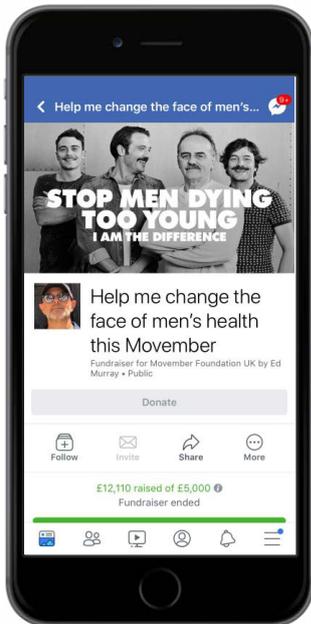


# FACEBOOK FUNDRAISING



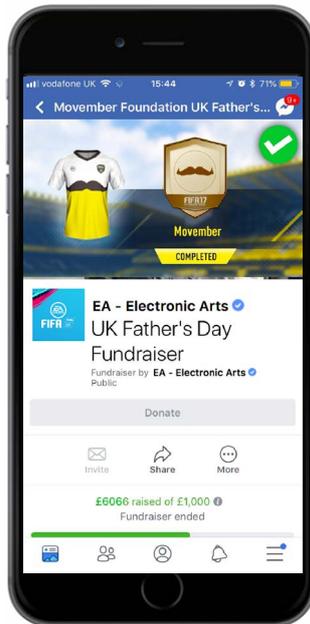
BOOST YOUR MOVEMBER FUNDRAISING USING SOME NEW CHARITABLE GIVING TOOLS ON FACEBOOK.

Movember and Facebook are officially partnering together to bring you some new and exciting ways to boost your fundraising journey this year on Facebook.



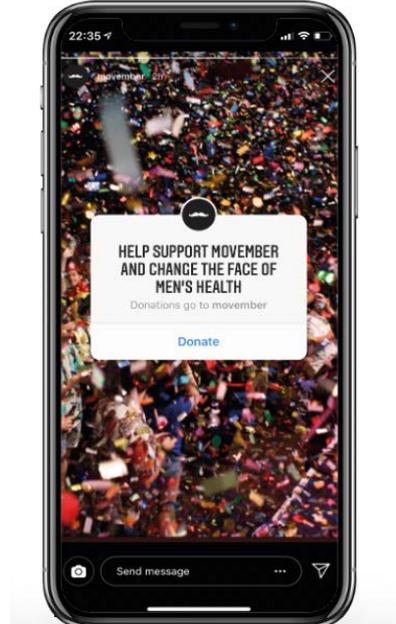
### MO SPACE SYNCHRONISED FB FUNDRAISER

Setup a synchronised FB page that mirrors your Mo Space total



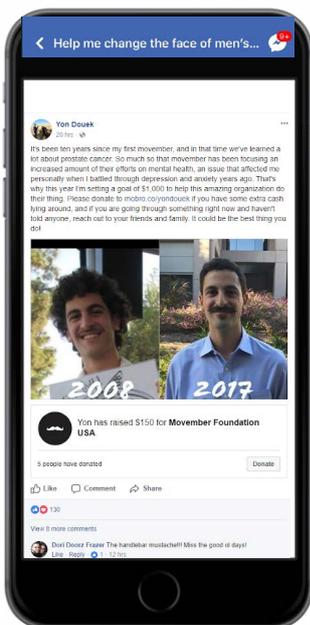
### VERIFIED BRAND FUNDRAISERS

Organisations or celebs supporting Movember can use their verified Facebook page to fundraise and match donations.



### FUNDRAISE VIA INSTAGRAM

Turn those likes into \$ for Movember by using your Instagram channel to raise funds



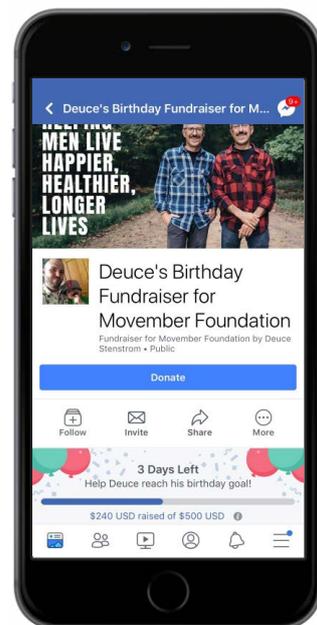
### STANDALONE DONATION BUTTON

Add a Movember donation button on hero pieces of content.



