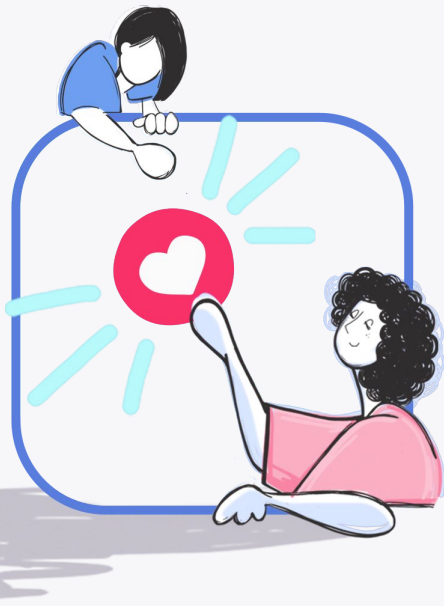


Latest Game-changer :  
**Facebook Ad “Power Ups” for Facebook  
Donate**

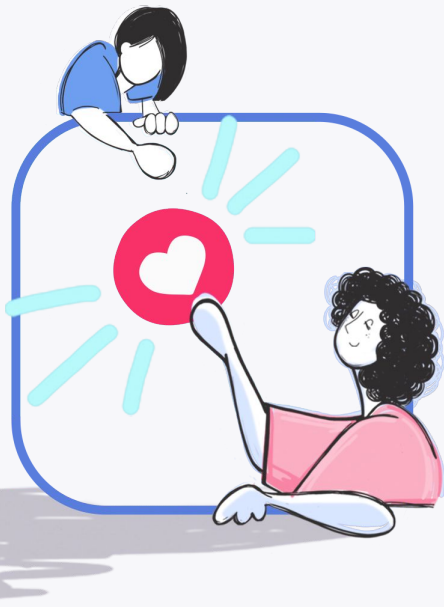
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More Facebook fundraisers. Less hassle.



## Who is this for?

- Digital Fundraisers
- Agencies
- Paid Media specialists
- Fundraising Directors and Managers
- Event, P2P and "Community" Fundraisers
- Social media staff
- Nonprofits who have turned on the Facebook Giving Tools

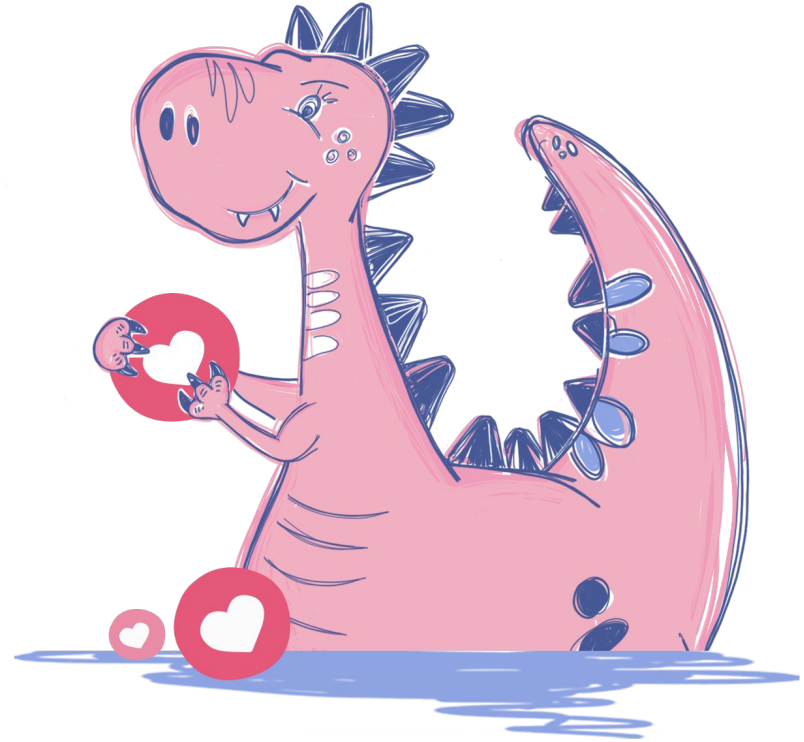


## Who is this NOT for?

- Nonprofits with zero Ad budgets
- Nonprofits who have not turned on the FB Giving Tools
- Nonprofits from countries who do not have the FB Giving tools

# Today...

- Recap Why Facebook are interested in Fundraising
- Exactly what are Facebook releasing and when?
- 6 reasons is this such a Game Changer for nonprofits
- Q&A



