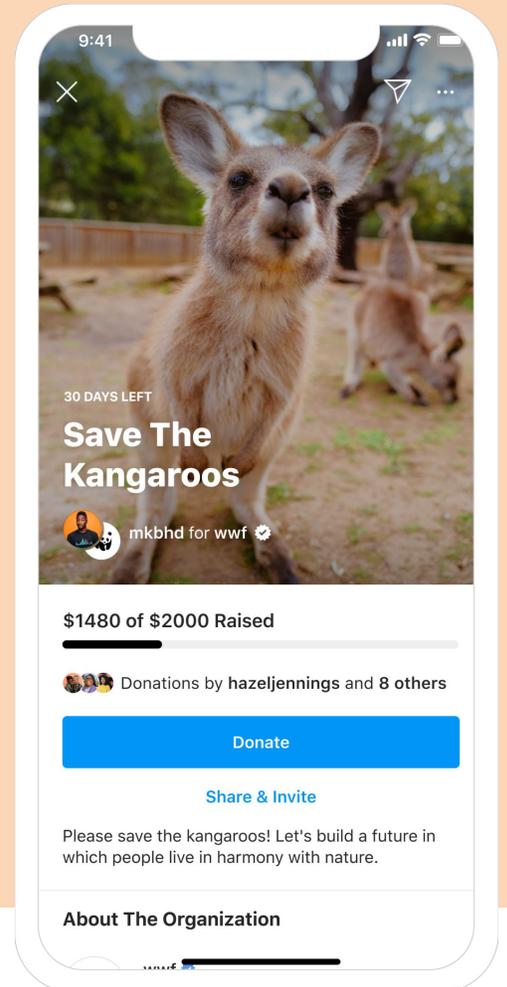
- 01 Update your Instagram app to the latest version.
  - 02 On your profile, tap the **Create icon** (“+”) in the top right.
  - 03 Select **Fundraiser**
  - 04 Choose a nonprofit.
  - 05 Add details in the Fundraiser Details page, tap **Add**, then tap **Share**.
  - 06 Once shared, your fundraiser will be created and will appear attached to your post and your profile bio.
  - +
- Supporters can also create a fundraiser by visiting a nonprofit profile and clicking the Support button.

## WHAT SUPPORTERS CAN DO

# Group fundraisers

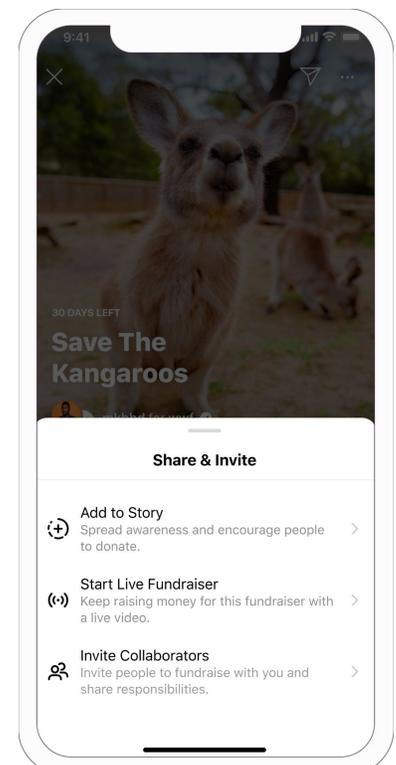
Instagram Group Fundraiser allow people to unite around a single cause, engage participants, collaborate with ambassadors and expand their reach. Eligible nonprofits and their supporters can organize Group fundraisers on Instagram.

- ✓ **Raise money together.** The more people join the fundraiser, the more likely you will meet your fundraising goal. .
- ✓ **Increase the fundraiser's visibility.** The fundraiser is added to all co-organizer profiles, making it accessible to people beyond your reach.



## Inviting others to join an Instagram Group Fundraiser:

- 01 Once you've created your fundraiser, tap **Share**.
- 02 Tap **Invite Collaborators**.
- 03 Invite the account(s) you would like to join the fundraiser.
- 04 Once the invitees accept, their usernames show in the fundraiser. The fundraiser is also added to their profile.



