

IT'S YOUR CONFERENCE

FIA CONFERENCE 2022

YOUR PASSION ◦ YOUR PEOPLE ◦ YOUR PLACE



How to smash your targets with Facebook Fundraising and build lasting supporter relationships

EMERGING ISSUES & GLOBAL TRENDS

Danni Adam

GivePanel



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Introduction



Danni Adam

**Head of Strategy &
Development, Australia**

givepanel

More Facebook fundraisers. Less hassle.

- Head of GivePanel in Australia - a platform and support team **whose goal is to help charities maximise and steward Facebook Fundraisers.**
- Background is in digital donor acquisition programmes and driving these to scale.
- Established and managed paid digital acquisition programmes at both Greenpeace UK and Greenpeace Deutschland.
- More recently digital fundraising consultant for UNICEF and IRC.
- Passion is **utilising social media to create lasting and high value supporter relationships.**

Why Facebook Fundraisers?

- One of (if not the) fastest growing areas of digital fundraising.
- Since 2015, Facebook Fundraisers have raised over **\$5 billion globally**.
- In UK & Ireland, Facebook Fundraising income grew overall by over 50% in 2021.
- The function only launched Australia in late 2018.
- In this year alone, our customers have already raised **over \$2 million** via Facebook Fundraisers.
- Top charities we work with in Australia are building multi-million programmes.

People raising money via their Facebook contacts - for their birthdays, in-memory or for another special event.



So, what's the concern with Facebook Fundraisers and why isn't everyone doing it?

- Lack of donor data and visibility
- Unsure if and how you can steward Facebook Fundraisers
- Confusion on if the area can be scaled and if the market is already saturated.
- Unsure if you have the right audience



**What fundraiser data is
important...**

...and how to get it!

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The data Facebook provides

- FB provides a **transaction report**.
- Lists of each transactions split by donors - but with limited or no data.
- For each donor there is a '**Campaign Owner**' = the person who set the Fundraiser up
- **This is your main stewardship target**
- Facebook also provide a link to each Fundraiser page
- You can use this link to visit Fundraiser pages, post and thank
- **Very manual process!**

Using a tool to sync to Facebook and help organise data

facebook

Transaction report



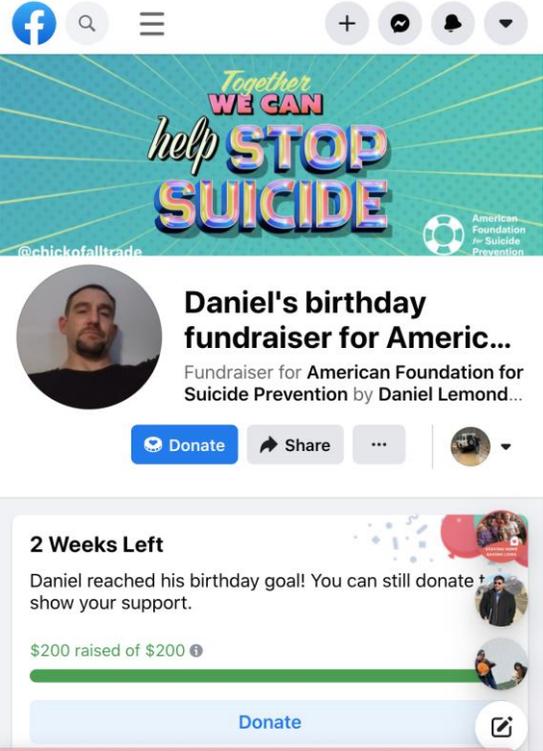
Fundraiser & income data is sorted displayed in easy to understand dashboards.

