FUNDRAISING ON FACEBOOK

Andrew Kletzing

Manager, Agency Partner Management

I am a beneficiary of alumni fundraising

Thank you for the important work that you do

Reach the alumni who are important to you across the Facebook family of apps

2.2 Billion

people on Facebook each month[1]

1 Billion

people on Instagram each month[1]

Over 1 Billion

people reached through Audience Network every month[2]

1.3 Billion

people use Messenger every month. [1]

Nearly 20M businesses exchange messages with people every month

Source: 1) Facebook earnings, Q2 2018, 2) Audience Network stat, Q4 2016

International Rescue Committee Case Study

Increasing donations for refugees with Facebook

"Facebook is a key ingredient in our digital marketing success… We are able to drive more donations as well as build our list of prospects and new donors in ways that we can't on other platforms."

Emily Martin
SR. OFFICER, DIGITAL ADVERTISING, INTERNATIONAL RESCUE COMMITTEE

50%
Higher return on ad spend with square video ads

41,110
Donations received

$5.2M
Raised from Facebook ads

International Rescue Committee wanted to try square video ads in all placements, including Facebook, Instagram and Audience Network, to increase online donations to its year-end giving campaign. IRC found that results improved when it selected the automatic placements option in Facebook's Ads Manager, which allows Facebook to decide the most appropriate place for the ad to run.

Source: https://www.facebook.com/business/success/international-rescue-committee

Mercy Corps

The non-profit organization used various targeting capabilities, including Custom Audiences and core targeting, to reach people most likely to donate to Hurricane Maria relief efforts, resulting in a 2.2X return on ad spend.

MERCY CORPS

50%

decrease in cost per conversion compared to other digital media.

50%

of donations were from first-time supporters

2.2X

return on ad spend

The non-profit organization used various targeting capabilities, including Custom Audiences and core targeting, to reach people most likely to donate to Hurricane Maria relief efforts.

Source: https://www.facebook.com/business/success/mercy-corps

The 3 P’s of Effective Fundraising on Facebook

Facebook tools help you reach the right people to raise the most money for your university

PEOPLE

Use email and website data to reach your alumni where they spend their time, connect with classmates, and stay up to date on their alma mater

PRODUCTS

Use ad units and tools that encourage people to donate and optimize toward the portion of your audience making taking action

PROFIT

Make sure ads optimize not just people who donate, but to the people who make the healthiest donation in order to raise the most money for your institution

1

People

Find your people on Facebook.

Use Your First Party Data to Create Custom Audiences

Retarget Website Visitors and Target Your Email Database on Facebook

INCREDIBLE SCALE

Facebook’s broad reach across desktop and mobile consists of 2.2 billion monthly active users

ACCURATE TARGETING

Layer other Facebook targeting options to ensure you’re sending the right message to the right people

REAL PEOPLE

With Facebook, you'll reach real people, not proxies

ACROSS DEVICES AND PLATFORMS

Deliver ads to people across devices on Facebook, Instagram or apps in the Audience Network

Source: Facebook data, April 2018

Reach People Who Visit Your Alumni Website with Website Custom Audiences

Match the people who visit your website with people across the Facebook family of apps and services

How to create a Custom Audience from your website:

1. Install the Facebook Pixel across your website
2. During Custom Audience creation, choose a pixel and event rules
3. Add more inclusive or exclusive rule sections as desired
4. Start running ads to reach audiences who have visited or taken action on your website

Create a Custom Audience from Your Alumni CRM List

Securely leverage offline alumni data (email addresses) in order to reach people wherever they are

How to create a Custom Audience from a customer list:

1. Attest you have the lawful permissions and rights to use the data you upload to Custom Audiences or receive as a shared Custom Audience
2. Upload your hashed customer list privately and securely
3. Run ads targeted to the audiences you have shared and are matched on Facebook

