How to set up a Facebook fundraiser

If you have Facebook, you can choose to set up a fundraising page where people can donate, much like JustGiving.
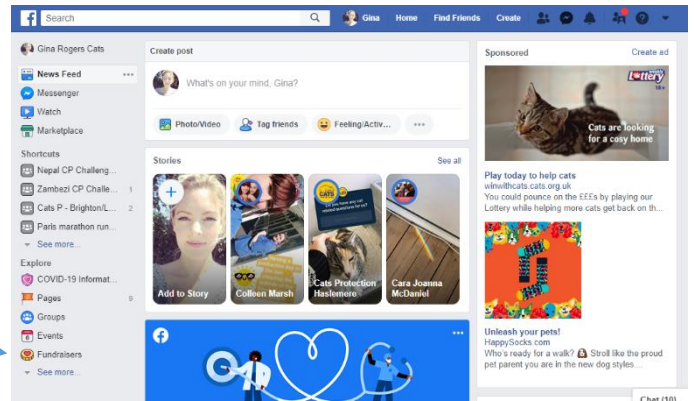
You can set one up for your challenge event, eg sponsored run, or set up a Facebook birthday fundraiser in support of your challenge event. This is where you ask for sponsorship towards your challenge to Cats Protection in celebration of your birthday.

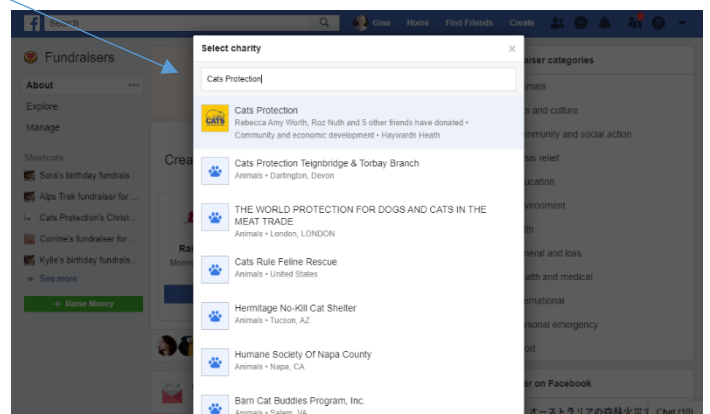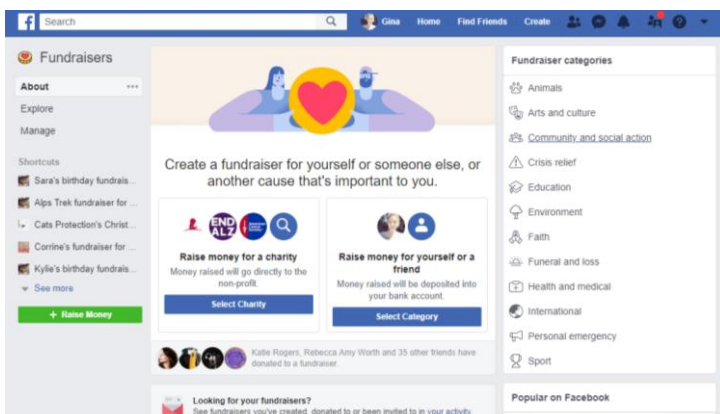Please follow the steps below to set one up:

1.   Log in

Log in to your Facebook account, and on the home screen click 'Fundraisers' or click here to go directly to the Facebook Cats Protection fundraiser page.
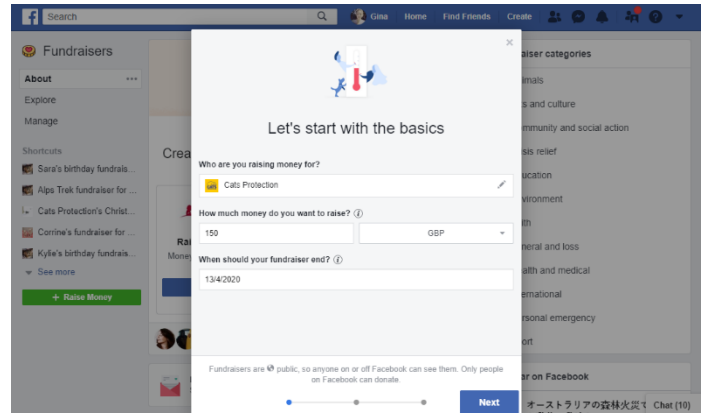

2.   Select charity

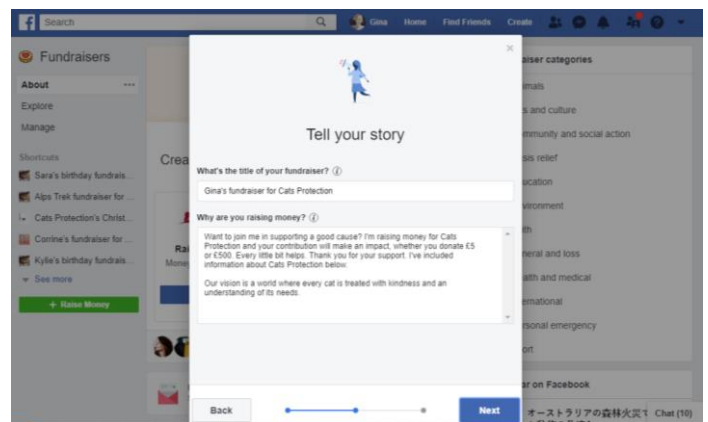Click 'Select charity' and type Cats Protection.