Fundraisers can be thanked via messaging and email tools

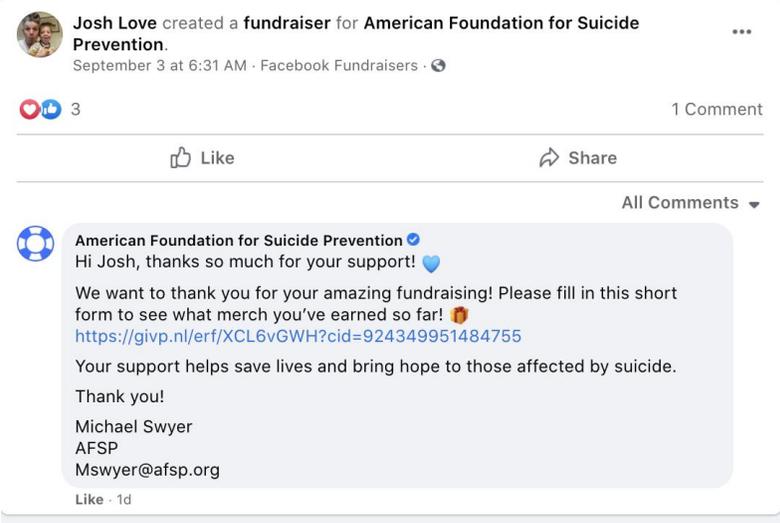
Segmentable data which is also ready for export to CRM!

Fundraisers submit more data via data forms. Embellishes existing data.

Capturing Fundraiser Contact Details



Fundraiser page



Post left on fundraiser page



Please fill in your details 📌



First name

Enter First name

Last name

Enter Last name

Email address

Enter email address

Submit

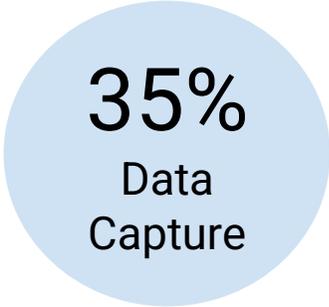
By filling in any of the above information you are agreeing to us using your data to process your fundraising. Please see our privacy policy for more information.

Form when user clicks on link

Thanks so much for your support ❤️



Did You Earn A Gift!?



Can you scale fundraisers?

- One GivePanel Australia customer is receiving \$30k a month in Birthday Fundraisers - supported only by low level ad spend.
- GivePanel Benchmark UK & Ireland survey: **28% increase** in the number of fundraisers during charities' awareness months
- The majority of Facebook Fundraiser income is however from **Facebook Challenges**



Scaling Facebook Fundraising via Challenges

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What are Facebook Challenges?



Heart Foundation
Sponsored

Take the '3,000 Squats in April' challenge! 🍌

Did you know coronary heart disease is the leading cause of death in Australia? ❤️ Sadly, around 50 people die from it every single day. But we have a vision of Australia free from heart disease! 🌱 The 🍌 you fundraise in the 3,000 Squats in April challenge will help us keep adding to this total and fun...



3,000
Squats in April

April fitness challenge 🍌

Sign Up

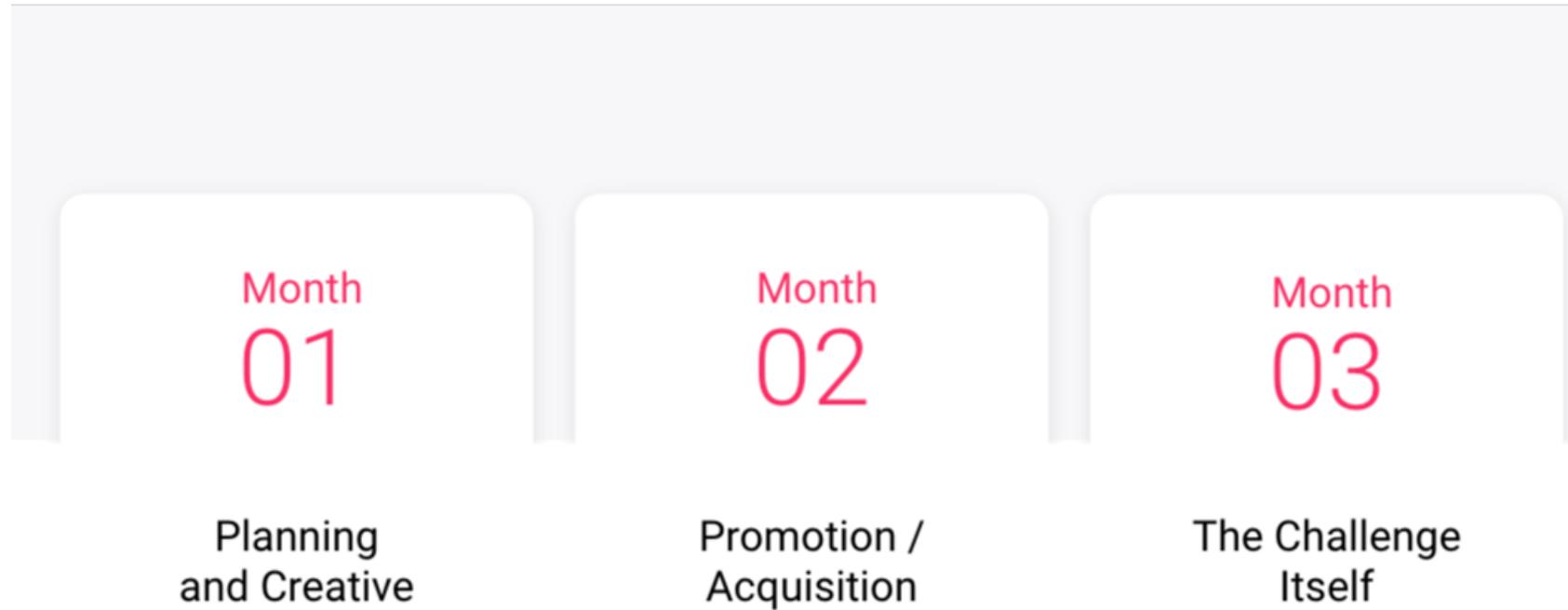
A **Facebook Challenge** is a virtual event managed via Facebook. People are recruited via Facebook Ads and undertake a challenge in their own time.

