

# How to Add a Donation Form to Your Facebook Page

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Learn how to setup your Facebook donation page and drive social donations via smartphones, tablets and PCs.



*Note: Facebook restricts smartphone and tablet users from clicking in-app donation page URLs. Be sure to complete all the Parts below to ensure followers can give on any device.*

*Please note that Facebook's terms of service require you to have at least 2000 likes/followers on your organizations page:*

Facebook is changing how they define page permissions for pages with less than 2,000 fans due to some folks using facebook tabs for spamming purposes. This is making it so pages with less than 2,000 fans are unable to add 3rd party apps.

We are working on a solution we hope provides the extra layer of security Facebook requires to prevent a tab from being used to spam and thus allow

you to add and use tabs like normal.

# How to Create a Donation Page on Facebook:

[Part 1: Install iframe tabs to your Facebook page](#)

[Part 2: Create / Edit your Donate Tab](#)

[Part 3: Move the Donate Tab to the top of the list on your Facebook Page](#)

[Part 4: Change the Donate/Call To Action Button to go to the Donation page](#)

Prerequisites:

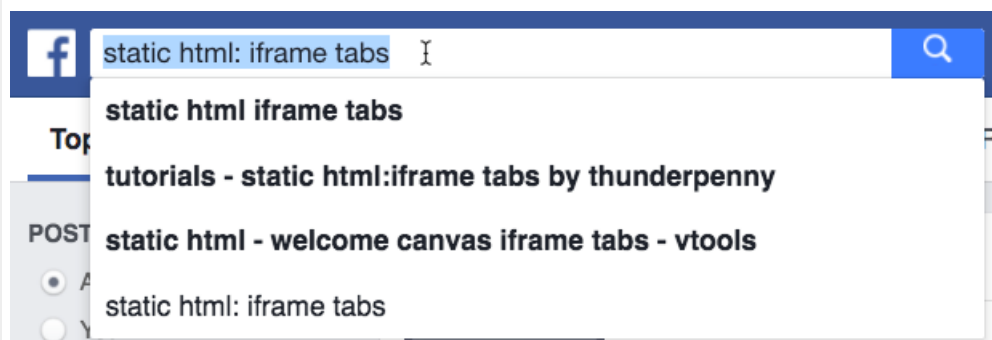
1. Perform these steps from a computer, you cannot do this set up from a smartphone or tablet.
2. Ensure that you are an Admin on your organization's Facebook page.
3. Ensure that you are logged into your Facebook account.

## Install iframe tabs to your Facebook page

*Note: You cannot complete this step from a smartphone or tablet.*

Step 1:

From a computer, search for "Static HTML: iframe tabs" in the top search bar.



Step 2:

Scroll down to the Apps section and click Use Now on the "Static HTML: iframes tabs" item.



## Apps

See all



### Static HTML: iframe tabs

Apps for Pages

10,000 monthly active users

Use Now

See all

Note: If you are having problems finding the Facebook App this way, and don't see the Use Now, you can look for the Thunderpenny page shown in the search results in Step 1, or just click here:[https://apps.facebook.com/static\\_html\\_plus/](https://apps.facebook.com/static_html_plus/)

### Step 3:

Click the "Add Static HTML to a Page" button



*Note: if you get an error message, you probably are not an Admin on your organization's Facebook Page.*

### Add Page Tab

**You must have permission to add apps to at least one Facebook Page to perform the requested action.**

Okay

### Step 4:

- Click the "Facebook Pages" button with drop down menu.
- Select the organization page that you would like to install a donation page on.
- Click "Add Page Tab" button.

## Add Page Tab



Select the Facebook Pages to add  
Static HTML: iframe tabs  
to:

Facebook Pages ▾

MobileCause Testing

Add Page Tab

Cancel

*Note: if you get an error, your Page may not be verified yet. Follow the instructions to verify the Page. Then click Back and add the Page Tab again.*

## Create / Edit your Donate Tab

Step 1:

You will be redirected to your organization's Facebook page with the new "Welcome" tab selected. Click the green "Set up tab" button.