### LIVE & DONATE

Putting a donate button on any Facebook live-streamed events.



### GENERAL FACEBOOK FUNDRAISERS

Donate your birthday, start a general fundraiser, run a marathon - all in your newsfeed.



# THE MOSPACE X FB FUNDRAISER SYNCHRONISED FUNDRAISER

Signed up on Movember.com and got your Mo Space? We've now got a way to shout about your Mo journey even louder. Hit the button on the right hand side of your Mo Space "Reach more people", and it'll create a Facebook Fundraiser for your personal Facebook profile. You can fundraise on both platforms and the totals will sync across. If you do, you're more likely to reach more people and increase the amount you raise (by ~180%).

Here's how:

1. Login to your personal Mo Space on Movember.com
2. Hit the button that says 'Reach More People' and enter your Facebook details
3. The button will now have changed to 'View your fundraiser'. Click it and voila.

Once you've got your fundraising page set up, you're all set to begin fundraising on Facebook:

- Your donation target will have been pulled across from your Mo Space
- Invite your friends
- Post a photo of your Mo Journey so far
- Kick start things by making a donation to yourself
- Change your profile photo (see how on the right)

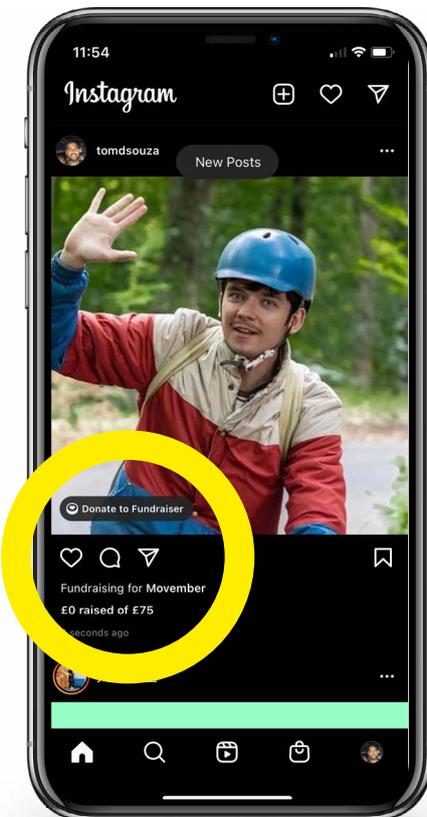
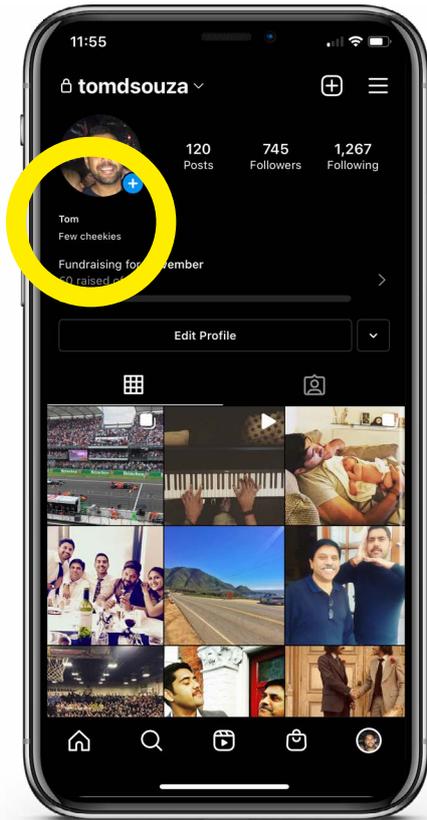
The best bit? It'll all pull across to your Mo Space, with the donation count and totals syncing (you might need to give it a few minutes though) Why not kick start things by making a donation to yourself...