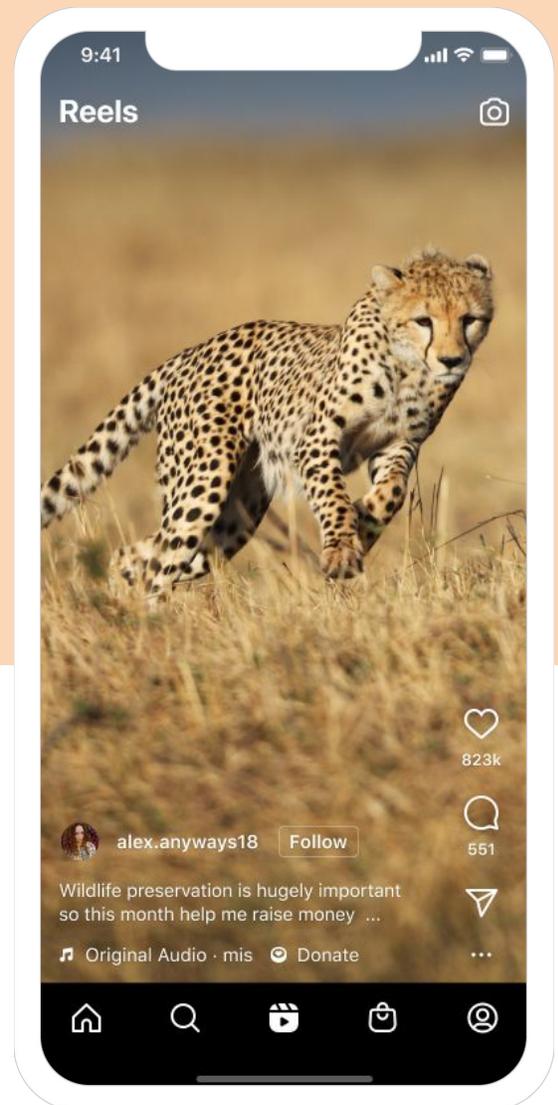
# Fundraiser in Reels

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**.

## Create a fundraiser in Reels:

- 01 Update your Instagram app to the latest version.
- 02 Open the app. Tap **(+)** on the top right corner of your screen, then tap **Reel** in the dropdown menu.
- 03 Film your Reel or upload a video(s) from your gallery, and tap **Preview**.
- 04 Add Effects if desired, then tap **Next**.
- 05 On the final screen, tap **Add Fundraiser** (below **Add Location**).
- 06 Select a nonprofit and fill in the fundraiser details (title, goal amount, etc). Tap **Collaborators** and invite supporters if you want to create a Group fundraiser.
- 07 Tap **Share**.



## You tapped “Share”, then what?

When you share your Reel, the fundraiser will be created and attached to it.

The fundraiser will also be **automatically added to your profile bio** and can be shared across any future Reels, posts, Lives, or Stories on Instagram.