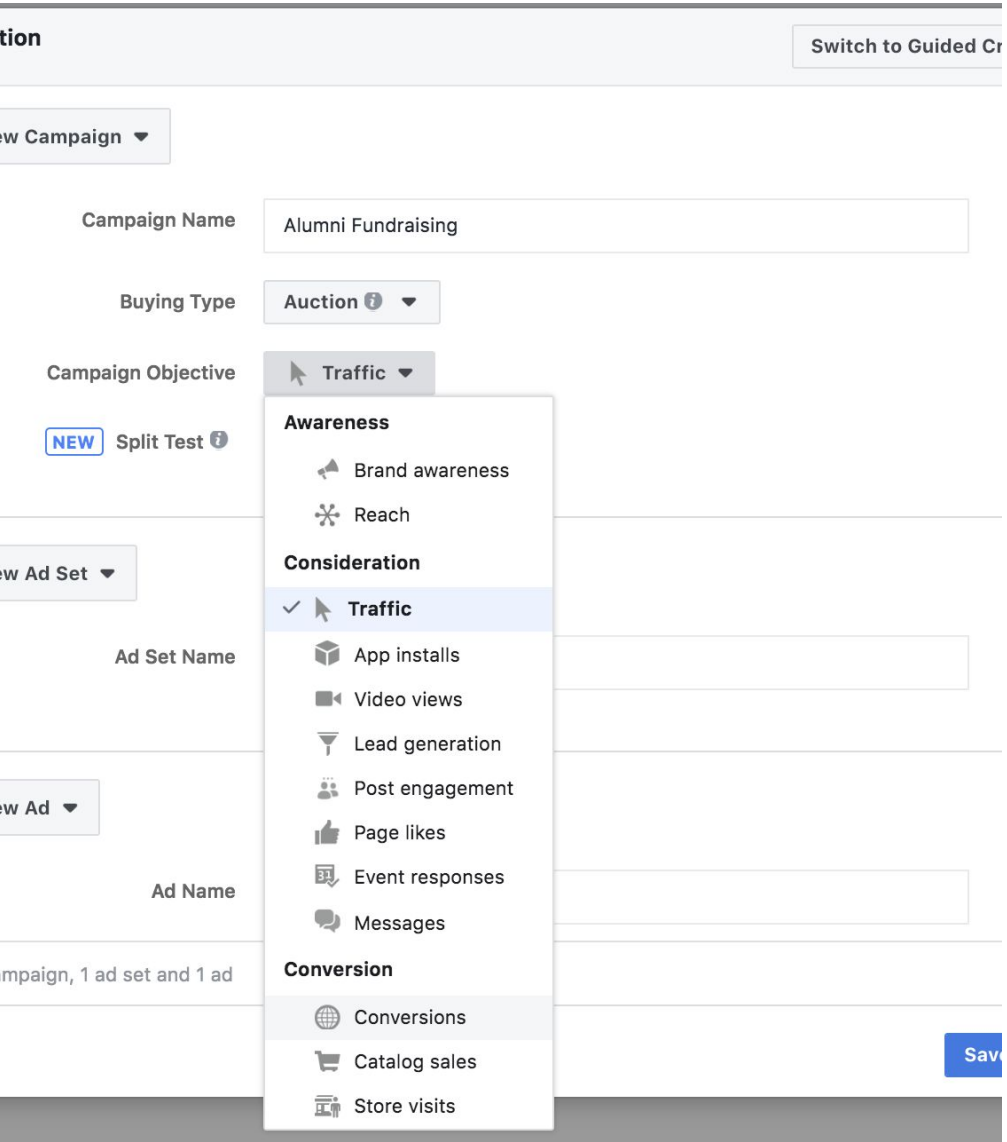
2

Products

Reach the people who donate.

Optimize to Donations in Real Time

Use Conversion Objective to to get people to take action and donate on your website.