3. Fundraising pledge

Fill out how much you want to raise and the date your fundraiser will finish.
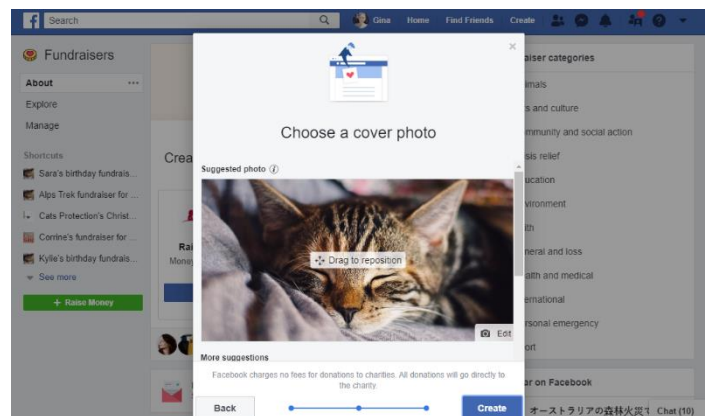

4. Tell your story

Fill out the title and story – add the event you are doing and the branch/centre you are supporting (if applicable) to the page title eg Gina's fundraiser for Great North Run in support of Cats Protection Hastings Branch – see more examples below.
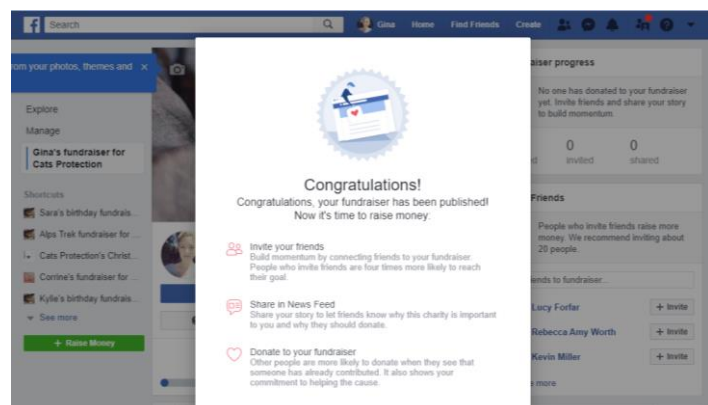

6. Cover photo

Choose a cover photo or use the default one you see on the screen. If you would like some more banner options do get in touch events@cats.org.uk or use www.fundraisingresources.cats.org.uk to create some of your own.

5. You've done it!

Well done, you have created a Facebook fundraiser! Invite your friends to it and share it on your news feed.

Top tip – go one further and share a short video of yourself telling your story and why you have decided to fundraise for cats and why people should donate.

Facebook fundraiser rules

Tell the Events team you have a Facebook fundraiser! Email events@cats.org.uk with your Facebook fundraiser page link, this will help us track your fundraising and tally it to your challenge event.

Your Facebook fundraiser title: You must add the name of the event you are doing and the name of the branch/centre you are supporting (*if* you have chosen to support your local branch/centre) as this will help us to correctly allocate your funds, eg:

- Gina's Facebook fundraiser for the Great North Run, in support of Cats Protection Hastings Branch
- Gina's birthday fundraiser for the Great North Run, in support of Cats Protection Hastings Branch

You can edit your fundraiser anytime by clicking 'more' and 'edit fundraiser'.

If you would like to delete your fundraiser at any time, click 'more' and 'end fundraiser', then click 'more' again and 'delete fundraiser'.

FAQs

Does Facebook charge a fee?

No, 100% of donations come to Cats Protection.

Are donations Gift Aid applicable?

While Facebook collects addresses and Gift Aid consents it does not store these for the appropriate length of time required by HMRC. To make sure we are fully compliant with our Gift Aid claims we cannot collect any Gift Aid on donations made through Facebook.

What data does Facebook collect?

Facebook collects your donor's name and card details in order to make the donation, it does also offer some Gift Aid wording and collects an address if this is opted in to. Marketing preferences are also collected but they are not compliant with our data protection stance so will not be used by Cats Protection. Facebook usually stores this data for 90 days and will use it in accordance with its Data Policy.