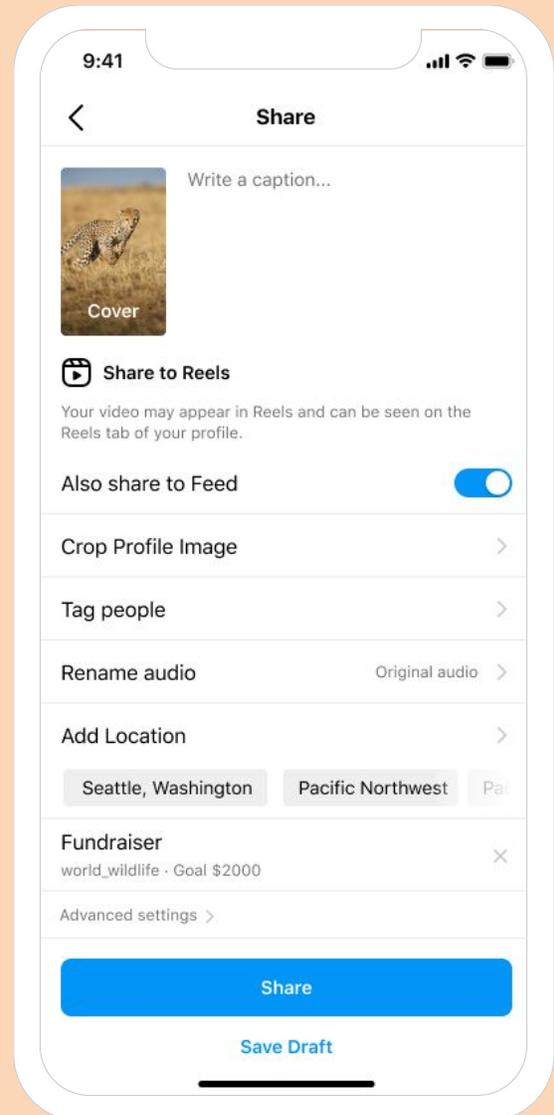
## WHAT SUPPORTERS CAN DO

# Fundraiser in Reels

If you have already created a nonprofit fundraiser or a Group fundraiser, you can attach it to your Reels by following these steps.

## Attach an existing fundraiser:

- 01 Open the app. Tap (+) on the top right corner of your screen, then tap **Reel** in the dropdown menu.
- 02 Film your Reel or upload a video(s) from your gallery, and tap **Preview**.
- 03 Add Effects if desired, then tap **Next**.
- 04 In the final screen, **your existing fundraiser will appear in the fundraiser row** below “Add Location”. Toggle on to attach it to your Reel.
- 05 Tap **Share**.



## Tips for making Reels successful:



- ✓ **Uniquely you:** Create a consistent format & theme that people can recognize as yours.
- ✓ **Easy to recreate:** Think about virality. The more accessible your Reels are, the more likely they are to turn into trends.
- ✓ **Relatable:** Make people feel emotions and see themselves in your content by focusing on topics that are relatable.
- ✓ **Keep it simple:** Reels don't need to be high production. Less is more.

# Sharing best practices

**While active, a nonprofit fundraiser can be shared in a variety of ways:**

- ✔ **Share it to future feed posts**  
Add your nonprofit fundraiser to new feed posts by toggling on the fundraiser in the New Post screen.
- ✔ **Share in Stories**  
From the nonprofit fundraiser page, share your fundraiser to a Story or select it in a Donation sticker. Your supporters can also share the fundraiser to a Story in the following ways:
  - ➔ Visit the nonprofit fundraiser page, tap **Share** and tap **Add to Story**.
  - ➔ Or tap the **paper airplane share icon** on the nonprofit fundraiser page.
- ✔ **Go live in support of your nonprofit fundraiser**  
All donations made through your live stream will be counted toward your fundraiser goal.
- ✔ **Invite others to join your nonprofit fundraiser and fundraise as a group**  
If you have a public account, you can invite others to join your fundraiser. If they accept, they will appear on your nonprofit fundraiser page as part of the fundraising group and can share it to their own feed posts, Live videos and Story. The fundraiser will also appear on their profile.

