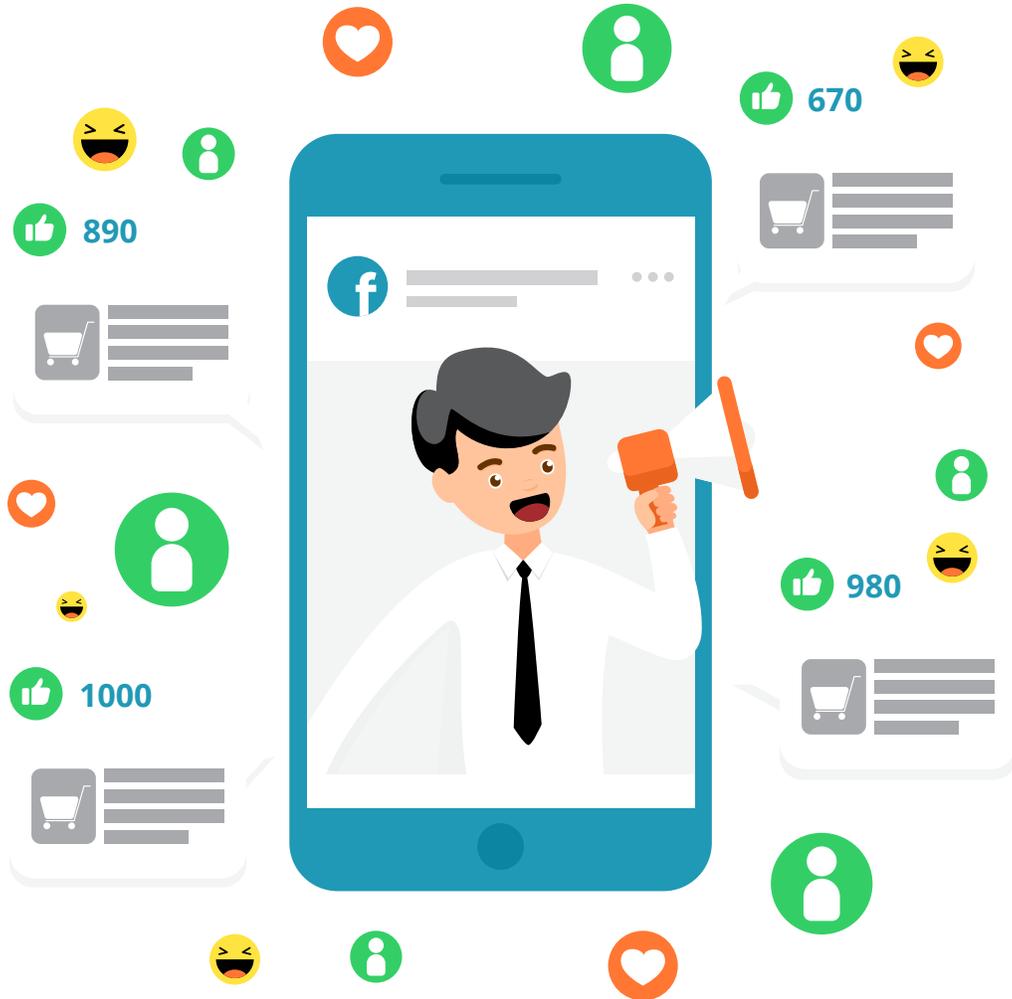




Community Funded



# The Fundraiser's Guide to Social Advertising

# The Digital Landscape

In a digital world, we know being visible on social media is important.

With [2.32 billion monthly users](#) on Facebook and 500 million users on LinkedIn, a majority of your audience is likely online. Beyond increasing general visibility for your organization, you can use social media to increase your fundraising numbers and engage donors online.

Check out our post [5 Ways to Maximize Your Campaign Fundraising with Social Media](#) for tips on laying the foundation of your social media presence.

## A Case for Social Ads

Nearly all organizations are on social media, but are posts reaching their intended audiences?