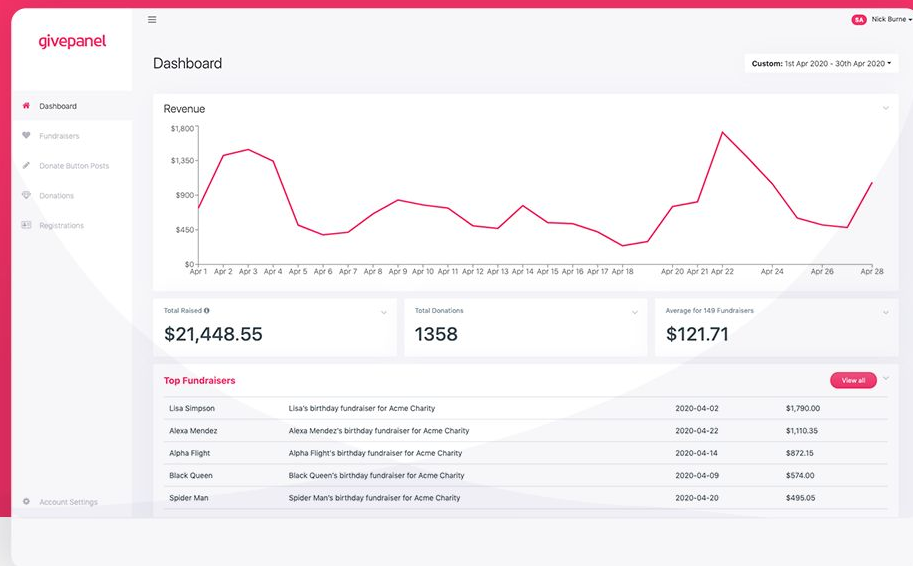
# About Me

- Family first!!!
- CEO/Founder of GivePanel - we help nonprofits leverage Facebook fundraising
- Have raised \$1B+ for brands such as UNICEF, Movember and Greenpeace since 2005
- In the last 12 months GivePanel customers have raised US \$250 million on Facebook



# About GivePanel

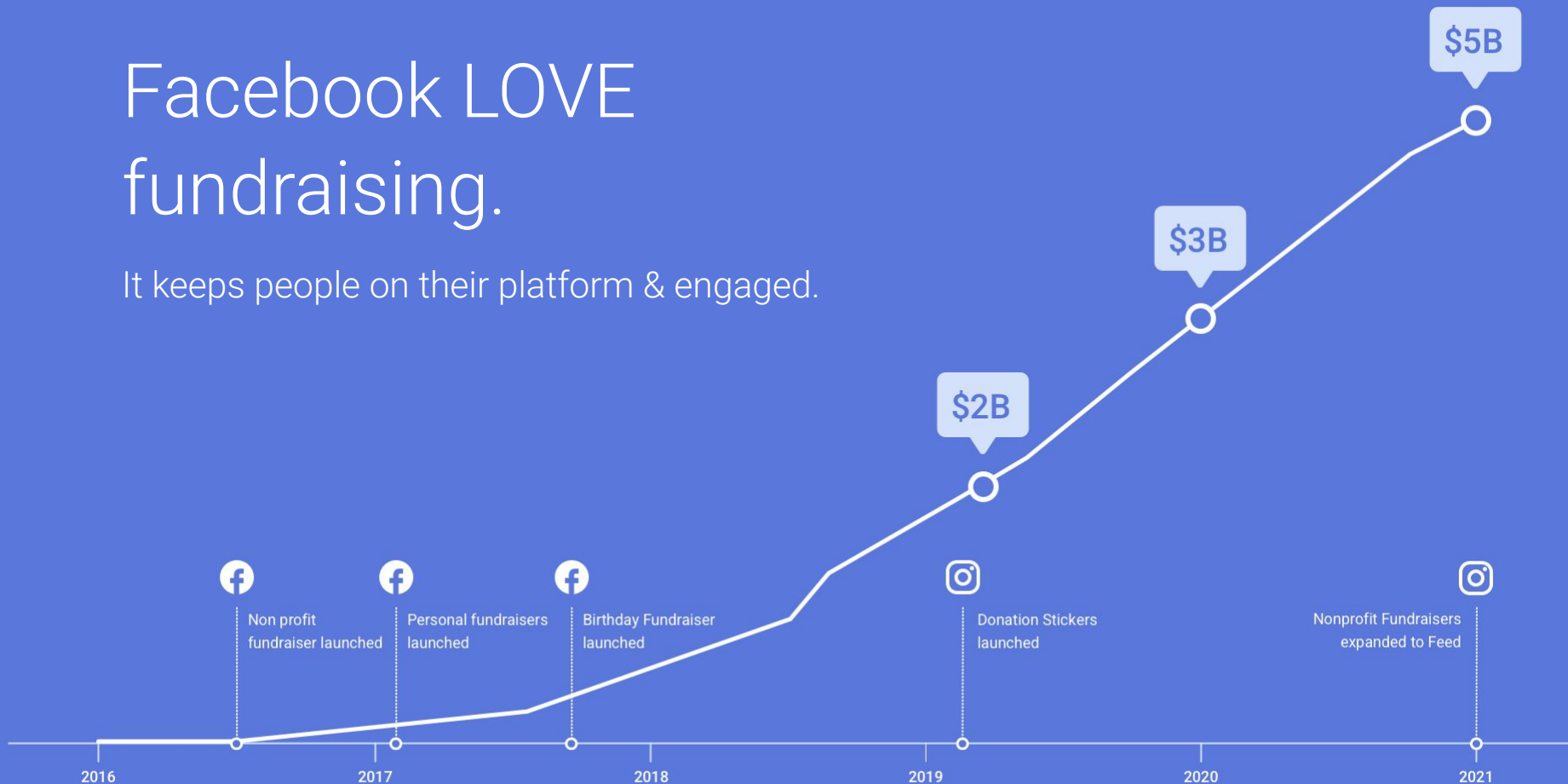
## Super-charge your Facebook Fundraising