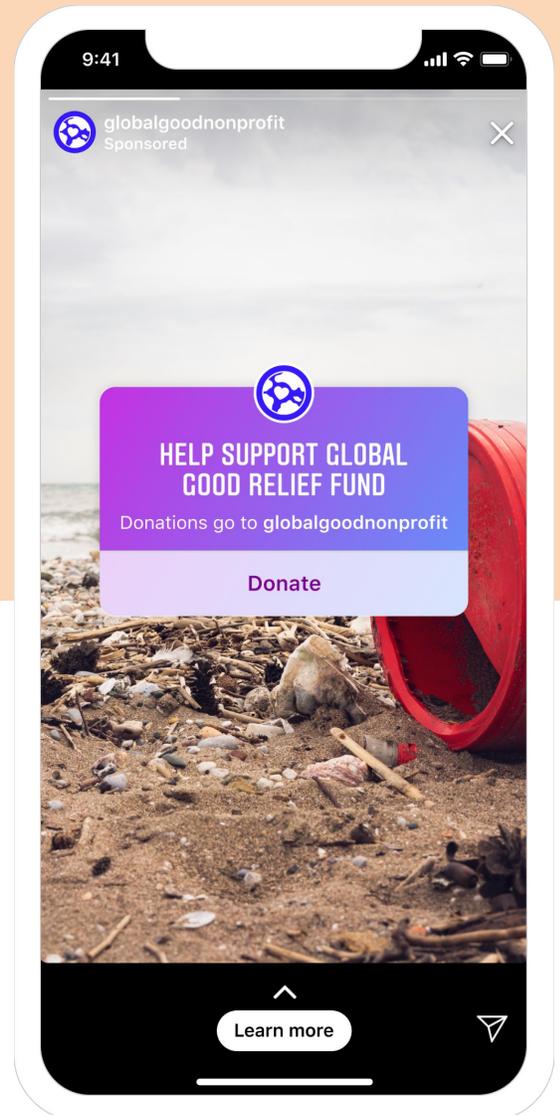


## WHAT SUPPORTERS CAN DO

# Donation stickers

Stories allow supporters to create 24-hour Donate buttons on Instagram or for a longer period if added to Highlights.

Your followers can add the Donation sticker in Stories from the sticker tray to support your nonprofit.



## How supporters can start

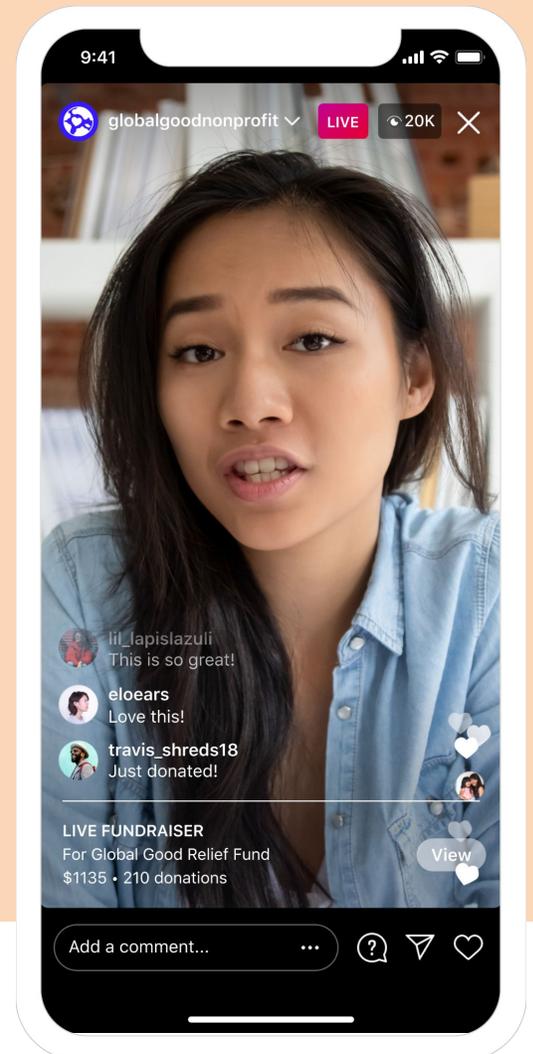
- 01 On Instagram, open the camera.
- 02 Take or upload a photo that best highlights your cause.
- 03 Tap the **Sticker** icon.
- 04 Select the Donation sticker you would like to use.
- 05 Search for and select a nonprofit organization.
- 06 Customize your fundraiser using the creative tools in Stories.
- 07 Next to Your Story, tap **Send to and Share**.

## WHAT SUPPORTERS CAN DO

# Live donations

Live video is a powerful tool and one of the most popular ways Page admins are using Facebook to engage with their supporters.

- ✓ Before starting a live stream, supporters can add a Donate button to be displayed on their Live video to capture donations for your cause.
- ✓ They can choose to publish the video recording to their feed.
- ✓ If a supporter has an active nonprofit fundraiser, consider linking to it in a Live video to maximize its reach.