Ever-changing algorithms have made it more difficult for organizations to get content in front of their communities. AdWeek reported the average Facebook Page only reaches 2.6% of its fans through “organic reach.” This statistic is staggering, knowing that so many individuals use social media to keep up to date on the news, their friends, and organizations.

If you are trying to meet your audience where they are, online, how are you supposed to get updates to your community and encourage engagement if they aren’t organically seeing posts?

Facebook, and more recently LinkedIn, have added advertising features to their services, allowing organizations to ensure more of their audience is exposed to their content. While other social networking sites also offer this functionality, we’ll focus on these two.

Social ads can help expand your network by exposing new constituents to your content or encourage you current followers to take action. U.S. customers see a [6.1% average conversion rate on LinkedIn ads](#), an impressive fact compared to the average fundraising email conversion rate of .06%.

Using Facebook and LinkedIn ads can help your organization stand out and drive engagement.

## Leveraging Social Ads for Your Organization

So you have decided social ads are worth giving a try, but what does that actually entail? You will need to consider the following four key elements before hitting “go”:

1. Purpose
2. Target
3. Spend
4. Content

# Determine the Purpose of the Ad

The first and most important consideration before creating your digital ad is to determine why you are creating this campaign. What is the end result you are hoping for? This could be to increase knowledge about an upcoming Giving Day, to secure more donations for a crowdfunding campaign, or to steward your donors in a new way.

Depending on what you are hoping to achieve, you will assemble your ad in a different manner. Awareness campaigns may not look the same as one aiming to drive conversions. By determining the purpose of the ad, you can be more strategic with your investment.

# Consider Who You're Targeting

Once you have determined the purpose of your ad, it's time to build your outreach list. One of the exciting things about social media ads is that you are able to target your audience like never before, including those individuals you are already communicating with, as well as new people.

**Facebook** allows users to target an audience based on an uploaded list of email addresses, or cast a wider net with the following audience considerations:

- Location
- Demographics
- Behavior
- Connections
- Interests



**LinkedIn** focuses on provided profile information, allowing you to choose your audience based on similar elements as Facebook, including:

- Job experience
- Company
- Education
- Demographics
- Interests



Fundraisers can use these specifications to create a curated list with the best prospects. Let's take a look at two hypothetical campaigns and how a list could be created. The possibilities are endless!

**Campaign:**

Save the Sea Otters.

**Target audience for Facebook ad:**

List of past donors to the sea otter project, people who "like" the Monterey Bay Aquarium, followers of the Facebook page.

**Campaign:**

Mock Trial student group crowdfunding campaign.

**Target audience for LinkedIn:**

Alumni of the institution with a degree in business or law, alumni that have a job title of "lawyer".

# Choose Your Content

Now that you know who you want to reach out to, it will be easier to decide what content to share with your audience. When deciding what assets to use, be intentional about what you include.

Try focusing on images with people in them: it helps you to humanize your organization and bring your offering to life. Using movement-based images can encourage people to take action as opposed to someone simply sitting in a chair smiling. These types of images could include students walking through campus, volunteers working to build a house, or a doctor providing care to a child. Think about what types of images are compelling to you.

Selecting the perfect image can be a daunting task, but there are ways to make it easier. Try scrolling through your own feed and screenshotting images that stand out to you.

What makes them interesting? Do they have a template that combines words and images with graphic components?

You don't have to be a graphic designer to create great assets. Try using templates on [canva.com](https://www.canva.com) and customizing them for your organization. If you do choose to use text in your ad content, make sure to keep it short and clear. Too much dense text can be overwhelming to your audience.

[Hubspot makes four recommendations for social ads](#) to get the most bang for your buck:

1. **Make sure it's visual** – images are memorable and more favorable in social media platform algorithms as opposed to copy alone.
2. **Keep it relevant** – your visuals, written content, and destination page should be cohesive and relevant to your audience. It should be clear why they are being served this ad.
3. **Include an interesting value proposition** – set yourself apart by showing your audience why what you are doing matters, and why they should help you.
4. **Have a clear call to action** – tell your audience what you want them to do! Make it actionable and urgent to drive results.