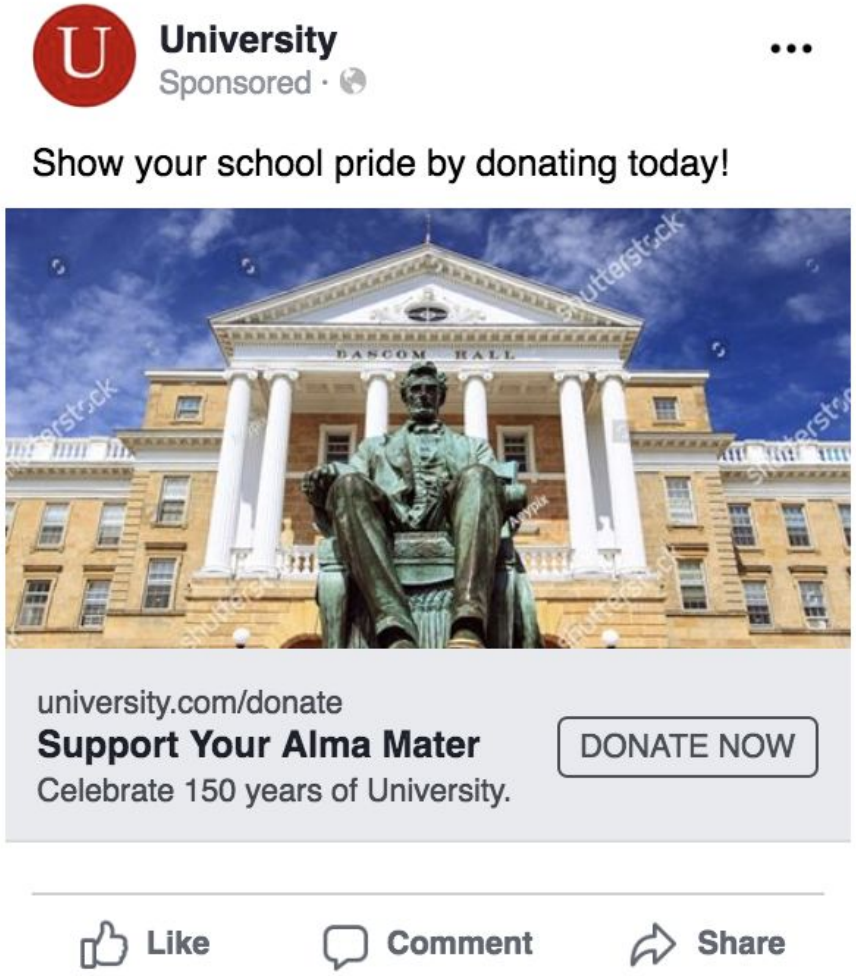


- Measure What Matters: Website conversion ads work with the Facebook Pixel on your website, so you can reach site visitors who are most likely to donate—and keep track of how many people convert.

- Prompt An Action: Define the action you want people to take—from visiting your site to making donations

Promote Link Ads with ‘Donate Now’ Call to Action

Get people to your website and inspire them to take the action you care about.



- Easy to Reach Your Site: The entire ad is clickable, so people will be directed to your web page whether they click the image or the button.
- Grab People’s Attention: You can feature thumb-stopping videos, photos or image carousels in your link ads.
- Get People to Act: Choose the button that correlates to your goal to get people to take your desired action.