## Step 2:

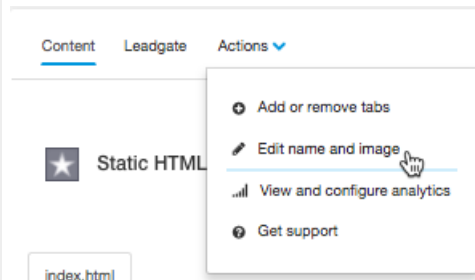
Copy and paste the iFrame embed code for the donation form you would like to add to your Facebook page.

*Note: The "src=" link in your embed code cannot be a shortlink.*

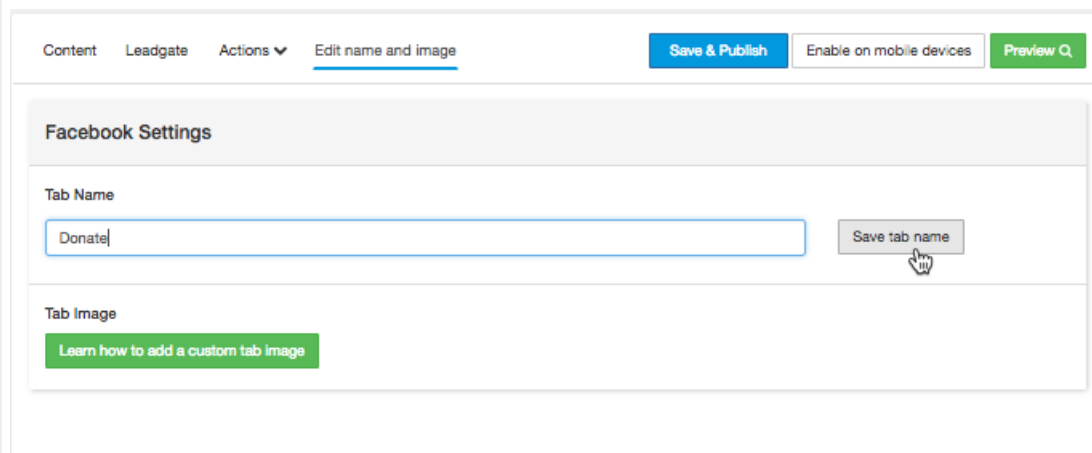
![Screenshot of the Facebook page editor interface. At the top, there are tabs for 'Content', 'Leadgate', and 'Actions'. To the right are buttons for 'Save & Publish', 'Enable on mobile devices', and 'Preview Q'. Below the tabs, there is a section for 'Static HTML' with a 'Change app' button and an 'Embed your website' button. A text area contains the following iFrame embed code: <code>index.html<br><iframe id=](https://app.mobilecause.com/form/ouRedw)

### Step 3:

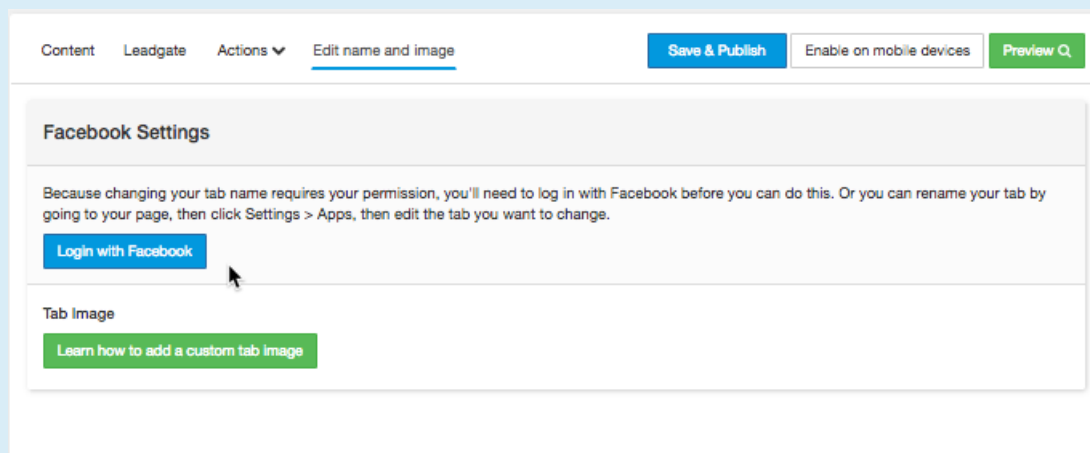
- Click the Actions Menu
- Choose “Edit name & image”