Everything from squats, to knitting and dog walking.

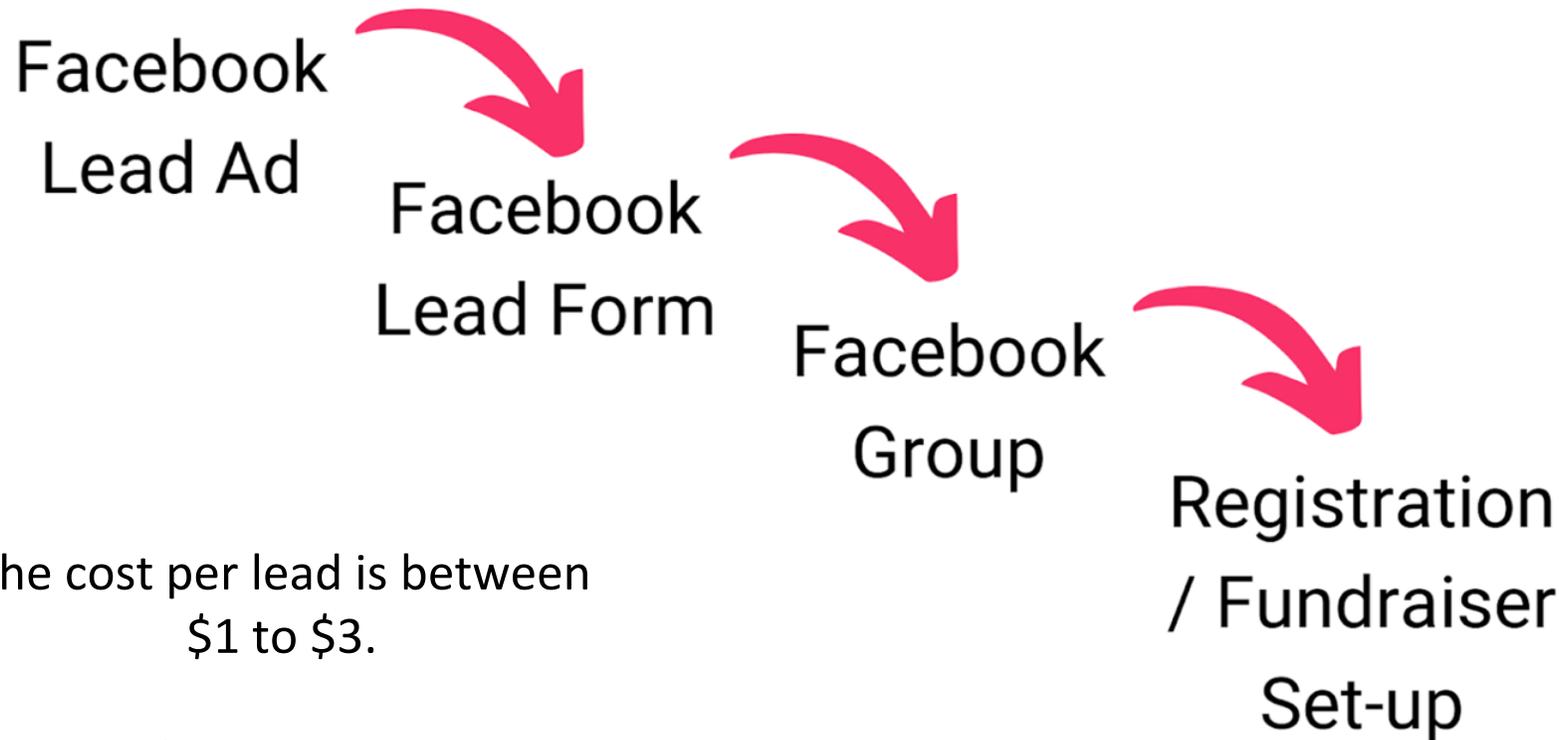
This means:

- Lower acquisition costs
- More fundraisers
- New audiences - over 80% of challenge participants are new to the charity

The Challenge timeline



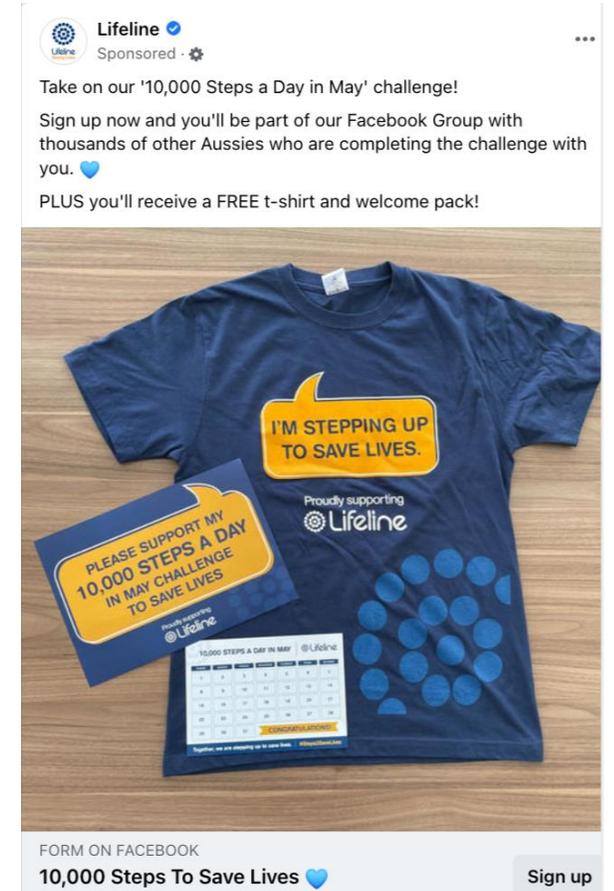
Challenge funnel



Incentives, from t-shirts to bucket hats, encourage registration and full data capture

The cost per lead is between \$1 to \$3.

Wide/ broad targeting.



Registration from groups

Welcome everyone! Register in 1 easy step below 📌
Register at this link to get your t-shirt & activate your fundraiser:
<https://givp.nl/e/7i0XPKIV>
Comment "Done" once you've finished, so we know you're on board.

Example of a Welcome Post in the group



Registration form (usually linked to an incentive)

Register for your 62 Miles in August t-shirt  For women and children. Against domestic violence.

T-shirt size (unisex)
Small

First name
Enter First name

Last name
Enter Last name

First line of address
Enter first line of address

Second line of address (optional)
Enter second line of address

City or Town
Enter City or Town

County
Enter County

Postcode
Enter Postcode

Email address
Enter email address

Want to keep supporting women and children escaping domestic abuse? Sign up for emails from Refuge and you'll find out how you can help save the lives of women through campaigning, donating, fundraising and volunteering.
 Yes No

Submit



Fundraiser creation



WWF UK

Create your 5k A Day in July Facebook fundraiser

We've customised a 5k A Day in July fundraiser just for you. Click the button to set it up & to allow us to share your details with WWF UK

[Continue with Facebook](#)

You can edit your fundraiser later

 Powered by GivePanel



I'M CYCLING

5 MILES IN JUNE

FOR BONE CANCER PATIENTS



My 500 Miles in June Challenge!

