

FACEBOOK FOR ADVANCEMENT CHECKLIST

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

<p>5pts Do you have an active Facebook page?</p> <p>5pts Do you know who manages your main Facebook pages?</p> <p>5pts Do you have a budget for Facebook ads?</p> <p>10pts Is that budget a significant portion (10% or more) of your overall marketing spend?</p> <p>5pts Are you creating Facebook-first content?</p> <p>5pts Does your Facebook strategy align with your annual fundraising calendar?</p> <p>10pts Are you connecting with more alumni, parents, and friends? (Facebook Lookalike Audience)</p> <p>10pts Are you hosting virtual events for key audiences regardless of where they live? (Facebook Live)</p>	<p>10pts Are you promoting digital and in-person events on Facebook? (Facebook Events)</p> <p>10pts Are you making event management easier by connecting Facebook Events to Eventbrite? (Eventbrite Integration)</p> <p>10pts Are you collecting gifts via a "Donate" button on your Page? (Facebook Donations)</p> <p>10pts Are you re-engaging alumni who visit your website? (Facebook Pixel)</p> <p>10pts Are you wowing donors with great stewardship? (Facebook Custom Audiences)</p> <p>10pts Are you connecting directly with high-capacity prospects? (Facebook Ad Targeting)</p> <p>10pts Are you raising more by delivering relevant content to potential donors? (Facebook Content Engagement)</p>
	<div style="border: 1px solid black; width: 100px; height: 30px; display: inline-block;"></div> TOTAL POINTS

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

0-30 - BARELY SCRATCHING THE SURFACE

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.

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.

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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.

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FACEBOOK + EVENTBRITE INTEGRATION

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



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

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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.

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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.



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

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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.

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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.

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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.

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