When composing your ad, there are a few responses that can help inspire content:

- Being relatable
- Communicating authenticity
- Making your audience feel sentimental
- Creating a sense of urgency



A frequently overlooked piece of ad-related content is your landing page. When your target sees your ad, you want them to click. But where does that link go?

Sending people to a blank giving form will not inspire people to make a gift. Send them to a pre-filled form, crowdfunding project, or giving marketplace. The website that people are directed to should mirror language, branding, and best practices of the ad itself:

- **Ensure your site is speedy** – 47% of consumers expect websites to load in two seconds or less — and 40% will abandon a page that takes three or more seconds. Try compressing image sizes, removing unnecessary formatting, and do away with any large files.
- **Keep it simple** – your site should be streamlined, without clutter and confusion. Take away any unnecessary information, calls-to-action, and images that are not supporting the conversion of viewer to donor.
- **Important information should be at the top of the page/fold** – When your audience lands on the page, they should be able to glean your main goal immediately without having to scroll. Keep key offerings and information at the top.
- **Relevant** – It should be clear to your audience why they are being sent to this page. If your ad has images about a specific service but then you direct people to your general page, there is a strong likelihood they will bounce off your page. The link you send people to should have a similar look and feel, as well as information and call-to-action.
- **Make your call-to-action clear** – This should be directly related to the information being presented, but action-oriented. Avoid basic things such as “donate”, opting for more interesting language such as “support students now”, “change lives with \$10”.

# Create Your Budget

The final considerations for your campaign are how much you want to spend and how long to run the ads for. Facebook has a very straightforward pricing model, allowing you to set the amount you want to spend and the duration of the campaign. Once you select these options, an expected audience reach will be calculated.

LinkedIn has a similar pricing model, but with an additional layer of control. You will set the daily or project budget, the length of campaign, and a bid type. Refer to the LinkedIn setup section for more information about bid options.

# Putting it All Together

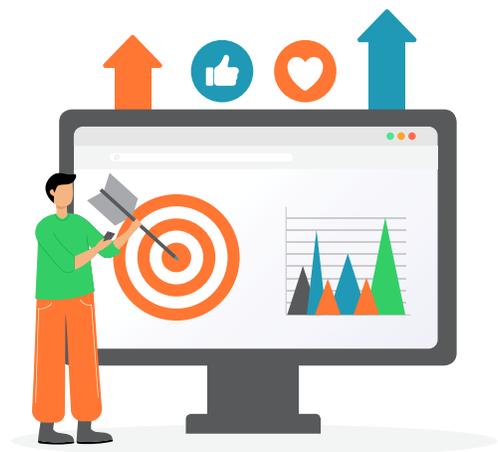
You have your compelling visuals, descriptive content, and clear call-to-action in your post, scheduled to run for the next month. Time to press go and call it good on your fundraising activities over the next 30 days? Not so fast.

While social ads can be a key piece of your fundraising strategy, they're just that: **a piece**. Relying on social media ads alone will not lead to unlimited riches for your organization. Ads will be a great way to reach a different part of your audience and increase exposure, **but only work as part of the symphony of fundraising activities**.

Use this channel to compliment the rest of the work you do, such as sending a direct mail piece and running a similar looking social ad for the same audience. Allow the pieces to work together for maximum results.

With clear performance metrics on the different platforms, you have the ability to see the impact of your content. Test what resonates most with your audience. Try splitting your outreach list and try two different photos or calls to action. **There is room for trial and error to easily hone in on the content that works best for your community.**

Check out some of [these examples](#) for inspiration on your next social ad campaign.





See the rest of the guide for individual set-up instructions for [LinkedIn](#) and [Facebook](#).

## LinkedIn Setup

Create a Campaign Manager Account. This is different than your profile but will be linked to your company page. Ensure you have access to your company page as an admin before setting up the Campaign Manager Account.