Fundraiser for Bone Cancer Research Trust by Trevor Shetland

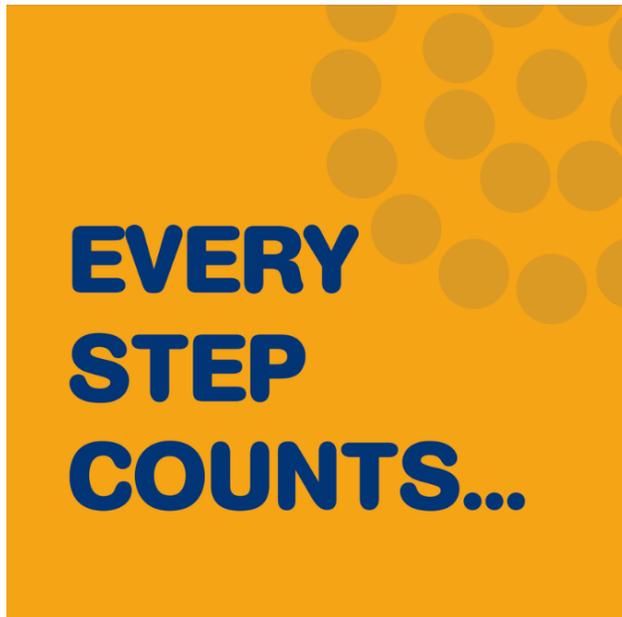
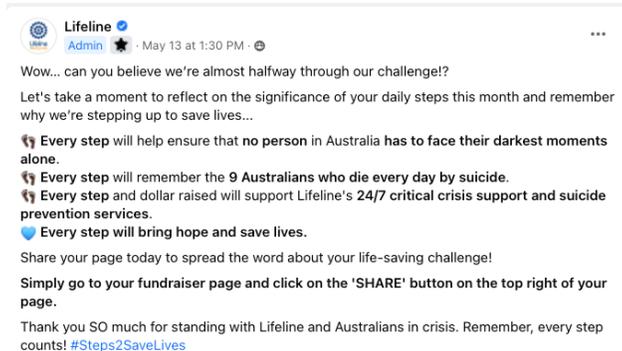
[Donate](#) [Share](#) ...

Goal
£70 left to reach £150 goal 9 days left
Raised by 7 people in 1 day

Fundraiser progress

| | | |
|---------|---------|--------|
| 7 | 6 | 0 |
| donated | invited | shared |

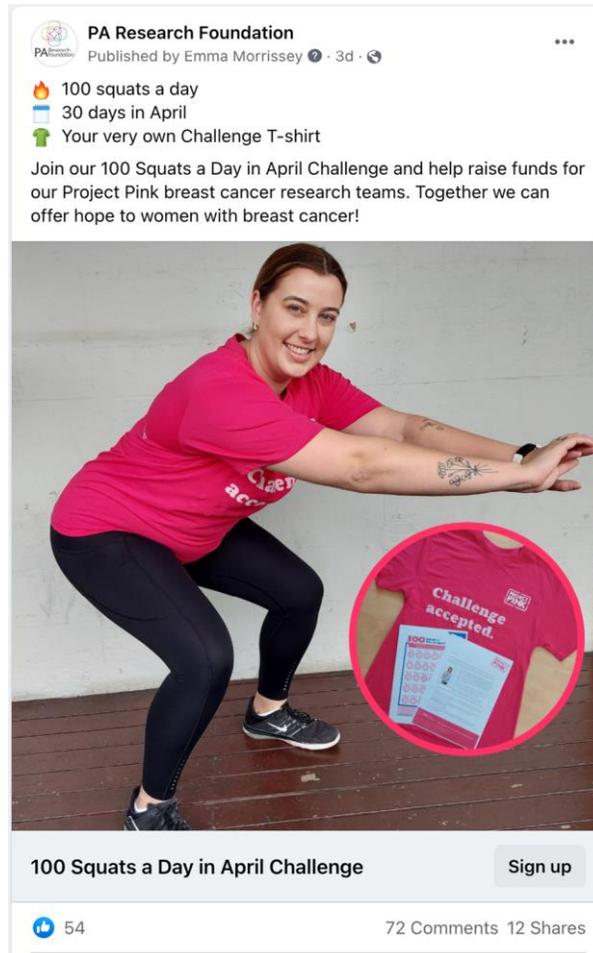
Why Facebook Groups



Facebook Groups are a key part of the funnel.

