FACEBOOK FUNDRAISING
For Nonprofits: What Donors Want
SPEAKERS

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PURSUANT

MobileCause
WEBINAR AGENDA

- Keeping up with Facebook updates
- How to pick the best ad options for your goal
- The power of Facebook Live and storytelling
- Create a unified donor experience
150 million people are connected to a cause on Facebook
Poll

What is your biggest challenge with Facebook fundraising?

1. Knowledge of the platforms
2. No staff to help manage
3. Knowing what to share and when
4. Having no budget for paid ads
5. Feeling like there is more you should do
KEEPING UP WITH FACEBOOK UPDATES: NEW ALGORITHM AND THEN SOME

Taylor Shanklin
VP of Product Marketing & Strategy, Pursuant
NO.
Practicality

What can you do today on Facebook?

And how can you easily keep up with the trends

• So that you are not overwhelmed

• And you are utilizing it in the most effective and efficient ways

TIP
Let go of the pressure of “doing all the things”
Facebook Usage

Who is using Facebook?

It’s important to keep these stats in mind as you build out your social media plan

- 22% of the world’s total population uses Facebook
- 80% of time spent on social media platforms happens on mobile
- 76% of Facebook users visited the site daily during 2016 compared to 70% in 2015

Source: Pew Research Center, Social Media Update 2016
https://www.wordstream.com/blog/ws/2017/01/05/social-media-marketing-statistics
Recent Changes and Updates

Facebook API Announcement

In November 2017, Facebook announces it will open up its API in ways that will make it easier for online fundraising platforms to connect.

Facebook Drops 5% Fee

Facebook announces in November 2017 that it will drop the 5% transaction fee charged to nonprofits who use Facebook for fundraising.

Facebook Algorithm

In January 2018, Facebook announces updates to the News Feed algorithm to further promote meaningful conversations.

More Local News

Facebook announces in Feb 2018 that they will place a greater emphasis on high quality, trusted news from local news sources.
Best Practices

Keeping the new Facebook news feed algorithm changes in mind

Drive donations and meaningful conversations

• Have people support you on their own with a Facebook fundraiser
• Share live video and keep the “live” effect evergreen
• Before sharing, ask “Is this engaging?”

TIP
Find out how nonprofits receive donations on Facebook: https://www.facebook.com/help/1872359709660621
Facebook Ads

Boosted posts vs. Facebook ad campaigns

Are boosted posts comparable to campaigns?

- With boosting, your targeting options are limited and you can’t use custom audiences
- When you build campaigns in Ads Manager, you can more directly match your campaigns to your audience’s specific needs
- Be sure to install your Facebook pixel on your website

TIP
Facebook ads can be great for awareness:
https://www.thinkcreativegroup.com/blog/facebook-ads-vs-boosted-posts
Reporting and Insights

Measure and analyze your posts and ads

**WHO** engages with your content

**WHAT** content has the highest engagement rate

**HOW** are they accessing Facebook? Mobile, desktop, etc.

**WHEN** is your audience on Facebook the most? Look for timeline patterns, peaks and valleys

**WHICH** videos are people watching and sharing
Nonprofits that have been approved to receive donations through Facebook Payments will now have access to a Daily Transaction Report that includes detailed information on each donation made to your organization like Name, Amount Donated and Email Addresses, whether through the donate button or through a fundraiser.

Here are more helpful Facebook resource and news links:

- Facebook Nonprofit Website: https://nonprofits.fb.com/
- Facebook Qualification: https://www.facebook.com/help/1251484118194936
- Payments and Reporting: https://nonprofits.fb.com/topic/payment-reporting/?ref=nav-dropdown
- Facebook Business News: https://www.facebook.com/business/news
- Facebook Product News: https://newsroom.fb.com/news/
THE POWER OF FACEBOOK LIVE AND ONLINE STORYTELLING

Xanika Covington
Digital Marketing Services, MobileCause
Donor Engagement Cycle

- Identification
- Cultivation
- Stewardship
- Solicitation
Storytelling Basics

Before we jump into tips for telling a compelling story, it's important to first understand the basic rules of storytelling

1. Introductions
2. Plot
3. Adversaries
4. Conflict
5. Resolution
Video Engagement

Increase your visibility and donor engagement through video

• People are more inclined to press a play button than they are to read a paragraph or two relaying the same message

• Videos are favored by Facebook and Instagram algorithms

TIP
Live videos get the most visibility!
DIY Video Tips

You don’t need fancy equipment or a crew to get the most out of video, all you need is already in your pocket… your phone

- Encourage your staff and volunteers to take videos on their phones and share them on your YouTube Channel and Facebook with a strong call-to-action
- The more real your video is the better, since video consistently outperforms all other forms of digital communication and is the most effective way to show the good you are accomplishing for your cause

TIP
Capturing raw emotion in your video is the best way to really engage your audience with your cause.
Video Ideas

:30 Sec Thank You
Showing donors the impact their dollars have is key to keeping them engaged with your cause.

Movie Trailer
Create a dramatic call-to-action for donations by highlighting the need for help in your community.

Personal and Social
Empower and encourage donors to post videos on why they give to inspire more giving.
Promote Facebook Live with Text Messaging

Best practice is to send a text message announcing your Facebook Live broadcast.

You should also send a text message reminder to your mobile subscribers right before you start:

- 90% of text messages are read within 3 minutes
- Text reminders increase attendance to virtual events by 50%
Acknowledging Donors

@TAG: You’re it!

- Create a donation page and activate the acknowledgement opt-in
- Tag to increase eyeballs on social media
- Tag will also increase sharing

Example on a donation form:
https://app.mobilecause.com/form/N_N3IQ
Boost Donations

The Steve Harvey Ride for Charity Facebook Live broadcast paired with a multi-channel fundraising approach was a huge success

- Throughout the month-long Ride, Mr. Harvey would exercise in his Chicago studio for the duration of his show on Facebook Live
- Mr. Harvey instructed listeners to donate by sending the text to give keyword or visit their website to make a donation and as the donations came in they appeared on a live fundraising thermometer displayed in the studio, allowing Mr. Harvey to thank donors in real-time

“As I sit there pedaling on the bike and see names scroll on the screen, I can see everybody that gives. I keep it in front of me because it motivates me.”

– Steve Harvey
Campaign Impact

Over $1 Million Dollars was raised for The Steve & Marjorie Harvey Foundation to help underserved youth

According to MobileCause calculations based on similar campaigns, if The Harvey Foundation had not used a text-to-donate keyword with a fundraising thermometer and only provided an online donation page link, they may have only raised half as many donations.
Storytelling is the most powerful way to put ideas into the world.

– Robert McKee, Professor and Story Mentor
Poll

What idea are you most interested in trying next?

1. Facebook ads
2. Video/Live stream
3. Text-to-keyword
4. Text messaging
5. Opt-in to tag donors
QUESTIONS & ANSWERS
MobileCause provides an innovative suite of digital fundraising and donor engagement solutions that help nonprofits do more good.

To speak directly to an expert about implementing MobileCause software and strategy for your organization please call (888) 661-8804 or go to https://go.mobilecause.com/request-demo