**MO BROS AND MO SISTAS WHO USE THIS RAISE ON AVERAGE 180% MORE AND WERE 30% MORE ACTIVE.**

**CLICK THE IMAGE ON THE LEFT TO FIND OUT HOW IT WORKS.**

**CHANGING THE FACE  
OF MEN'S HEALTH**

FACEBOOK X MOVEMBER



# INSTAGRAM FUNDRAISING

## IN-FEED FUNDRAISERS

Be amongst the first in the world to utilise new technology from Instagram to support your Movember journey.

For the first time ever, you'll be able to create a 30-day fundraiser for Movember on your Instagram grid.

## HOW TO SET UP YOUR FUNDRAISER:

Step 1: Create your announcement post by choosing your photo, clicking next, choosing a filter should you wish, and clicking next

Step 2: Click "Add fundraiser" when you get to the caption editing screen,

Step 3: Search 'Movember' and select it

Step 4: Edit the goal amount, press done and you're good to go.

**BONUS:** in some territories, in the fundraiser details section you can invite collaborators so that your wider Instagram network can join up to help you on the same fundraiser.

## NOTES:

We are currently unable to connect Instagram fundraisers to Movember.com Mo Spaces, so be aware they will act as standalone fundraisers.

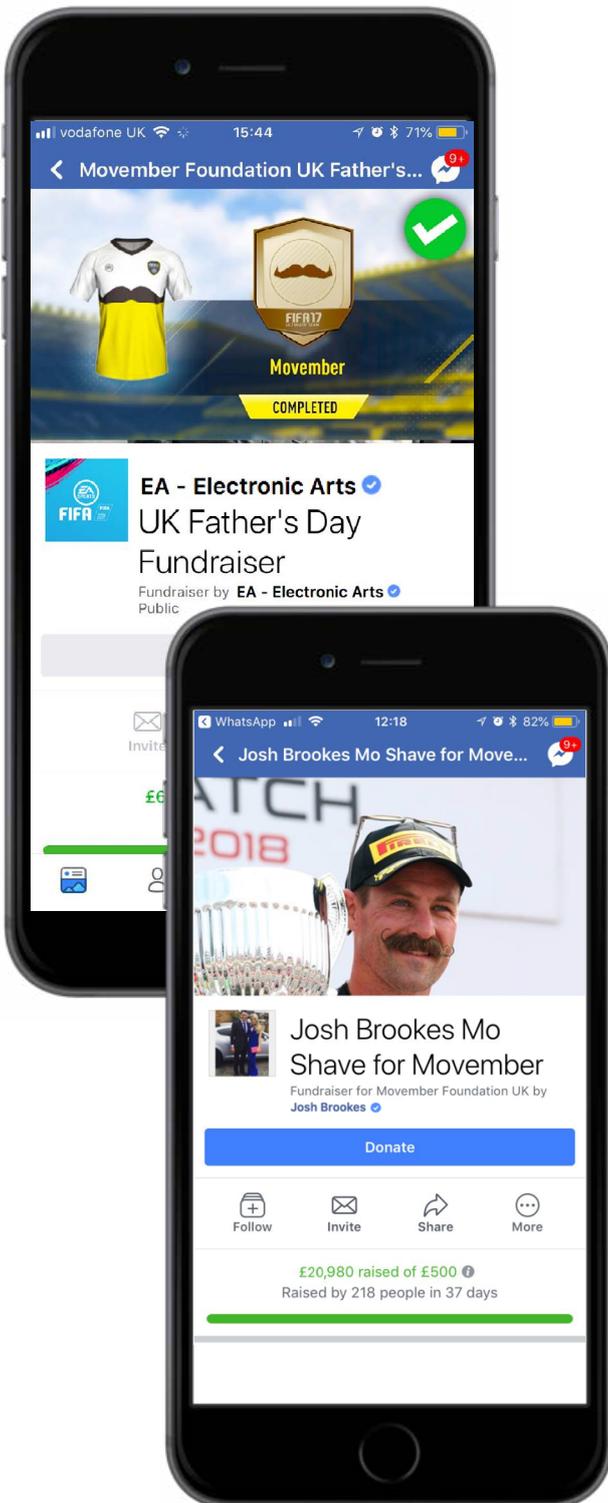
The cover photo and description of the post will be used to create your fundraiser.

