Facebook for Fundraising

Best practices that can help you acquire more donors for your fundraising program

GETTING SET UP

Place the Facebook Pixel on your website so you can:

- Get the most out of Facebook's optimization
- Create high-intent audiences for targeting
- Pass back donation values for better measurement and optimization
- Utilize dynamic ads for selling items
- Understand multiple conversion points and conversion paths throughout the marketing funnel

GET CREATIVE

Follow Facebook's creative considerations for direct response by:

- Creating short, looping videos in a 1:1 aspect ratio
- Using a relevant call-to-action button, e.g., Donate Now
- Write compelling post text

Create a frictionless post-click experience by:

- Building a fast-loading landing page that's mobile-optimized
- Asking for only the information you need in the form

Consider using ad units like Carousel and Collection to sell items

CONSIDER YOUR AUDIENCE

For direct donation ads, target your highest affinity audiences like existing donors, those on your email list, Facebook and Instagram engagers and recent website visitors

For ads trying to move people into your funnel (like petition and poll ads), target broader audiences like the 5-point ideological targeting, lookalike audiences, relevant interests, and demographics

- Incorporate value-based lookalikes to determine which people are most valuable to your fundraising program, in a quantifiable way

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TIME TO BUY

Use the website conversion objective if you anticipate achieving at least 50 conversions a week
- For less than 50 conversions a week, optimize for website clicks until you meet the conversion threshold, at which time you can switch back to optimizing for conversions.

Let the system optimize your placements across Facebook and Instagram for optimal efficiency.

Bid your true value—meaning, if your average donor is worth $50 to you, bid $50

Other considerations:
- Try split testing in Ads Manager to see which ad tactic, (like placement optimization, creative, bidding or audience) gets you the lowest cost per action
- Test out Value Optimization to optimize towards those donating the highest amounts

MEASURE THE RESULTS

- Use Offline Conversions if your campaign or organization has a direct mail program to measure the impact your Facebook campaigns may have
- Monitor your return on investment and return on ad spend and have the flexibility to increase your investment if they are positive
- Check out Creative Reporting in Ads Manager to evaluate which ads across ad sets and campaigns are the most effective
- Get a deeper understanding of your donor journey and where and how your donors are interacting with your organization across your website, app, Facebook Page and more using Facebook Analytics
- Use our split testing tool to test different ad variations and determine a winner
- Leverage Test and Learn to understand which broad strategies are driving incremental conversions

ADDITIONAL TIPS

Pair your fundraising program with an email acquisition program to build your potential donor funnel. Leverage audiences from your acquisition program as retargeting audiences for your fundraising program.

People are likely to donate to causes and campaigns that they have familiarity with. If your audience isn't familiar with your cause or candidate, your program may see higher costs and lower return on ad spend. Consider the following to boost performance:
- Leverage video for your direct response campaign to introduce your candidate, cause or issue.
- Use a brand advertising campaign to build your brand profile and prepare your fundraising audience for donations.
  > Try running a Video Views, Reach or Brand Awareness campaign introducing your candidate, cause or issue for the brand campaign. Leverage mobile optimized video and formats like our Canvas format to deliver more comprehensive messages that give the audience an idea of what your organization represents.