

SOROPTIMIST INTERNATIONAL OF THE AMERICAS

Social Media Fundraising

Celebrating 100 Years of Soroptimist

One way to share your excitement for Soroptimist's 100th Anniversary while helping to raise funds for the women and girls we serve is to invite your friends and family to donate to through social media. The following tips will serve as a guide to get you started!

There are multiple options for Facebook and Instagram fundraising:

- Raise funds for Soroptimist's global dream programs
- Raise funds for your region
- Raise funds for your club

If you have not yet registered your club or region on Facebook and/or Instagram to fundraise, instructions to begin the process can be found here:

Facebook: : <https://socialimpact.facebook.com/charitable-giving/>

Instagram: <https://socialimpact.facebook.com/charitable-giving/instagram-donations/#fundraising-tools>.

It will take about two-three weeks for your application to be approved. Once your club or region account is approved, you can follow the instructions for either Facebook or Instagram to get started!

To sign up for Facebook Charitable Giving Tools:

You'll need 3 things to complete an application to receive donations on Facebook and Instagram.

1. A PDF copy of a bank statement from the last 3 months (you will need to upload this as part of the application). Submitting a statement that is older than 3 months will cause a delay in your application being approved.
2. The name and date of birth of your Club President or Region Governor.
3. Your organization's tax ID number (EIN or VAT number), which verifies your charitable tax exemption status.

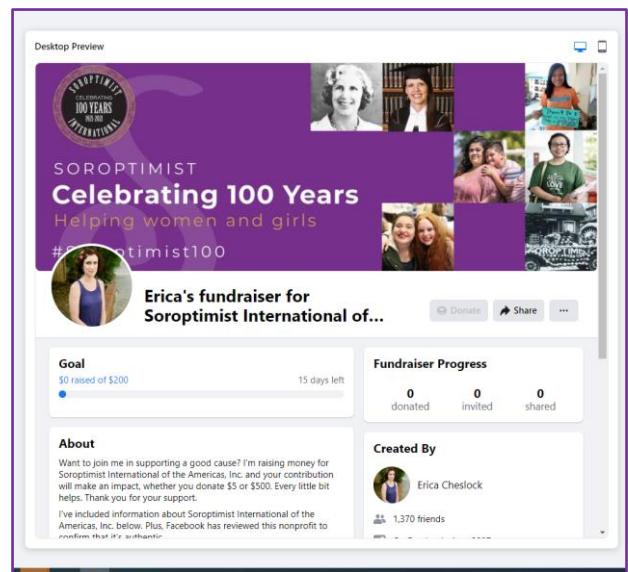
The best place to go if you have account set-up related questions is the support page:
<https://www.facebook.com/gpa/help>

Please reach out to the Fund Development Department at development@soroptimist.org if you have any questions.

Facebook Fundraisers

Facebook Fundraisers offer an easy way to bring awareness to Soroptimist's mission while providing others a practical way to support an organization they know is important to you.

1. **Visit our dedicated Fundraiser page at <https://www.facebook.com/fund/soroptimist/>**
2. Add a fundraising goal, currency, and fundraiser end date. Now, hit **Create**. You will want to select a goal that you feel is achievable. You can always increase your goal as you get closer to the end of your fundraiser!
3. Update the **title and description** of your fundraiser. Making this section personal and relatable will inspire your friends and family to donate.
4. Choose a **cover photo** that tells your story. To make things easier, we have provided a special Soroptimist's 100th Anniversary one [here](#).
5. Select **Create** and your fundraiser will become live to the public!
6. Next, **invite your friends** to donate to your campaign. When you invite friends, they will receive a special notification about your fundraiser.
7. **Share** your fundraiser on your page to let your friends know why Soroptimist is important to you and why you are asking them to give.
8. Lastly, **donate** to your own fundraiser. Other people are more likely to donate when they see that someone has already contributed. It also shows your commitment to helping the cause. You can also choose to match donations made to your fundraiser. For example, you can pledge to match the first \$50 you raise. [For more information about matching donations, click here.](#)



For more information on building and hosting a Facebook Fundraiser, click [here](#).