- Type “Donate” as the Tab Name.

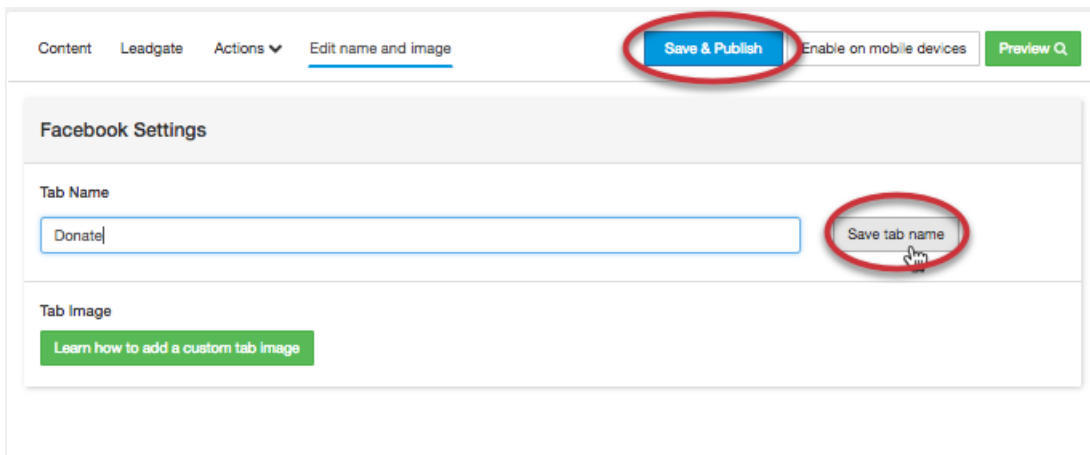


*Note: The first time you set this up, it will ask you to log into Facebook. Follow the prompts to log in, then click The Tab Name.*



### Step 4:

- Click “Save tab name”
- Click “Save & Publish”



## Move the Donate Tab to the top of the list on your Facebook Page

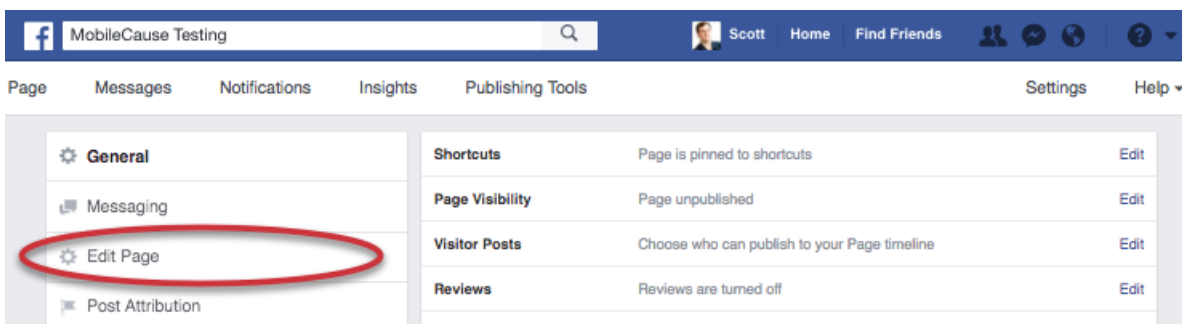
Step 1:

Go back to your organizations Facebook Page and click Settings



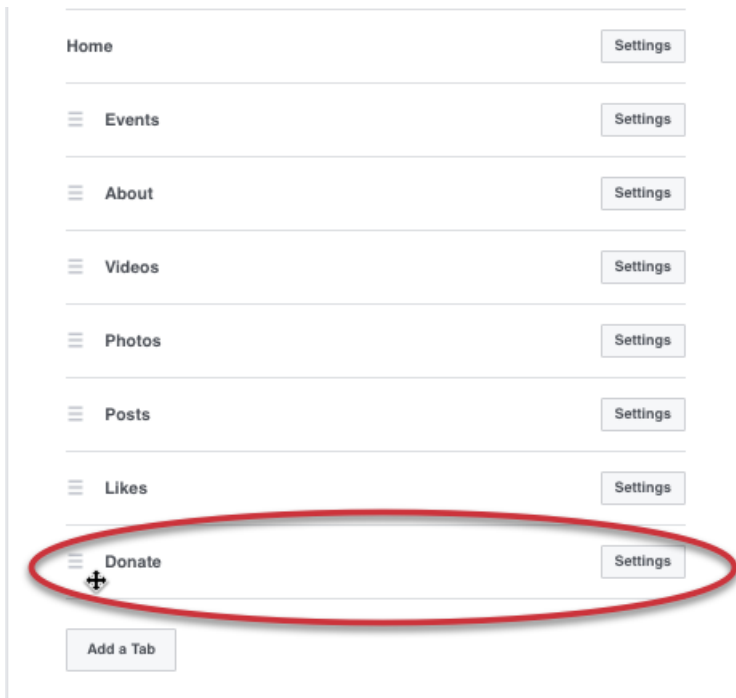
Step 2:

Select Edit Page



Step 3:

Drag the "Donate" tab into position



## Change the Donate/Call To Action Button to go to the Donation page

Step 1:

Click on the Add a Button button on your Facebook Page

*Note: This may currently be listed as something else, so you can edit what is there instead of creating a new one.*



Step 2:

Click the Make a Purchase or Donation option, then choose Donate.



### Add a Button to Your Page

Make it easy for people to take action with MobileCause Academy. Choose the button you want to add to your Page, and where you'd like to send people when they click it.



Book Services

Get in Touch

Learn More

Make a Purchase or Donation

Donate

Help people contribute to your organization or cause.

Shop Now

Get more people to see and buy products on your website or Page.

+ See Options

Step 3:

Add the shareable website link from your GiveSmart Fundraise form

Click Add Button

### Add a Button to Your Page

Donate through a website

What website would you like to send people to when they click this button?

<http://gfn.us/f16yt/n>

By creating this Call-to-Action button, you certify that both of the following statements are true and accurate:

Your organization operates as a charitable organization under the applicable laws in your jurisdiction. U.S.-based organizations must be organized and operating pursuant to section 501 (c)(3) of the U.S. Internal Revenue Code, even if you have not yet applied.

Your organization does not directly or indirectly intervene in any political campaign on behalf of or in opposition to any candidates for public office.

Back Add Button

Your donation page and button are now live on your Facebook!



# MobileCause Academy

Donate



Like



Follow



Share



Save

Non-Profit Organization

Home

Posts

Photos

About



# MobileCause Academy

Donate



Like



Follow



Share



Save

Non-Profit Organization

Home

Posts

Photos

About

# Recommendations for Donation Form on Facebook:

- Organization logo
- Background image
- Suggested amounts
- Recurring gift options
- Important donor data fields
- Simple payment fields
- Custom submit button

## Tip #1

Make it as easy for your followers to give by keeping your donation form as simple as possible. Capture important donor data for future engagement.

## Tip #2

Embed a unique donation form so that you can easily measure how many donations are made on Facebook.

## Recommendations for Donation Page Link Sharing on Facebook:

Nonprofit organizations should encourage volunteers, donors and staff to share a unique donation form shortlink which goes directly to your mobile-friendly donation page. This ensures that all your followers will be able to give from any device.

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