- Capture more supporter contact data
- Run virtual events entirely on Facebook using Facebook groups
- Message and engage fundraisers faster
- Monitor performance with analytics dashboard
- Save time with no more complex spreadsheets
- Share across teams & agencies
- Enrich Facebook Fundraising Data & build custom imports for your CRM
- Proactive help and support

# Facebook LOVE fundraising.

It keeps people on their platform & engaged.



## Reach:

2.4 Billion + active users (Facebook and Instagram)

## Powerful Network effects:

Fundraisers are already connected to their donors (family and friends)

## No new username & password:

Frictionless user experience for fundraisers and donors

## Acquisition:

9 out of 10 fundraisers are new to your organization

## Costs:

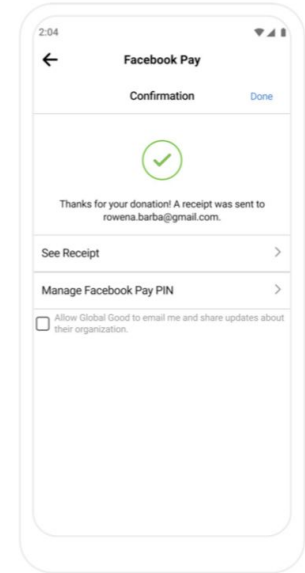
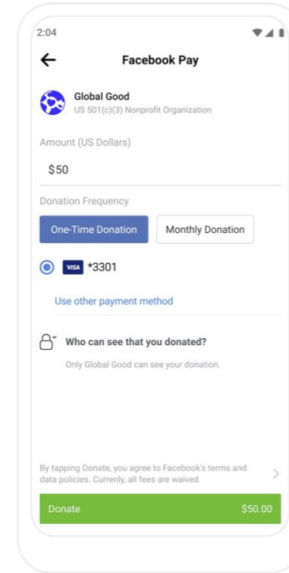
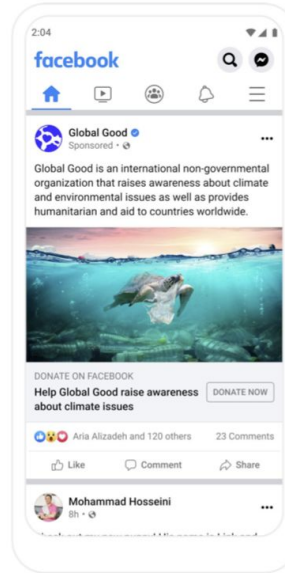
100% free for non-profits






# So what are Facebook releasing?


- On Facebook Donation Ads with Facebook donation as a Conversion event
- 2 new Custom Audiences
  - Previous Fundraiser Creators
  - Previous Donors
- Newsfeed placement only as we understand it



# So what are Facebook releasing?

**Ad Set Name**

New Conversions Ad Set 

**Conversion**  See updates

**Conversion Event Location**

☒ Website

☐ Facebook Donation  
Allow people to make donations from ads.