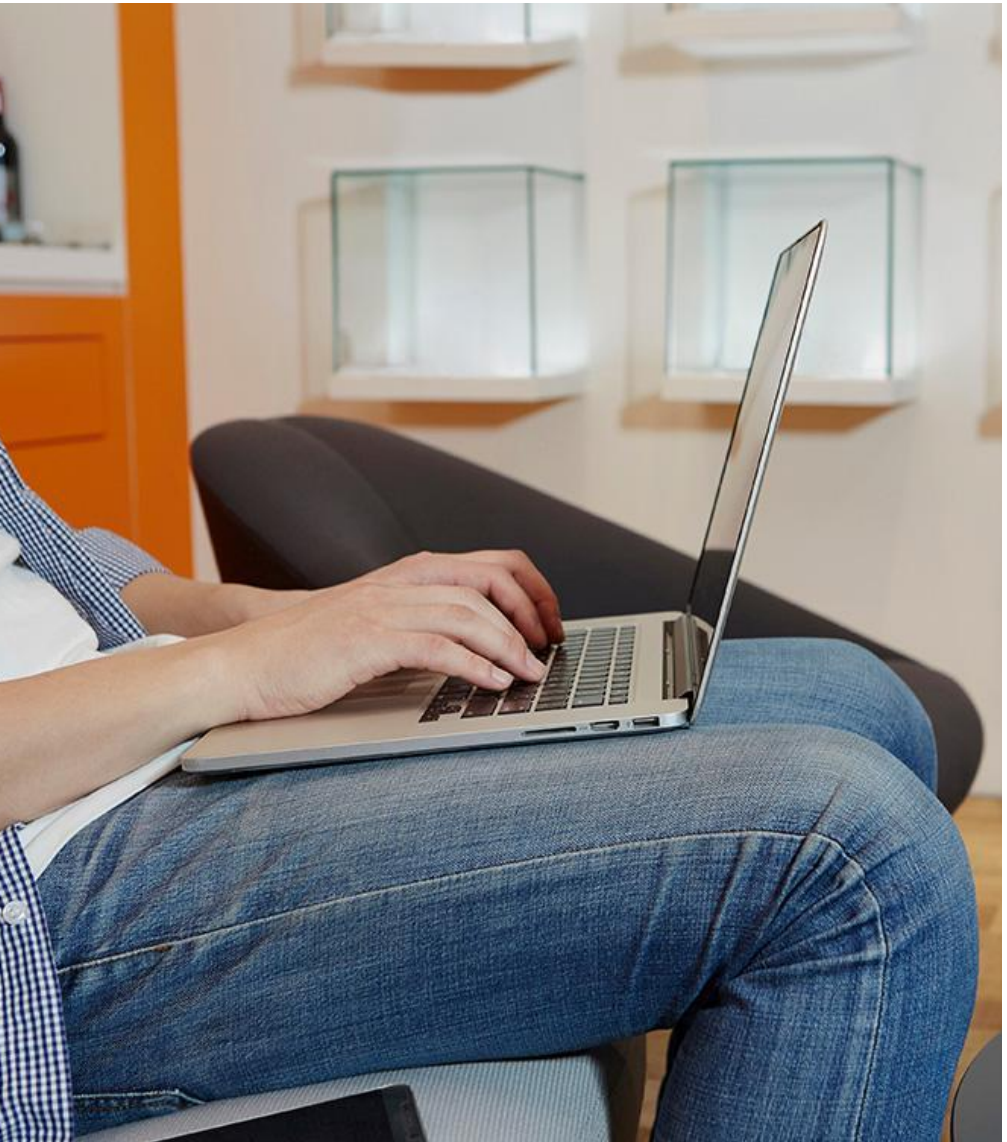
3

Profits

Optimize to the people who donate the most.

Use Value Optimization for the Biggest Donations

Optimize campaigns to focus on donation value and drive strong Return on Ad Spend



- How it works
  - Our system observes donation values passed by your Facebook pixel
  - Based on donation values, it the estimates how much a person may donate over a seven day period
  - Your bid is automatically adjusted to reach people who are likely to donate more at a lower cost to you
- The Results: More high-value donations and stronger ROI

Real-World Examples

How this looks like in advancement today

UConn's "Pick Your Passion" Year-end Push

- Shared content around different fundraising opportunities
- Followed up with all engagers
- **Increased donors tied to CYE digital campaign by 75%** from FY17 to FY18

UVA's College of Arts & Sciences Julian Bond Professorship

- Strategically shared stories celebrating the legacy of Julian Bond, civil rights leader.
- Targeted post engagers with appeals, **helping raise $3M for endowed professorship.**

How else can you leverage Facebook?

Events on Facebook have never been more popular than they are today

700M

people use Facebook Page events every month

38M

events were created by Pages on Facebook

40%

year-over-year growth in people engaging

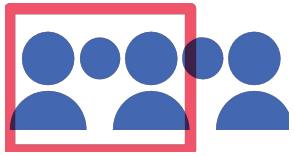
with public events created by Pages

Source:1.) Facebook Internal Data, 2016 2.) Facebook Internal Data, 2016 3.) Facebook Internal Data, 2016

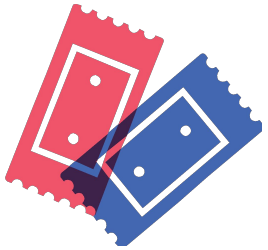
A better way to bring people together

EVENTS ENABLES YOU TO:

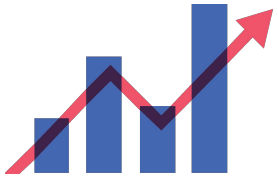
Easily create and publish events



Promote events and expand reach



Sell tickets to your event



Manage and measure event performance

Key Takeaways

Jot this down.

Key Takeaways

1

Target using the data you already have.

Use Custom Audiences to reach audiences that care about your institution.

2

Optimize to what matters to you – donations.

Use the Facebook Pixel to optimize your media to what matters most – donations.

3

Be agile.

Experiment with different creative, ad units, and placement combinations to see what works best for you.

THANK YOU!

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