

## FirstGiving Connects with Facebook

Written by Scott Koegler  
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FirstGiving's New Facebook application allows users to reach more potential donors. FirstGiving has announced the release of its new application for Facebook, one of the largest and fastest growing online social networking sites. FirstGiving's new application allows users to rally their Facebook communities for support, thereby greatly increasing their fundraising potential.

"This new application is a huge win both for our users and the charities they support," said Mark Sutton, Chief Executive Officer of FirstGiving. "The ability to access the tens of millions of Facebook community members means FirstGiving users can exponentially increase their ability to raise funds for the worthwhile causes they support."

Setting up a person to person online fundraising page with FirstGiving is easily done using an online template that can be personalized with messages and photos. Fundraisers then send links to their pages to family, friends and networks around the globe and ask for support for a walk, run bike ride, growing an embarrassing mustache, or any other reason they can think of. All of the moneys raised through these efforts go to certified charitable organizations. Nonprofits can also use FirstGiving's services for their supporters.

Facebook is all about networking, and according to Sutton, "By opening the doors to the Facebook community, FirstGiving users may find new friends who support the same causes – thereby growing their personal networks." In addition, Facebook "friends" can also help with fundraising by using the new application to promote friend's pages on their own Facebook profiles. [www.firstgiving.com](http://www.firstgiving.com)