### Define Your Objective

An objective is the action you want your audience to take upon seeing your ad. Selecting your objective helps show ad formats, features and bid-types that support your objective during campaign creation.

**Objective** ⓘ

Let's get started! Select the objective that best fits your goals below.

Awareness	Consideration	Conversions
Brand awareness	Website visits	Lead generation
	Engagement	Website conversions
	Video views	Job applicants

### Objectives are grouped into 3 categories:

1. Awareness campaigns maximize your brand's share-of-voice through impressions.
  - Brand awareness are simple impression-based campaigns. These campaigns are great for top-of-funnel brand building.
2. Consideration campaigns encourage your customers to take action to find out more about your business. The actions are usually clicks that take them to a landing page, or other engagement such as encouraging social actions and views.
  - Website visits is likely what you'll choose for getting clicks that take customers to your website.
  - Engagement is about getting customers to interact with your posts by clicking on your ad, taking social actions (likes, comments, hashtags and shares), or getting more company followers.
  - Video views gives you the option to bid based on cost per view. Video will be available as an ad format on other objectives. However, you will have the option to bid based on cost per view only by choosing video views as an objective.
3. Conversion campaigns are focused on lead generation and the ability to track actions on your website such as donation form completions.
  - Website conversion optimizes for actions on your website that you define as valuable, such as downloading whitepapers or filling out donation forms. Website conversion campaigns must use conversion tracking.

## Segment Your Audience

In the next step, you will be selecting your target audience. LinkedIn has a great tool that allows you to carefully select who will be exposed to your ad, including professions and institution of education. LinkedIn recommends the forecasted target audience to be at least 50,000, but if this requires you to stray from a defined target, smaller is better.

The screenshot displays the LinkedIn Campaign Manager interface for a campaign named "Website visits - Oct 1, 2018". The interface is divided into three main sections: a left-hand navigation pane, a central audience configuration area, and a right-hand forecasted results panel.

**Left-hand navigation pane:**

- Step 1: Set up campaign
  - Objective
  - Audience** (selected)
  - Ad format
  - Placement
  - Budget & Schedule
  - Conversion Tracking
- Step 2: Set up ads
  - Ads in this campaign
- Step 3: Review & finish

**Central Audience Configuration Area:**

- Audience:** "Create a new audience" (with "Use a saved audience" and "Reset audience" options).
- Profile language:** "English".
- Locations:** "recent or permanent location". Includes "United States" and "Add Locations".
- Start building your audience by searching or browsing:** Includes a search bar and a list of "Audience attributes" (Company, Job experience, Education, Interests, Demographics) and "Matched audiences".
- Exclude people:** "Exclude people in other locations".
- Enable Audience Expansion:** Checked.
- Save as audience template:** Button.

**Right-hand Forecasted Results Panel:**

- Forecasted Results:**
- Potential LinkedIn members reached: **30,000,000+**
- 1-day spend: **\$40 - \$50**
- CTR: **0.5% - 1.2%**
- 1-day impressions: **3,000 - 10,000**
- 1-day clicks: **3,000 - 10,000**
- Note: Forecasted results are an estimate and do not guarantee actual campaign performance.
- Is this forecast helpful? **Yes No**

## Choose Your Ad Format

There are a variety of ad format option, including a single image, carousel image ad, video, and text. A good starting point is trying out a single image or video format.

The screenshot shows the "Ad format" selection interface in LinkedIn Campaign Manager. It features a grid of six ad format options, each with a representative icon and a label below it. The "Single image ad" option is highlighted with a blue border.

Ad format		
Choose your ad format		
 Single image ad	 Carousel image ad	 Video ad
 Text ad	 Spotlight ad	 Follower ad

## Determine Your Budget and Schedule

Determining your bid and budget strategy is a skill that comes with time. You can select both a daily and total max budget. Feel free to start smaller as a test and expand or pause the ad based on how it is performing. You will want to monitor your results and adjust accordingly, taking into consideration how much value a completed action is worth to your organization.