- An easy way to encourage and support your challenge fundraisers.
- High engagement rates - people are used to checking Facebook several times a day.
- Easy to moderate.

Case-study - PA Research Foundation



PA Research Foundation
Published by Emma Morrissey · 3d · 🌐

- 🔥 100 squats a day
- 📅 30 days in April
- 👕 Your very own Challenge T-shirt

Join our 100 Squats a Day in April Challenge and help raise funds for our Project Pink breast cancer research teams. Together we can offer hope to women with breast cancer!



100 Squats a Day in April Challenge [Sign up](#)

👍 54 72 Comments 12 Shares

- Media spend of \$8,857.00, recruited 4211 in the Facebook Group.
- 70% of the group signed up for the t-shirt incentive.
- Just over 60% of those who registered then set up a Fundraiser.
- Collectively they raised **\$145,000.00**.
- ROI of 2.52.
- Over 1,800 new contactable leads.

Facebook Challenges in Aus - 2022

- Over **30,000** people have registered for Facebook challenge events.
- The average raised by active Fundraisers has been over **\$200**.
- It costs **\$15** Ad spend per active fundraiser recruited.
- The top 5 challenges this year from GivePanel customers raised on average **\$250,000**.
- Top challenges this year raised **in excess of \$500,000**.

Can Facebook Challenges work for you?

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Who should be doing a Facebook Challenge?

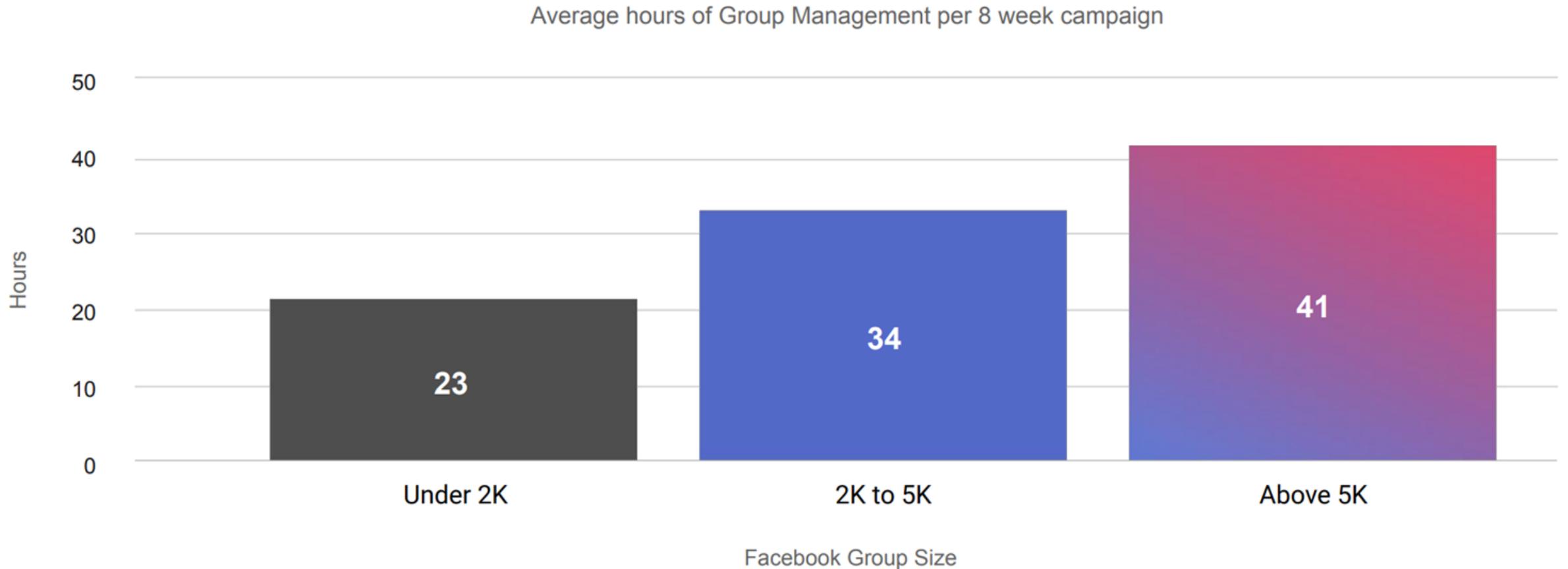


The Checklist:

- Are there potential participants personally affected by your cause / do you have an emotive cause with wide appeal.
- Do you have digitally mindful fundraising staff who are able and keen to be visible and active in the Facebook Group? Or can you outsource to an agency partner?
- Are you already getting birthday fundraisers on Facebook (good sign - but not essential).
- Are you prepared to do the work to make this happen or do you have the right partner in place?