☐ App


☐ Messenger  
Send people from ads into Messenger conversations with your business. Your ad will be shown to people more likely to open Messenger.

☐ WhatsApp  
Send people from ads into WhatsApp conversations with your business, then track conversion events, such as website visits and app activity.

*Hat tip: David Hunt at Breast Cancer Now (@AtypicalDavid)*

Include people who meet **ANY** of the following criteria:

**Page**

 Breast Cancer Now

**Events**

People who created fundraisers for your Page

☐ Anyone who visited your Page  
This includes anyone who visited your Page, regardless of the actions they took.

☐ People who engaged with any post or ad  
Includes people who have taken an action on a post or ad, such as reactions, shares, comments, link clicks or carousel swipes.

☐ People who clicked any call-to-action button  
Includes people who clicked on a call-to-action button on your Page, such as "Contact Us" or "Shop Now".

☐ People who sent a message to your Page  
Due to new privacy rules in some regions, this feature is no longer supported.

☐ People who saved your Page or any post  
This includes only the people who saved your Page or a post on your Page.

☐ People who donated to your Page  
This includes people who donated directly to your Page or donated to a fundraiser created by your Page. This feature is only available for ads with the Facebook Donation conversion location.

☒ People who created fundraisers for your Page  
This includes people who created a fundraiser for your Page. This feature is only available for ads with the Facebook Donation conversion location.

Email us at **insights@givepanel.com** if you want a copy of these slides which contain a full specification breakdown in the appendix

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# When?

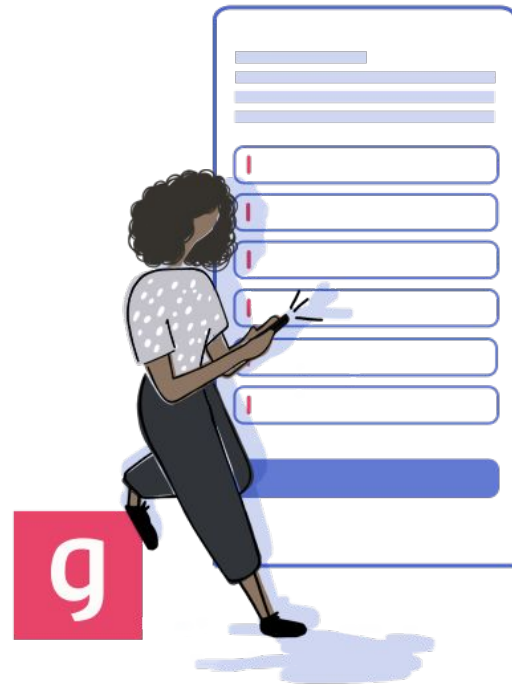
- You may not yet see these capabilities in your Ads Manager view yet as Facebook are in the process of rolling out these new products throughout the rest of **September and October**
- Both On-Facebook Donation 'checkout' and the 2 new Custom Audiences will roll out to your Ad Manager accounts simultaneously in the **next few weeks**
- We're confirming with Facebook about US audience issue



So why is this such a **game-changer**?  
*6 reasons...*

# #1 - Radically Higher Conversion Rates

- Convenience trumps just about everything online
- People will be able to click direct from an Ad into the donation experience without leaving Facebook
- Many will have their card and/or paypal account already stored in Facebook (which will only increase with adoption)
- We could be looking at as much as a 10x difference from your website donation page (depending on how good - or bad - it is)



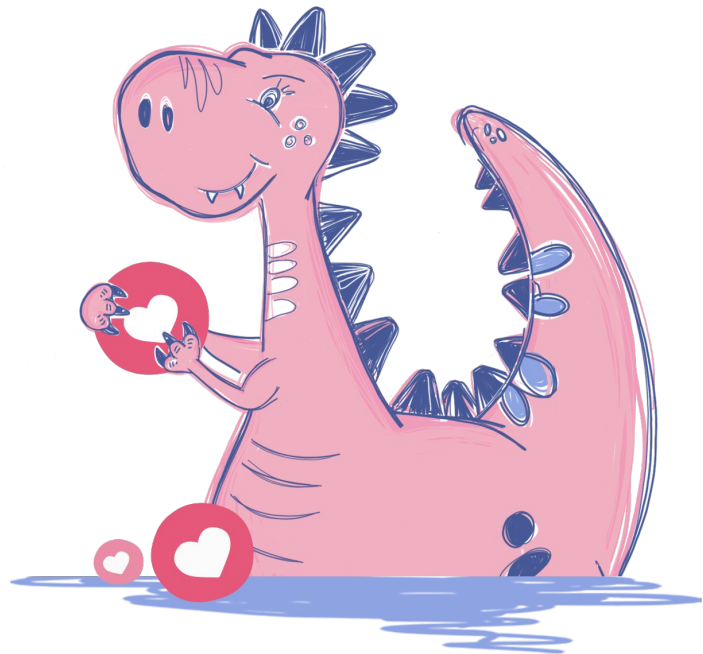
## #2 - Better Ad Performance (Higher ROAS)