The fundraiser lasts for 30 days, and you can edit the details at anytime from an automatically populated link in your bio.

100% of the funds you raise will come directly to Movember, even if you don't reach your target.

# CHANGING THE FACE OF MEN'S HEALTH

FACEBOOK X MOVEMBER



## VERIFIED BRAND/CELEB FUNDRAISERS

Use an organisation's or a celebrities Facebook fanbase to raise awareness and drive donations for Movember, bringing an organisations fundraising directly to an existing audience as opposed to starting from scratch.

## FUNDRAISE EFFORTLESSLY

Utilise your network of likes you've built up and turn them into a force for good at the click of the button. Putting philanthropy right in front of the thousands or millions of likes you have, no need to start from scratch.

## GET UP TOP OF NEWSFEEDS

Being brand new technology means these appear heavily in newsfeeds. Fundraisers from 2017 had a total reach of 7m non-page fan impressions around the world.

## RAISE MORE FUNDS PUBLICLY

Seamless and a user focused interface means people can donate to your organisation's efforts to change the face of men's health in a few clicks. Your organization can also pledge to match the donations made in a few clicks directly on the fundraiser,

## GOING VIRAL

It's easy for your fans to share, invite others and get thousands of people interacting with your fundraiser.

Here's how to set it up: <http://bit.ly/MoBrandFB>

## MATCH FUNDING

Organizations creating fundraisers can now emphasize their commitment to a particular cause by pledging to match any amount that fits the organization's budget – whether it is \$5, \$100, \$2,500, or more.

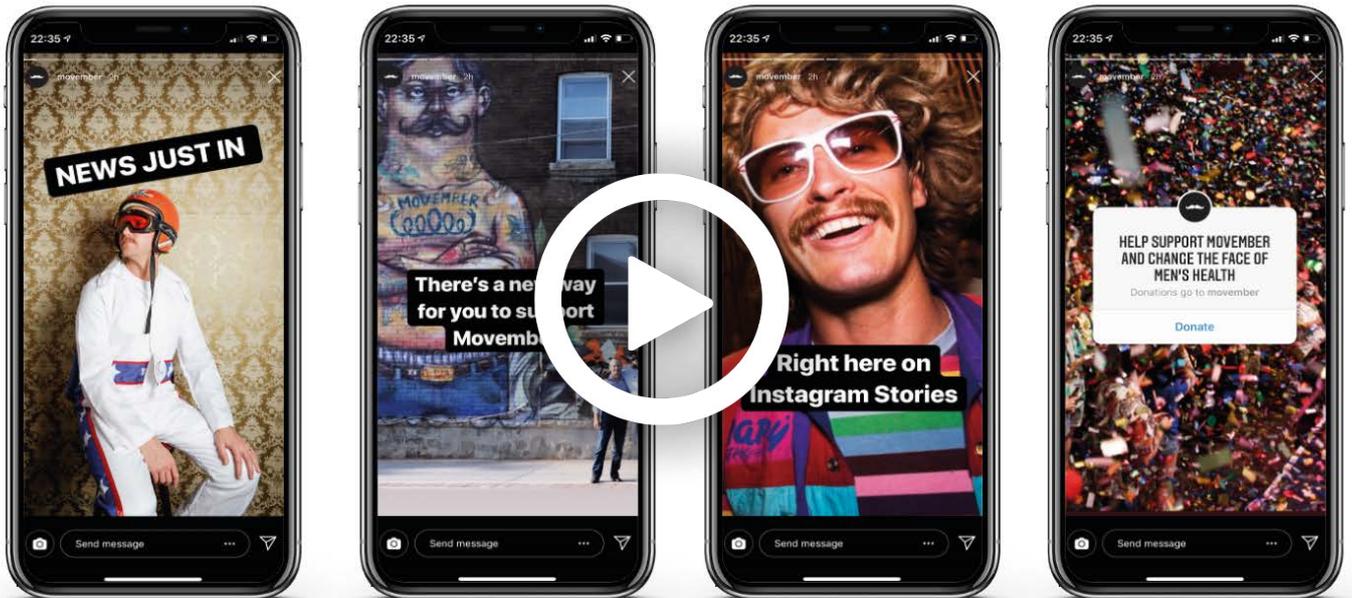
Check it out: <http://bit.ly/MoFundmatchFB>

