

Raise More Money through Facebook®

REACH MORE PEOPLE WHERE THEY ARE

Facebook® is the undisputed leader of social networking sites, with over 250 million active users cumulatively spending more than 5 billion minutes on the site every day. Facebook® helps people communicate more effectively with their friends, family, and colleagues in a trusted environment. It also provides an opportunity for nonprofit organizations to expand their online event-based fundraising.

At Blackbaud, we believe social media integration should be accessible to all organizations regardless of size or resources. Therefore, we have partnered with FreeCause to include a Facebook® Connect integration tool, **FeedRaiser**, in all Sphere Events solutions. In addition, we offer a comprehensive event-based fundraising integration between Facebook® and Sphere through **SnapCMS**.

FeedRaiser: allows event participants to update their Facebook® friends and include a link back to their personal fundraising page.

SnapCMS: automates the updating of event participants and their friends on Facebook® and allows them to add a fundraising badge to their Facebook® profile.



Did You Know?

Our Facebook® integration has raised over \$2.5 million this year.

My organization needs:	FeedRaiser	SnapCMS
Available in HQ	✓	✓
Donate Link	✓	✓
Update Friends	✓	✓
Update Friends Automatically		✓
Update Participants Automatically		✓
Fundraising Badge		✓
Friend Inviter		✓
Community Features		✓
Built-in Best Practices		✓
Proven ROI		✓

GET STARTED NOW

For organizations just beginning to experiment with social media, **FeedRaiser** is included in Sphere Events and can be activated by an event administrator. For those ready to take their fundraising potential on social networks to the next level, contact a Blackbaud Sphere Events sales representative to get started with **SnapCMS** today.



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