

## **How to Get Started with Facebook Causes**

### **What is the “Cause” Application on Facebook?**

It is a valuable tool for non-profit organizations. It allows charities to promote their cause and fundraise. Users can join your Cause—and donate. This is a free application. Anyone can set up a Cause on Facebook to raise awareness and raise funds.

### **Creating a Cause on Facebook**

To set up a Cause for your organization, you need to have a Facebook account.

1. Sign into your Facebook account.
2. Add the Cause application to your account. Go to Applications in the lower left hand corner. Search through the applications menu for the “Causes” application if you don’t already have it. Once you have it, make sure to bookmark it so it shows up on your page.
3. Go to “Find Causes” and then click “Start a Cause.”
4. There are two information sections you have to fill out: “Basic Information” and “Extended Information”.
5. You must now provide a beneficiary (the organization that will receive the donations made through your Cause). Continue to follow the rest of the instructions to create your Cause.
6. Once you have created your cause you can access it anytime. It will show up on your profile page, located on the top of your screen.

### **Getting Support for Your Cause**

Once you have created a cause, the next thing to do is to gain supporters. You can invite those in your contact list to support your cause, and you can hope that people will find your cause when they are searching through Facebook. If you are the moderator of your cause, you are in control of all aspects of its appearance. Make sure your cause has a link to your organization’s home page.