Make sure you have the right resources

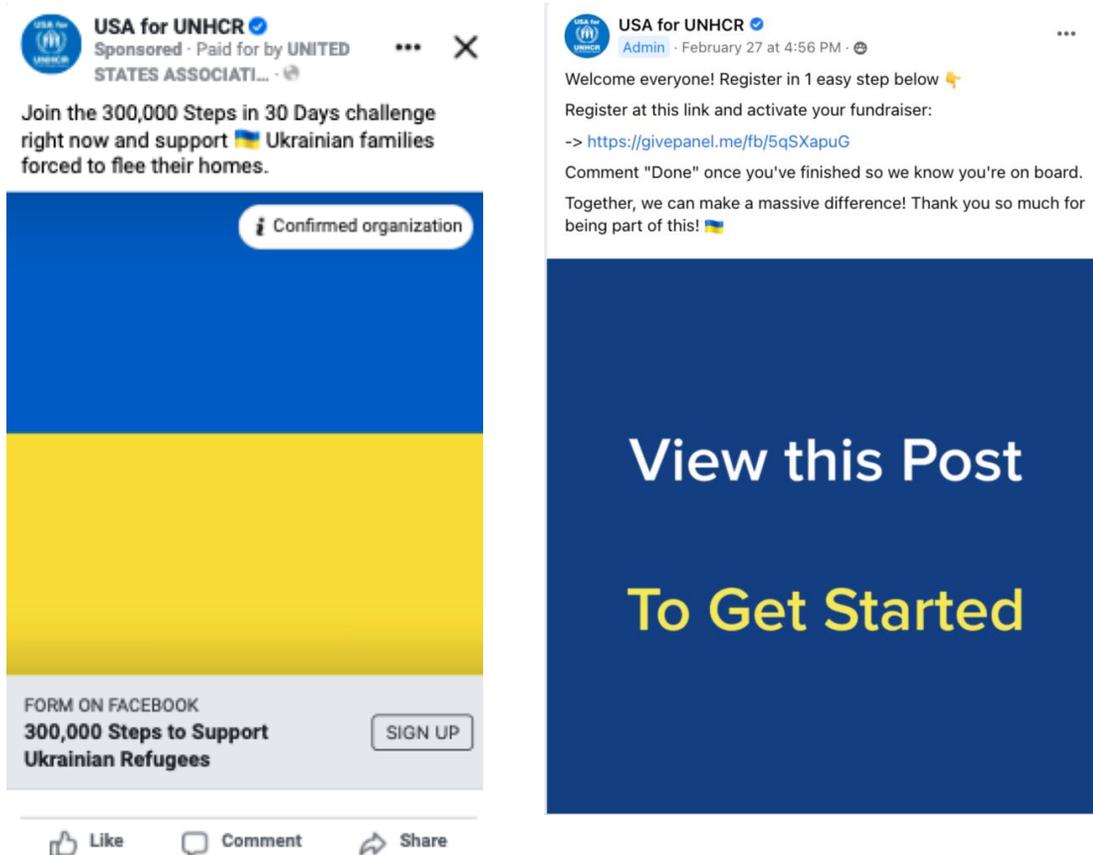
Over an 8 week period you need someone, or agency partner, to: regularly post in the group, provide moderation, comment, highlight top fundraisers, post welcome messages to participants.



