Supporting BTW on Facebook

The quickest and easiest way to support BTW – with no processing fees!

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What is Facebook Giving

- Facebook Giving is a **secure and seamless** way to support your favorite cause/non-profit organization.

- Some of the biggest non-profits in the world are on Facebook Giving – **St. Jude, American Cancer Society, World Vision** – and now **Beyond the Walls** is right there with them!

- Facebook vets all non-profits, and secures all donations – currently charging **$0.00 in processing fees**!
Why Support BTW on Facebook?

- Facebook has **2.32 billion** monthly active users!

- **84%** of users share content to support causes they care about

- Nearly **10%** of users have donated to a cause via Facebook

- We believe social media and tech partnerships will be a great area of growth for Beyond the Walls – a vehicle to share our vision.

- As sites like Facebook, Instagram and Amazon facilitate online giving – supporters will be able to share and support the vision seamlessly.
How Should I Use It? How are donations tracked?

- From **Birthday Fundraisers**, **Specific Goals** or **Funding a Service Trip/Project** – a Facebook fundraiser can be created and **tailored to your exact needs!**

- You can pin a fundraiser to the top of your page or attach it to any of your posts – past, present or future.

- Beyond the Walls receives detailed data on how much specific campaigns raise and who made donations.
How Do I Start?

- **Step 1** – Write a post on your page, or edit an existing post.

- **Step 2** – Before you click post – add a Beyond the Walls Donate Button.

- **Step 3** – Pin the post to the top of your page!

  - Start by clicking the small dropdown arrow
  - Then select “Pin Post”

  - Click the small coin button before you post.
  - Select Beyond the Walls

This will make the donate button a key fixture of your page – and will keep it at the top, making it the first thing visitors see regardless of how many additional posts there are!
Get started at…

facebook.com/fund/BeyondWalls/

Contact john@beyond-the-walls.org for more info
Funds Raised in 2019 w/ Social Media & Tech Partners

$10,356

And counting…