The bid selection has two options: Automated Bid and Maximum CPM Bid. When the LinkedIn algorithms are determining which ad to serve to people, it takes into account how much other advertisers are willing to spend to get in front of that individual. Using the automated system allows LinkedIn to optimize and give you the most impressions to fit in your budget. The Maximum CPM option requires you to determine how much you are willing to spend for each individual impression. It can be difficult to gauge if you are competitive with others and your ad may not show up as often as you would like. It is recommended to start with the Automated Bid option.

### Budget & Schedule

**Budget** ?

Set a daily budget ▼

**Daily Budget**

\$50.00 Actual daily spend may be up to 20% higher ?

**Schedule** ?

Run campaign continuously from a start date

**Start date**

8/22/2019 📅

Your campaign will start at 12:00AM UTC on your start date.

Set a start and end date

**Bid type** ?

Automated bid ▼

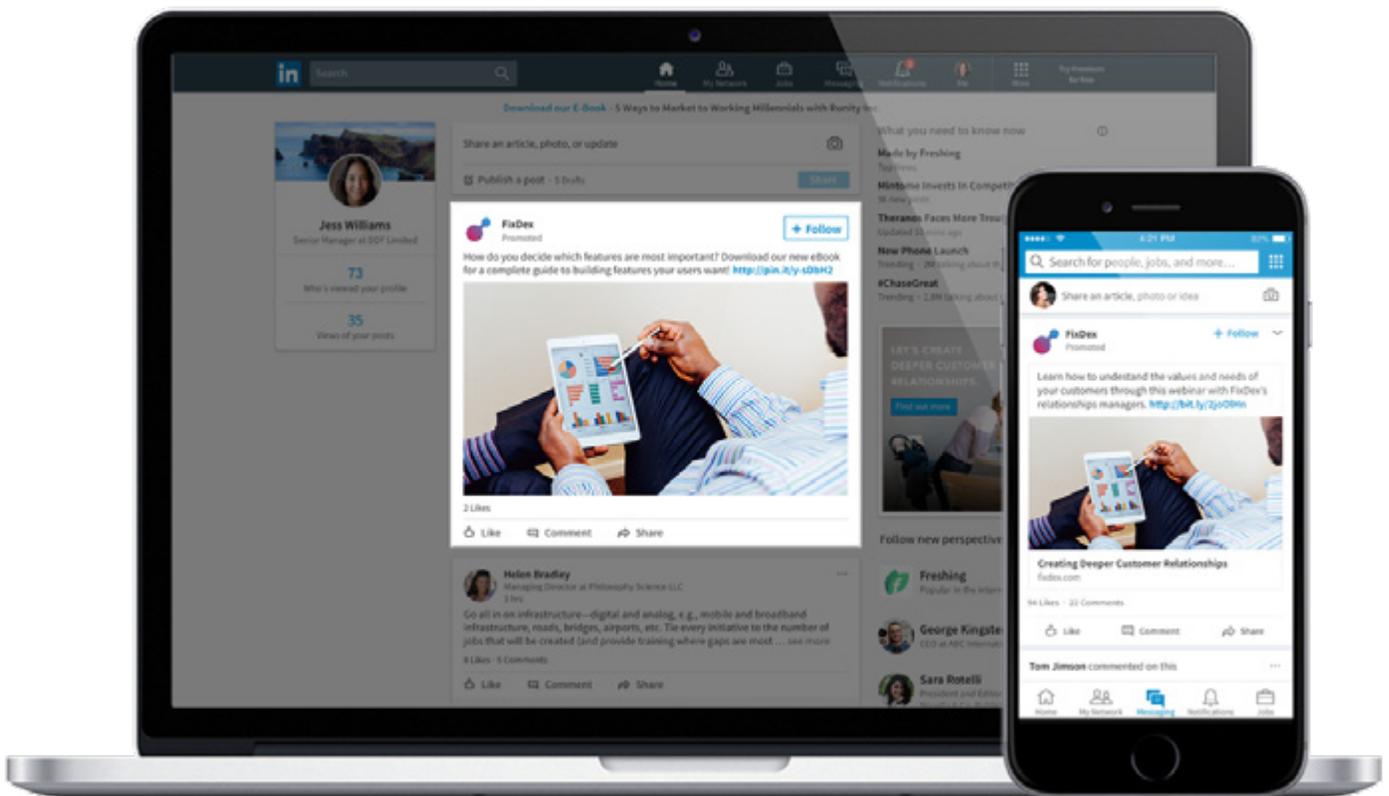
Automated bid - Let our system bid to get more impressions for your budget. ?  
Optimization goal: we deliver your ads to people as many times as possible.