- Because Facebook donations are now a conversion event you will be able to optimise for conversions
- The increase conversion rates from being on-Facebook will mean more conversions for Facebook to optimize to
- This will bring down Cost Per Acquisition and should improve campaign results
- It basically solves the issue that came with iOS 14 with people opt-ing out of Facebook tracking



## #3 - More granular reporting will help you understand your audience better

- Because we can track donations as conversions you will be able to see Ad performance broken down by things like age, gender, device, placement - EVERYTHING!!!
- Meaning you will be able to better know your audience so can improve your strategy





# #4 - Possibilities of retention and engagement are endless

- Involve Facebook donors and fundraisers in future campaigns and appeals
- String together “journeys” of content. For example...
  - Show video after donation
  - Show impact story after video
  - Show value exchange after impact story
  - Show video after value exchange
  - Show newsletter sign up after video
  - And so on...
- *Warning: Advanced strategy that could incur more costs than channels like email (media and content)*



## #5 - Great for Acquiring NEW donors and fundraisers

- You will now be able to build Look-a-like audiences “on top of” the new custom audiences!
- So for example you could tell Facebook find me the 5% of people on Facebook in country X that look most like my donors and serve ads to them
- Look-a-like audiences are much bigger than custom audiences so you can scale (that’s the point)
- Usually Look-a-like audiences perform better than interest audiences too!



## #6 - It could change your view of the “data trade-off”

- We know one of the issues with Facebook is the lack of data (especially donor data).
- You will now be able to show ads to donors on Facebook after they donate (and fundraisers after they create pages)
- You can “re-target” them to capture data (ie an email newsletter sign up) or involve them in future campaigns
- Is it time to change our mind-set around not being able to get 100% of the donor data in the first step?
- Does long term benefit of more donors, bigger audiences, more engagement over time not outweigh simply having all the data in your CRM?



# Final Recap

1. Radically Higher Conversion Rates
2. Better Ad Performance (Higher ROAS)
3. More granular reporting will help you understand your audience better
4. Possibilities of retention and engagement are endless
5. Great for Acquiring NEW donors and fundraisers
6. It could change your view of the “data trade-off”



# Free Resources

- Free Facebook Support Group for Facebook Giving Tools - <https://www.facebook.com/groups/ffhub/>
- GivePanel Blog - <https://givepanel.com/blog/>
- Facebook Benchmarks Report – <https://givepanel.com/benchmark-report/>
- Book a free demo - <https://givepanel.com/demo/>
- Case Studies - <https://givepanel.com/case-studies/>
- Follow me on Twitter and Linked In (@nickburne)



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# Q&A time

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# Appendix

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# On-Facebook Donation Ads Specification

[https://drive.google.com/file/d/1DutEUdeV2jJ\\_1hFW2R2p\\_zBWkxPEefdk/view?usp=sharing](https://drive.google.com/file/d/1DutEUdeV2jJ_1hFW2R2p_zBWkxPEefdk/view?usp=sharing)

Objective	Conversion
Conversion Event Location	Facebook Donation
Budget	Campaign Budget Optimization
Bidding	Lowest cost bid strategy
Audience	<ul style="list-style-type: none"><li>• New Custom Audiences: Previous Fundraiser Creators and Previous Donors</li><li>• Existing Custom Audiences: Engagement, Website Visitors, Existing Donors Lists</li><li>• Lookalike Audiences from these Custom Audiences to broaden your reach</li></ul>
Placements	Facebook News Feed
Optimization and delivery	Link Clicks, Impressions, Daily Unique Reach
Ad format	Single image or video formats following the <a href="#">Creative Considerations</a> for Cause-Driven Ideas.