



## **Create a Facebook Fundraiser on #GivingTuesday**

### **Earn Matching Donations from Gates Foundation**

Helping the TAPS mission during the holiday charitable giving season is easier than ever on social media. Facebook fundraisers allow any Facebook user with a valid account to raise money to support their favorite causes. Paired with the Bill & Melinda Gates Foundation match on #GivingTuesday, you now have an extra way to maximize your support for TAPS.

On Tuesday, Nov. 28, starting at 8 a.m. and lasting until the \$2 million in matching funds run out, the Gates Foundation will match Facebook fundraiser donations dollar for dollar up to \$50,000 per nonprofit! There is a maximum of \$1,000 per individual supporter fundraiser or donate button and we encourage everyone to **start early before matching funds run out.**

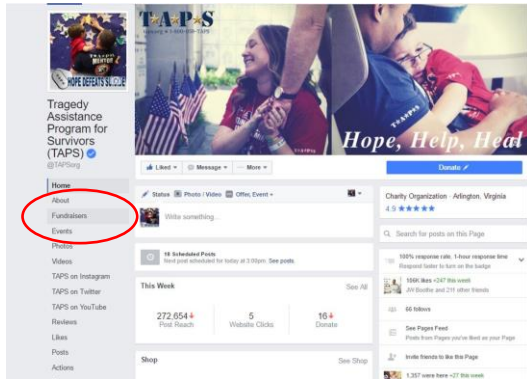
Supporting TAPS with your own donations is amazing, but sharing your commitment to TAPS with your friends and family takes your giving to the next level. Creating and sharing a personal fundraiser on Facebook for #GivingTuesday helps TAPS spread the word and support our mission of providing comfort and hope to the families of our nation's fallen heroes.

Donors can rest assured their money is going to a great and verified cause just by looking at your fundraising page. A box on your page shows TAPS has been verified by Facebook as a 501c3 nonprofit and includes a link to our reviewed gold level profile on GuideStar, the largest source of information on nonprofit organizations.

**To make it super easy, we've added below detailed instructions, some FAQs and links to sample Facebook cover images. If you have questions, email [communications@taps.org](mailto:communications@taps.org).**

# How to Setup a Facebook Fundraiser

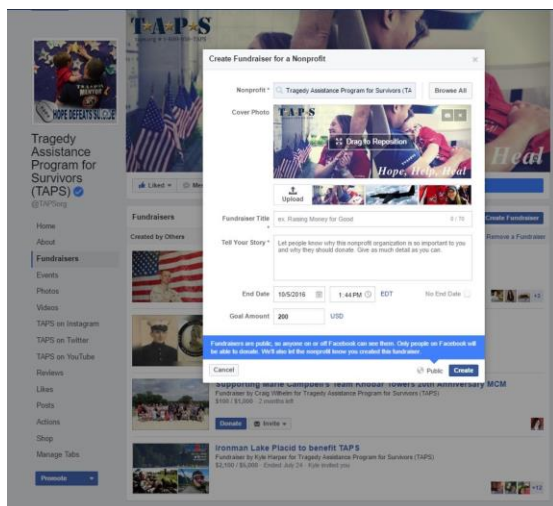
Follow our screenshots below for step-by-step instructions on how to setup an individual #GivingTuesday fundraiser on Facebook.



From your desktop, login to Facebook and go to [TAPS Facebook page](#) and click on [Fundraiser](#) button on left menu bar of page.



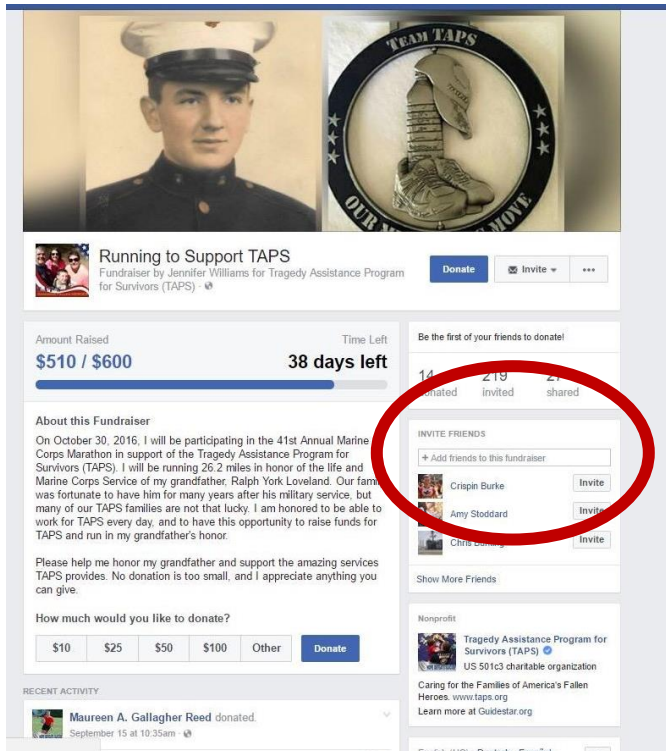
On Fundraisers page, select button to “Raise Money” located at top right.



Setup your fundraiser in popup screen by providing fundraiser title, uploading a cover photo image, filling in description of your fundraiser's purpose, setting end date if applicable and goal amount to raise. Remember the \$1K match limit per person.

Tip: Photos of your hero, the TAPS mission or those that evoke feelings of patriotism work best to capture attention. Here are some links to #GivingTuesday cover photos that you can share.

[Option 1](#) [Option 2](#) [Option 3](#) [Option 4](#)



Once your fundraiser page is set up, you can then invite friends and share it on your page. Your friends in turn can also invite others to the fundraiser and share the page. Encourage your supporters to include their email when they donate so TAPS can personally thank them. They will however be acknowledged with receipt from Facebook!

At any time, you can go in to monitor progress, post updates, and comment notes of thanks to those who have donated.

Tip: Use the fundraiser page to share with your friends and family to maximize your donation impact and earn the Gates Foundation match!

## FAQs

**Yes we do get the money** As part of being a recipient of money donated through Facebook, TAPS went through a vetting process with the company. This assures anyone giving to charitable causes on Facebook that their money is going to approved charities with verified IRS nonprofit status and valid banking accounts.

**Yes it's still tax deductible** Anyone donating via Facebook to a charity receives an automatic email from Facebook that can be used for tax purposes. We encourage anyone giving to TAPS to include their email in their donation submission so we too may include a personal thank you.

**No there is no Facebook minimum to raise . . . or maximum** You can set the bar low or high for the amount you want to raise. Remember though, Team TAPS requires a minimum \$600 raised for their events, so be sure to factor that into your fundraising for a race.

**But there is a max for #GivingTuesday matching eligibility** Only the first \$1000 per individual fundraiser is eligible for the Gates Foundation match and only donations made before funds run out will qualify. Set up your fundraiser in advance, prep your friends and family before #GivingTuesday and then share your personal fundraiser early starting at 8 a.m.

**Yes it can be anonymous** Donors can opt to make themselves and the amounts donated anonymous.

**Yes we do know it's your campaign** TAPS can download transactions from Facebook and see per donation whose fundraiser campaign is credited.

**Yes we do have oversight** We hope everyone will use these fundraisers for the intended purpose and in proper form. However, we do have the means to delete any fundraiser for TAPS that does not meet the standards of our community, and we may report abuse to our friends at Facebook. We also may reach out to individual fundraisers if what they created merely needs some tweaking to meet our mission standards.