## Develop Your Ad Content

The ad content is what your target audience will be seeing on LinkedIn and specifics will vary depending on ad format.

For an ad with a single image, the ideal specs are:

1. Image Size: 1.91:1 ratio (1200x627 px) Industry Standard
2. Introductory Text: 150 characters or less, including the landing page URL
3. Headline: 70 characters
4. Include a link (will be shortened after 23 characters)



## Facebook Setup

The setup for Facebook ads is similar to that of LinkedIn, beginning with selecting an objective for the campaign. Your ad will be constructed differently based on the goal for the initiative.

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Catalog sales
	 App installs	 Store traffic
	 Video views	
	 Lead generation	
	 Messages	

### Awareness

- Brand awareness
- Reach

### Consideration

- Traffic
- Engagement
- App installs
- Video views
- Lead generation
- Messages

### Conversion

- Conversions
- Catalog sales
- Store visits

Once you select your objective, you will begin setting up the ad set elements. This includes placement, audience, and budget. This section will vary slightly based on which objective is selected.

Let's focus on a traffic goal. One of the key elements you will be editing is the audience selection. Facebook audiences are created with more of a focus on a person and their interests as opposed to professional demographics.

## Audience

When creating an audience, there are two primary approaches: people you have already interacted with, and people you want to discover. Under “custom audiences”, select “Create new”. This will allow you to upload a customer list, include people who have interacted with your content, or follow your page already. This is a great way to go if you already have information about people but may not be connected on social media.

The other tactic for audience selection is to use detailed targeting. This area allows you to search for keywords and target people with specific interests. Get creative with your selections! There is extensive targeting available in Facebook. Try browsing under demographics, interests, or behaviors to get ideas about the audience to include. You can search for elements such as education, hobbies, and behaviors.

**Audience**  
Define who you want to reach

Create a Custom Audience based on people who already know about your business on Facebook. You can use sources such as customer files, engagement on Facebook, website traffic or app activity.  
[Learn More](#)

**Create New Audience**

Custom Audiences ⓘ Add a previously created Custom or Lookalike Audience  
[Exclude](#) | [Create New](#) ▼

Locations ⓘ **Location:**  
• United States

Age ⓘ 18 - 65+

Gender ⓘ All genders

Detailed Targeting ⓘ All demographics, interests and behaviors

[Show More Options](#) ▼

[Save This Audience](#)

**Audience Size**  
Your audience selection is fairly broad.  
Potential Reach: 210,000,000 people ⓘ

**Estimated Daily Results**  
Reach ⓘ  
**1.6K - 4.7K**

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.  
[Were these estimates helpful?](#)

- Location
- Demographics
- Interests
- Behavior
- Connections

## Placements

In this section, you will be deciding where to run the ad. This can be left on automatic placements, allowing you to maximize your budget and have Facebook select the best place for the ad to display. There is the opportunity for more control if “edit placements” is selected. This selection will require you to choose where the ad is displayed on Facebook, drilling down into feeds, stories, in-stream, in-article, on apps, and more.

### Placements

Show your ads to the right people in the right places.

 **Reach Captivated Viewers** ...

Reach people who are likely to be interested in your ad while they're watching videos. Ads in the in-stream placement are more likely to be viewed to completion.

[Use In-Stream Videos](#)

**Automatic Placements (Recommended)**

Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn More](#)

**Edit Placements**

Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals. [Learn More](#)

 **Select Multiple Placements** ...

Having several placements helps your budget flow to the most valuable opportunities. This can help you get the most out of your budget.