Here's how to set it up:

Keen for your organization to fundmatch donations? Make it happen directly on the fundraiser:

# CHANGING THE FACE OF MEN'S HEALTH

FACEBOOK X MOVEMBER



# INSTAGRAM STORIES MOVEMBER GENERAL DONATION STICKER

Utilise your Instagram channel and add the donation sticker to your stories to allow your followers to make an instant, **general donation** to Movember there and then.

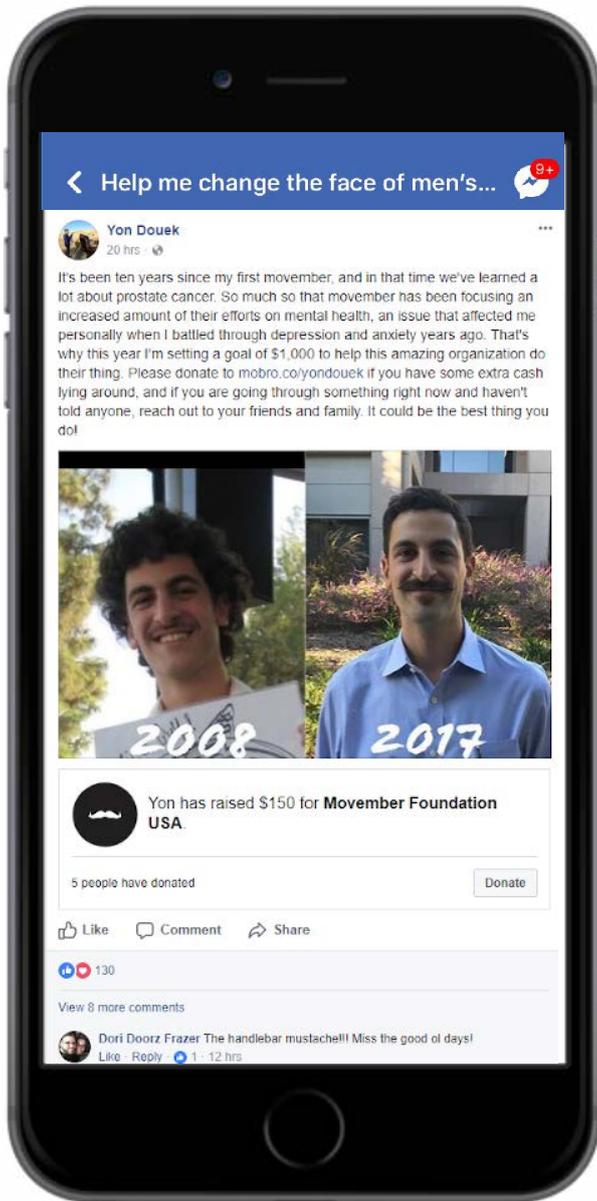
When composing your story, add a sticker, find the donation sticker, select “Movember”, publish to your story and you’re good to go.

NOTE: This function can’t be added in sponsored stories.

Click the image above to see how it works, or check this out: <https://socialgood.fb.com/instagram-donation-sticker/#tab-juuaj9cn-use-the-donation-sticker>

**CHANGING THE FACE  
OF MEN’S HEALTH**

FACEBOOK X MOVEMBER



## ADDING A DONATION BUTTON TO INDIVIDUAL PIECES OF CONTENT.

Whether it's a shavedown live video or some great photos from your Movember journey, you can now append a one-off donation button to a piece of content where all funds go directly to the Movember Foundation.

