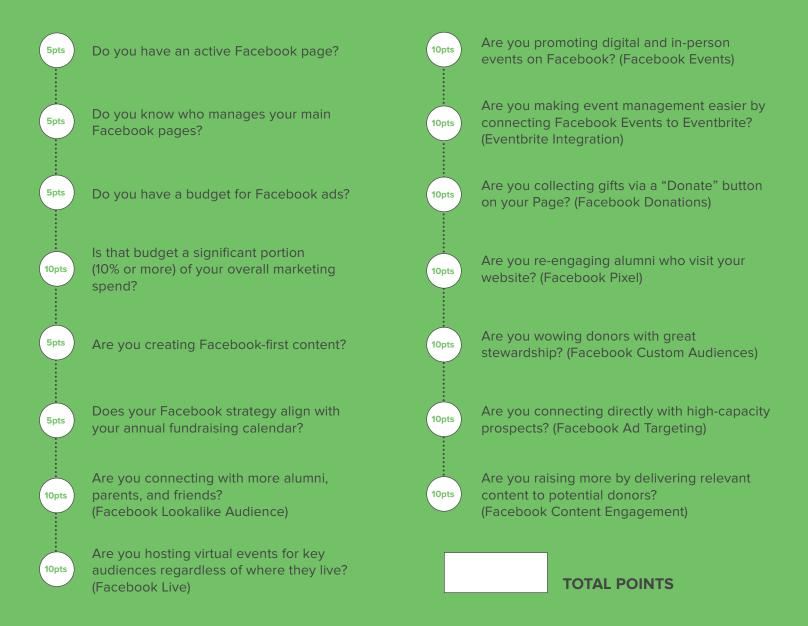
# FACEBOOK FOR ADVANCEMENT CHECKLIST

How close are you to digital-first fundraising and engagement?



SCORE	POINTS
Barely scratching the surface	0-30
Dipping our toes in the water	31-75
We're building momentum	76-100
A full-on, digital-first fundraising team	101-125



You're missing out on the full potential of Facebook. It's time to make a bigger investment.

#### 31-75 - DIPPING OUR TOES IN THE WATER

You're shifting strategy in the right direction. Keep on going!

#### 76-100 - WE'RE BUILDING MOMENTUM

Your team is *this close* to digital engagement superstar status.

#### 101-125 - A FULL-ON, DIGITAL-FIRST FUNDRAISING TEAM

Way to go! You've made the shift to digital and are using all the tools Facebook provides to make a greater impact.



# **FACEBOOK TOOLS FOR ADVANCEMENT**

This is how Facebook equips teams to reach the right people at the right time.

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## **FACEBOOK LOOKALIKE AUDIENCES**

**Ideas for Advancement:** Start with a list of already-engaged alumni (everyone who attended an event or donated last year) and use Lookalike Audiences to target similar graduates.

## 🛚 charity: water

**Facebook Success Story:** charity: water engaged potential donors by sharing videos with a Lookalike Audience of its existing monthly donors. They raised \$470k on a 5x return on ad spend.

#### **READ MORE**



## **FACEBOOK LIVE**

**Ideas for Advancement:** Broadcast speakers, sports, traditions, and more. Host thought-leadership discussions, answer questions about a campaign, or support a giving day.



**Facebook Success Story:** Lisney, a real estate management firm, increased viewings by 450% by using Facebook Live to showcase properties.

#### **READ MORE**



## **FACEBOOK + EVENTBRITE INTEGRATION**

**Ideas for Advancement:** Facebook's integration with Eventbrite lets you sell more tickets, reach more people, and makes event management simple.

## **Eventbrite**

**Facebook Success Story:** By posting an Eventbrite event on Facebook, two organizations reached more interested users and saw 61x ROI on a \$50 investment.

#### **READ MORE**



## **FACEBOOK DONATIONS**

**Ideas for Advancement:** Add a "Donate Now" button to posts and Pages to make it easy for alumni and parents to give directly from Facebook.



Facebook Success Story: The International Rescue Committee posted video ads with a "Donate Now" button to drive 41,110 donations totaling \$5.2M from Facebook Ads alone.

#### **READ MORE**

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## **FACEBOOK PIXEL**

**Ideas for Advancement:** Add the Facebook Pixel to your website to connect with site visitors on Facebook or follow up with alums who started to make a gift, but didn't complete the transaction.

# **JCPenney**

**Facebook Success Story:** JCPenney used the Facebook Pixel to reengage website visitors with ads for the products that customers added to their carts but didn't buy, increasing online purchases by 12.2%.

#### **READ MORE**



## **FACEBOOK CUSTOM AUDIENCES**

**Ideas for Advancement:** Thank alumni on Facebook by creating a Custom Audience via the Facebook Pixel or uploading a list of donors.



**Facebook Success Story:** Project Repat re-engaged existing customers and built Lookalike Audiences to target new potential buyers, resulting in 3.2x increase in quilts sold and a 65% increase in quarterly YOY revenue.

#### **READ MORE**



## **FACEBOOK AD TARGETING**

**Ideas for Advancement:** Promote posts to alumni with high capacity, see who interacts, and follow-up with requests to meet with a gift officer.



**Facebook Success Story:** Mercy Corps used Facebook Ad Targeting tools to raise more than \$124,000 in gifts with a 2.2x return on ad spend by focusing on people that were likely to donate, but had never interacted with their organization.

#### **READ MORE**



#### **FACEBOOK CONTENT ENGAGEMENT**

**Ideas for Advancement:** Use EverTrue to see what content your alumni care about, then deliver follow-up appeals to raise money for an institutional priority.



**Facebook Success Story:** The University of Virginia used Facebook interaction information and EverTrue to target interested prospects, helping fully fund two \$3 million scholarships.

#### **READ MORE**