## How supporters can start

- 01 On your profile, tap the **Create icon** (“+”) in the top right of your screen.
- 02 Select **Live**.
- 03 Tap the **heart coin fundraiser icon**.
- 04 Choose a nonprofit. If you have an active nonprofit fundraiser, it will appear above the nonprofit organization list.
- 05 Tap to go live.

# Get Started

How to encourage your supporters to build an Instagram fundraising strategy

## 01 Start with feed

The feed is home base if you want to start a successful fundraiser across different experiences. Once you create a fundraiser through feed, it can be shared to Stories, Live and tagged on any new feed posts.

## 02 Customize your fundraiser page

A fundraiser has a cover photo, goal and a description, copied from the initial feed post. However, it can be edited independently after creation. Fundraiser details (goal, photo, description, etc.) can be edited at any time. Your cover photo will be used for all fundraiser stickers shared to Stories by your supporters. We recommend using cover photos with no text for fundraiser sticker readability.

## 03 Share the fundraiser often

Share it to your Story with the fundraiser Sticker, tag the fundraiser in new feed posts and go Live with a fundraiser to raise funds in the moment. Do this often to tell a story, share updates and keep your audience engaged. The most successful fundraisers are the ones that are re-shared frequently. Posting only once is not always enough to hit the goal.

## 04 Share your fundraiser sticker to Stories

Once you create a fundraiser, you'll be able to share it from the Donation sticker selector in Story or from the fundraiser page itself. Encourage your supporters to share it as well as another form of support for your organization.



# Best practices

-  **Make it easy for your followers to connect to your cause**

Include a link to your nonprofit's mission and story in your bio. Use your feed to post frequently about your causes and why others should be passionate about supporting your organization. Create content that speaks to the work that your nonprofit does so your supporters can easily speak to your cause, what it represents and why others should care.
-  **Help your followers understand how to run fundraisers**

Create content that shares tips and tricks on how to get the most out of fundraisers for your followers. Share Stories with the countdown sticker to help your community set reminders for fundraisers.
-  **Use Instagram fundraising tools in tandem to maximize impact**

Use the Support button in your bio as a fundraiser entry point. Encourage followers to share their fundraiser connected to your nonprofit with a Donation sticker in Stories, in a Live video and to tag it in their Feed posts.
-  **Share and promote fundraisers often**

Build momentum by re-sharing Stories from supporters who run fundraising campaigns on your behalf. Tag those running the campaigns to help extend its reach.
-  **Rally your supporters and give them reasons to give to your organization**

Set a fundraising goal and share it with your community encouraging them to help you meet it. Consider posting about progress toward your goal to keep the momentum going. Tie pushes for fundraising support to timely moments that matter to give supporters a "Why now?" Try creating low lift perks for giving, like a Q&A session in Stories.
-  **Thank your supporters**

Regularly thank your supporters who run fundraising campaigns on your behalf and those who give to their campaigns. You could also celebrate the impact of the amounts raised in your thank you posts to make the giving feel more tangible.

## GET STARTED—EXAMPLES

# Wendy's packed the heat for the Thurgood Marshall College Fund

Wendy's partnership with the Thurgood Marshall College Fund kicked off with an "Ask Me Anything" and concluded with an Instagram Story takeover.

Letting members of their community take over their Instagram Story drove record engagement among new customers and donors.

# 95X

Thurgood Marshall College Fund amplified their message to 95X more followers as a result of their partnership with Wendy's

# 1000+

clicks on the donation sticker within their Stories



## GET STARTED—EXAMPLES

# GiveIndia receives nearly half a million dollars from Quentin.Quarantino campaign

Tommy Marcus, also known as [Quentin.Quarantino](#), partnered with GiveIndia ([Give India](#)) to raise funds to support the COVID-19 crisis in India.

Marcus started the Quentin.Quarantino Instagram account during the pandemic. He built a community of followers who were all experiencing the global outbreak together.

By encouraging his followers to step in and help given the state of the pandemic in India, he ran an Instagram fundraising campaign and raised nearly half a million dollars for GiveIndia.

# \$460,000+

dollars raised for GiveIndia

# 16,000+

donors to the campaign

# 100%

of the campaign fundraising went to GiveIndia

