

FACEBOOK GIVING

From: Ginny Brown Daniel

Sent: Thursday, March 19, 2020 8:10 AM

To: David Popham <dpopham@hcucc.org>

Subject: Facebook Giving Information (from Rev. Andrew Warner)

Greetings, all. One of my pastors asked me for help in establishing Facebook Giving. I reached out to Andrew Warner and he shared the following that I thought would be helpful to you:

STEP 1

The congregation will need to go through the process of becoming listed as a registered 501c3 with Facebook. This can be cumbersome for our congregations that operate under our UCC umbrella (or blanket exemption). Congregations will need to get a letter from the national office affirming their standing with the UCC. I've attached an example of this letter. The church should reach out to Heather Kimmel kimmelh@ucc.org or Cynthia Gaffney Gaffneyc@ucc.org for this letter. After the congregation has the letter from national, it gets sent to Facebook and the congregation joins the list of registered nonprofits about to participate in Facebook Giving.

STEP 2

The congregation can now set up a Facebook fundraiser – such as the one from New Creation UCC that I lifted up in the recent webinar. Apparently, Facebook does not charge transaction fees for registered nonprofits.

Additional Opportunities:

- + The congregation can add a donate button to its posts and events. The pastor I talked with today added the donate button to her Facebook live post in which she read a children's book; received donations.
- + Congregation members can hold fundraisers on Facebook (i.e. birthday fundraisers) once the congregation is registered with FB.

Downside:

The pastor I spoke with about how her church uses Facebook Giving found it can take between 30-60 days to receive a check from Facebook.