




Parkinson Canada

Your fundraiser, your way.

Facebook Fundraising Guide

1. Sign into Facebook and in the list on the left-hand side of the screen, go to: Fundraisers *if you cannot find it, click "see more".



2. Once in Fundraisers, press "Select Non-Profit" or "Raise Money".

3. Search for Parkinson Canada in the search bar and click.

On the left hand side of the screen, customize your fundraiser:

4. How much money do you want to raise?

5. When will your fundraiser end?

6. Name your fundraiser:

- Please add your last name to your fundraising page so we can easily match and link your event to your Parkinson Canada profile.
- If fundraising for SuperWalk or another event, add this here as well.



John Smith's SuperWalk
fundraiser for Parkinson...

Donate

Share

...



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7. Tell us why you are choosing to fundraise.

- Make this section personal by telling us your story!
- If you would like the Facebook Fundraising funds to be directed to your SuperWalk or Pedaling campaign, please include this in the description or name of your fundraiser.

8. Add a photo of yourself or the reason why you're fundraising.

9. Click "Create" and you're ready!



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Frequently Asked Questions

How do non-profits receive donations?

If you create a fundraiser for a non-profit, the non-profit will receive donations directly from Facebook, or from Network for Good, or from PayPal Giving Fund.

How can I connect my fundraiser to my Parkinson Canada constituent profile?

When you create your Facebook fundraiser, a unique, 13-digit reference ID is created. This can be found in the URL.

- Email us at events@parkinson.ca with your 13-digit reference ID and let us know that you are having a Facebook fundraiser for the organization. (ex: facebook.com/donate/1234567890123)
- If you want the funds to go towards your SuperWalk, Pedaling or Fundraising Your Way campaign, please include this in the email as well so we know to link the donations to that event.

*If you have strict privacy settings, Parkinson Canada will not be able to view your fundraiser so sending the ID will help us track the donations.

Thanking your donors

As Parkinson Canada does not have your donor information, they will not receive any correspondence from the organization. Thanking your donors personally is a nice way to acknowledge their support.

How do I get my receipt?

- Receipts are provided through Facebook on behalf of Parkinson Canada.



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- After you make a donation, you'll receive an email confirmation to the primary email listed on your Facebook account. The email receipt shows that you've made this donation as a charitable contribution and that you're not receiving any goods or services in return.
- As tax laws vary by state, country and region, please consult a tax professional regarding the deductibility of your donation.

*Parkinson Canada only has access to donation amounts and NOT individual donor information.

I didn't receive my receipt. Where can I find it?

- If you donated to a fundraiser and did not receive your receipt in your email, you can find it when logged into your account.
- Along the left-hand side of the page, in the menu, click on Fundraisers.
- Once in the Fundraising section, also on the left-hand side, you should see a menu: explore fundraisers, Categories, Your Activity, etc. Click on Your Activity and this will show you your fundraiser history. It will show both fundraisers you've created as well as any donations you may have made to fundraisers.
- In the Donation section, on the right-hand side, you will see "See all Donations". Click there to see all donations you've made to past Facebook fundraisers.
- Click on the donation you're looking for and the receipt will pop up on the screen.
- From there, all you have to do is click "Download receipt".



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How do taxes work?

- Donations to US 501(c)(3) nonprofits are typically tax-deductible. Donations to charities outside the U.S. may be eligible for tax credits or deductions.
- If you have questions about the deductibility of any donations, please reach out to a tax professional. Donations to nonprofits may be tax deductible.
- Tax laws vary by country and state. Consult a tax professional to see if your donation is eligible.
- Your email receipt will have the nonprofits info, including the EIN. Donations to personal fundraisers are not usually eligible for deductions.

How do I know who donated to my fundraiser?

- As the organizer of the fundraiser, all donors can be seen on the right hand side of your fundraiser screen.
- Note, some donors may choose to be anonymous so their information might not show on your page

Are there any fees involved?

Facebook charges no fees for donations made to non profits.

Can I donate anonymously?

Yes. To donate privately, select "Only me" from the privacy menu in the donation form. Please note that fundraiser creators and nonprofits (PayPal Giving Fund if the charity is outside of the U.S.) can see all donations but only they can see donation amounts.