You can customize your ad's appearance for different placements. Select a placement if you're happy with how the preview appears.

**Devices**

All devices

**Platforms**

<input checked="" type="checkbox"/> Facebook	<input checked="" type="checkbox"/> Instagram
<input checked="" type="checkbox"/> Audience Network	<input checked="" type="checkbox"/> Messenger

- Automatic placements
- Facebook marketplace
- Facebook right column
- Facebook feed or stories
- Facebook suggested video
- Messenger inbox
- Instagram feed or stories

## Budget and Schedule

Next, decide how much to spend on the ad and when to show it. This area will also change based on the selected campaign, but the main consideration here is whether the budget is based on each day or the full campaign. You can select start and end dates, as well as a maximum cost per click. There is also drill-down menu that can change how you are charged: impression (views) or CPC (cost per link click). In this menu, there is also an option to change what time the ad runs.

Under optimization for ad delivery, select your goal. This will tell Facebook to make the most of your money and show it to people most likely to take the selected action. This can include link clicks, impressions, and reach.

Many of the selections are pre-filled, so if you are just starting out leaving most of the settings as-is is a good approach.

### Budget & Schedule

Define how much you'd like to spend, and when you'd like your ads to appear.

**Optimization for Ad Delivery** ⓘ Link Clicks

**Cost Control (optional)** ⓘ  average cost per link click

Facebook will aim to spend your entire budget and get the most link clicks using the lowest cost bid strategy. If you want to set a cost control, enter an amount.

[Show Additional Bid Strategies](#) ▾

**Budget and Schedule** ⓘ **Daily Budget** ▾

\$20.00 USD

Actual amount spent daily may vary. ⓘ

Run my ad set continuously starting today

Set a start and end date

You'll spend no more than **\$140.00** per week.

## Ad Content

Now that all of the elements of the campaign are set up, it's time to add content. There are two options for this area: create ad or use existing post. If you have a post that seems to be performing well organically, consider using this preexisting information. If more elements, such as different links, need to be added, select "create ad".

## Format

Select what kind of ad you want to display. Starting out with a simple image is the easiest entry point to creating content.

- Carousel
- Single image or video
- Collection

There are a variety of formats that can be utilized on Facebook. We'll focus on a basic format of a single video or single image.



Start building out the creative for the ad in this section.

**Primary Text:** This is the primary content associated with your ad. Only the first 3 lines of text will display, so keep it short and sweet. Facebook suggests limiting the description to 125 characters.

**Headline:** This will show on most ads and typically below your image. This is in bold and calls out key information about your offering. This is limited to 40 characters.

**Description:** This area is optional but shows up on some ads. It is simply more information about your ad or organization.

**Website URL:** This is the landing page that people will be directed to once they click the ad. As we reviewed earlier, it is important to be intentional with the page being served to your viewers.

**Call to action:** This is the button people will click when they are compelled to take action by your inspiring ad. Select the action most relevant for your content: learn more, contact us, donate, sign up, etc.

On the right side of the builder, you will be able to preview your ad as it is built. Check out the different variations of displays by selecting the icons in the middle of the screen. People access social media on a variety of platforms, so make sure your images and content look good regardless of device.

**Primary Text** ⓘ

Tell people what your ad is about

**Headline (optional)** ⓘ

Write a short headline

**Description (optional)** ⓘ

Include additional details

**Destination**

Website

Facebook Event

**Website URL** ⓘ Preview URL

<http://www.example.com/page> 

[Build a URL Parameter](#)

**Display Link (optional)** ⓘ

Enter the link you want to show on your ad

**Call to Action** ⓘ

[Learn More](#) ▼

**Stories Customizations**

Edit Stories background colors ⓘ

**Mobile News Feed** 



Please select media for your ad

Navigation icons: Facebook, Instagram, Messenger, Email, Print, Retargeting, Video, Live, Carousel, Slideshow, Photo, Story, App, Location, etc.