Some causes may need a more bespoke approach



Case study - USA for UNHCR



- Launched very quickly after Ukraine invasion.
- No time frame in which the steps had to be completed by.
- Total raised: USD \$81,000 (AU\$112,000)
- Small but dedicated challenge, with only 281 active fundraisers.
- Total costs (incl media fees etc): USD\$11,248
- ROI: 4.9

Where it can all go wrong: common pitfalls to avoid

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Acquisition stage - don't just focus on cost per lead

- You are unable to optimise your ads for the number or value of Fundraisers created (for now at least). Instead, your ads optimise for lowest cost per lead (CPL).
- Usually low CPL = low cost per active Fundraiser (but not always!)
- Low CPL is only good if it brings in **good fundraisers at a low cost.**
- Pay attention to that cost per active fundraiser and be prepared to make course corrections

What may give you a high cost per active fundraiser

- **People under 30** - less likely to have a large network on Facebook
- **Serial runners / fitness fans** - this audiences will want to join the challenge but will probably not fundraise as they always do challenge events.
- **Instagram** - the event is on Facebook and coming from Facebook is frictionless. Instagram has higher friction.
- **Not adapting targeting when you need to** - Some challenges or causes should test more targeted Ad audiences - alongside wide/broad targeting.
- Shelter UK ran 'male focused' (push-ups) challenge back to back with more 'female' focused challenge (squats) and targeted accordingly.

Don't let people forget about their fundraisers

 **David Burns**
1 February 2021 · 🌐

4/100 miles
Who started today?
Who's starting tomorrow?
Remember to post your miles to your fundraising page for them to count!!



 Emer Cobbe, Kathleen Treacy and 495 others 330 comments

 **Lifeline** Admin · May 3 at 9:28 AM · 🌐

FREE RESOURCES!
To help you spread the word about your '10,000 Steps a Day in May' challenge this month...
We've got a bunch of FREE social media resources that you can download and share with friends and family.
To download on mobile: Press and hold the picture and click 'Save Photo' and you'll find it in your image library, ready to post and share!
To download on desktop: Simply right click and 'Save As'!
Share them LOUD and PROUD, because the more we share, the BIGGER our impact becomes!



Building lasting relationships

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Turning a challenge participant into a supporter

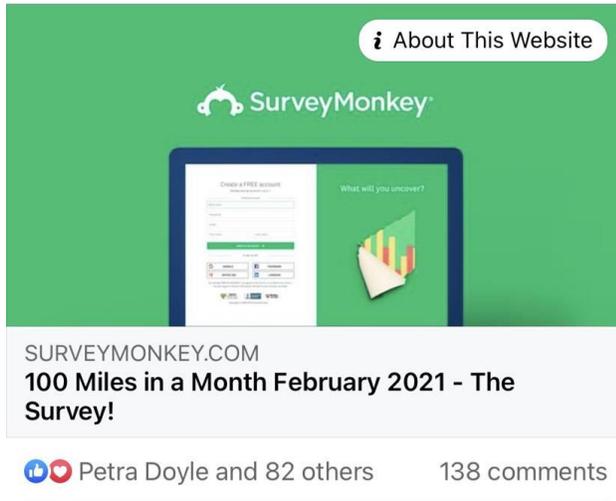


- The majority of your Facebook Fundraisers will be new supporters to your organisation.
- You have recruited them and have communicated with them often for 8 weeks.
- Their lifetime value or what they can do next is often sidelined.
- Making them feel thanked post challenge is the first step in engaging them.
- But what next?

Listen to what your Fundraisers want to do next

100 milers 🙌 I have a question and some really, really big news.

The big news is to do with a new hospital project that you've helped to fund. However, I need to wait until next week, when it's all signed off and ... See more



Get feedback from your fundraisers to increase their engagement, and your insights. Ask them:

- What inspired you to support our cause?
- Would you consider continuing support of our work with a small, affordable monthly gift?
- Would your workplace be open to supporting our cause with a fun event?

Use these learnings to re-engage them and **build pathways...**

Create pathways



- A large Irish health charity used their survey results to pass on challenge participants to different teams for later stewardship.
- E.g. participants were asked if they would be a regular donor. 34% replied yes, who were funneled into regular donor conversion funnel. 15% instantly converted to monthly giving.
- A new corporate fundraiser was also recruited.
- Other participants became active in later non-virtual events.

Key takeaways

- By activating Facebook Giving Tools you can **tap into income and donor prospects you are missing**.
- **Facebook Challenges** are the best way to scale Facebook Fundraisers (don't be afraid to experiment).
- During the Challenge, you should focus on a **range of metrics and KPIs** and be prepared to put in course corrections.
- Your Facebook Challenge participants are more likely to be brand new. You can and should **design pathways** to move them to other areas of support.

We are here to help!

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