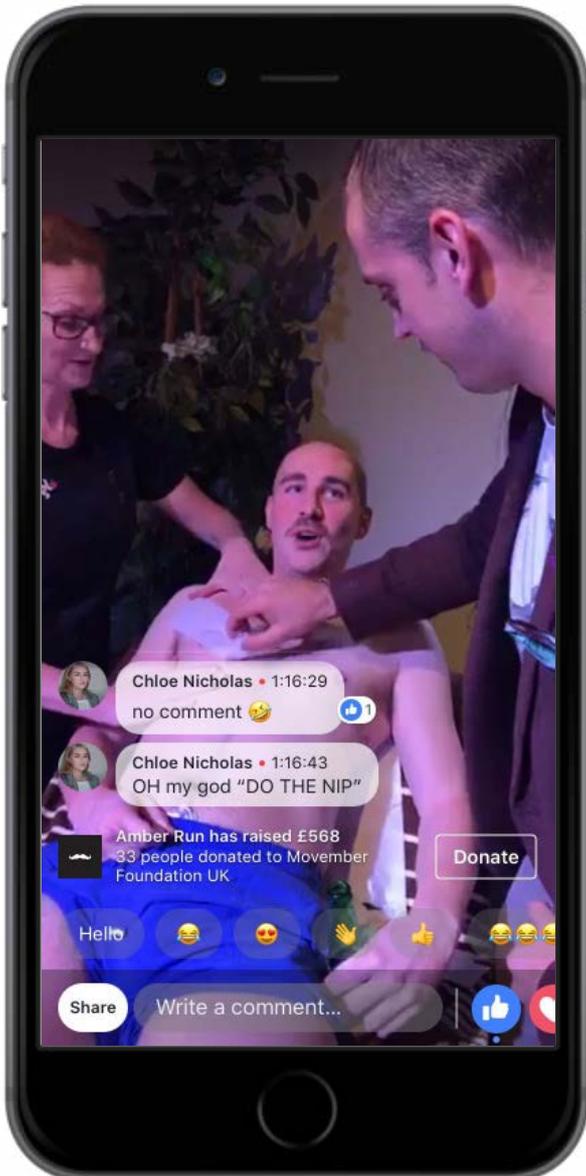
Don't forget though, these are standalone donations and whilst there's a running donation total at the bottom of your post, it won't be added to your Movember Mo Space or Facebook fundraiser.

This can be used on personal fundraisers, brand fundraisers or public figure fundraisers.

For photos and text updates, whilst you're composing head to "more options", scroll down to "support Nonprofit", select Movember and it'll add a standalone donation button to your post.

# CHANGING THE FACE OF MEN'S HEALTH

FACEBOOK X MOVEMBER



Some top tips for a succesful live and donate:

- At least 45 mins of live footage
- Strong Wifi
- Little noise in the background
- Ability to stream from an up to date phone, preferably on a stand.
- A presenter who's well versed in a telethon style format, prompting donations etc.
- Line up supporters in advance so that as soon as the video goes live, people are ready to share and donate right at the start - this will get the content in more newsfeeds.

## LIVE & DONATE

Are you or a partner hosting an activity that could be turned into a telethon for donations? A shavedown or beard sacrifice perhaps?

You can add a donate button to your Facebook live video using the Facebook for iOS app or Facebook for Android app.

NOTE: Live videos cannot be run from a desktop computer.

### Facebook for iOS

You can add a donate button to your live video from a Facebook profile or Verified Page. To add a donate button to your live video using the Facebook for iOS app:

Tap Live at the top of the News Feed of your profile or verified Page

Tap the three dots in the top corner

Tap Add Donate Button

Select "Movember XXXX"

Tap Go Live

Note: For verified Pages, only Page administrators can add a donate button to a live video and the donate button can only support a nonprofit.

### Facebook for Android

To add a donate button to your live video using the Facebook for Android app:

Create a fundraiser

Tap Live at the top of your News Feed or timeline

Tap in bottom left-hand corner and then select your fundraiser

Tap Go Live

Note: This feature is not available in every area

**CHANGING THE FACE  
OF MEN'S HEALTH**

FACEBOOK X MOVEMBER