Facebook Donate Buttons

The donate button is another quick way for you to fundraise through Facebook. You simply add a donate button right to a post, making it easy for friends and family to donate.

1. Click **What's on your mind, [Name]?** at the top of your Facebook News Feed.
2. Click **...** then select **Raise Money**.
3. Select Soroptimist as the nonprofit you want to fundraise for.
4. Write a post about your cause and click **Post**.
5. Once your post is published, you'll see the **Donate** button on your post.



For more information on Facebook Donate Buttons, [click here](#).

Instagram Donate Buttons

You can also create a fundraiser right from your Instagram post. The fundraiser will be visible in the post and the link to the fundraiser will live in your bio. Your fundraiser will be active for 30 days. You can extend the fundraiser duration or end it at any time.

1. Open Instagram and tap **New Post**.
2. Create or choose your image.
3. Crop and filter your post, and then tap or **Next**.
4. Tap **Add Fundraiser**.
5. Use the search bar at the top to find a **Soroptimist of the Americas** as the nonprofit you want to raise money for.
6. Enter the details for your fundraiser and then tap **Done**.
7. Share your post!

For more information on Instagram fundraising, [click here](#).



Instagram Story Fundraising Sticker

Like the Instagram post, you can create and share a fundraiser right from your Instagram Story, too. This fundraising option will be active for only 24 hours. You may want to share fundraiser stories more frequently.

- Open the Instagram app and **tap the camera icon** in the upper left-hand corner to open story mode.
- Take or upload an existing a photo or video.
- Once your background is set, tap the square smiley face icon in the top menu bar or swipe up from the bottom of the screen. Scroll through the featured stickers and select **Donation**.
- A list of suggested charities will pop up. Use the search bar at the top to find and select **Soroptimist**.
- Tap **Done** in the upper-right hand corner and place the sticker wherever you'd like on your story.
- Share your story!

For more information on Instagram fundraising, [click here](#).



Sample Fundraising Copy

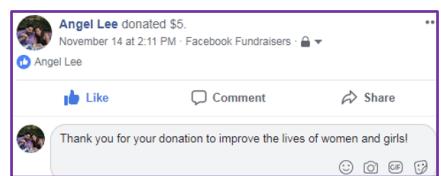
No matter what social media channel you choose to fundraise on, you want to create a personal connection. Your story is powerful, and it will motivate others to give.

Some examples of language include:

- I'm raising funds in honor of Soroptimist's 100th Anniversary because...
- Support Soroptimist to help thousands more women and girls reach their fullest potential.
- Donate today to support Soroptimist's efforts to invest in the dreams of a half million women and girls by 2031!
- Soroptimist's mission is important to me because...
- Donate to support the Live Your Dream Awards and Dream It, Be It because....
- Donate today to invest in women's education because it transforms lives and communities.
- When women and girls are educated, they have opportunity, choice and power to make healthy decisions for themselves and their families.

Promotion Tips

- Wherever you choose to fundraise, share your personal connection to our mission and why you are raising money for Soroptimist's anniversary. You can also use the hashtag #Soroptimist100!
- Encourage your friends to share your fundraiser! People who do not know you directly are more likely to donate if their friends have also donated.
- Low donation asks can help encourage more people to contribute. You may also consider reaching out to a few close friends or family members to get the fundraiser going before you reach out to your broader network.
- "Like" and comment on supporters' donations as they come in.
- Post "thank you" notes to donors to show your appreciation.



- Post updates – are you halfway to your goal of \$100 raised? Share your milestones with your friends. It gets your personal network invested in your goal!

Receipts

- Donations made through Facebook and Instagram to Soroptimist are tax deductible, though [tax laws vary by state and by country](#). Since tax laws vary by country and region, you should consult a tax professional or review the laws for your area to determine whether a donation is tax-deductible.
- After you make a donation, a confirmation will be sent to the primary email listed on your Facebook account. This confirmation shows that you've made this donation as a charitable contribution and that you're not receiving any goods or services in return.

Questions

For more information on fundraising through social media visit these fundraising resources here or contact Erica@Sooroptimist.org.