Data Strategy Forum

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The Power of Facebook Fundraisers

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Founder
Good United

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Wednesday, October 14 | 2:05 - 2:35 PM EDT

$2B

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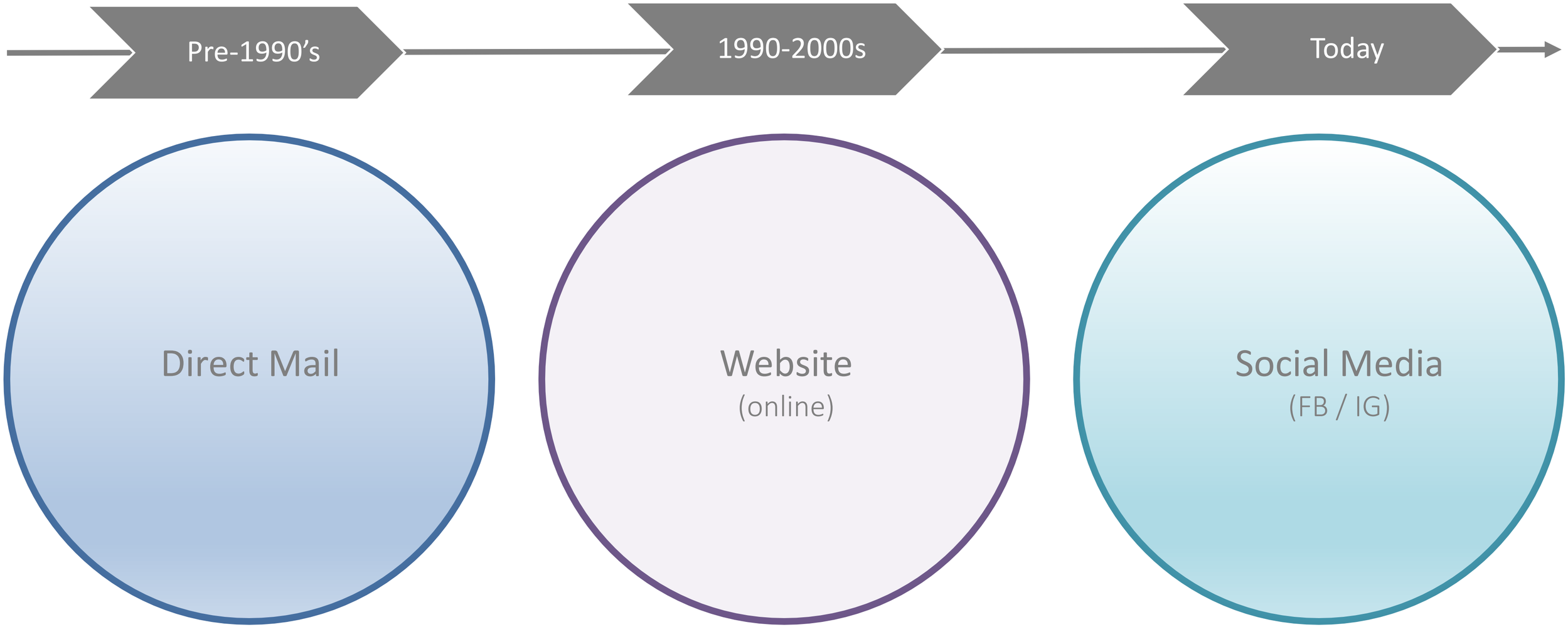
The third-wave of giving is here



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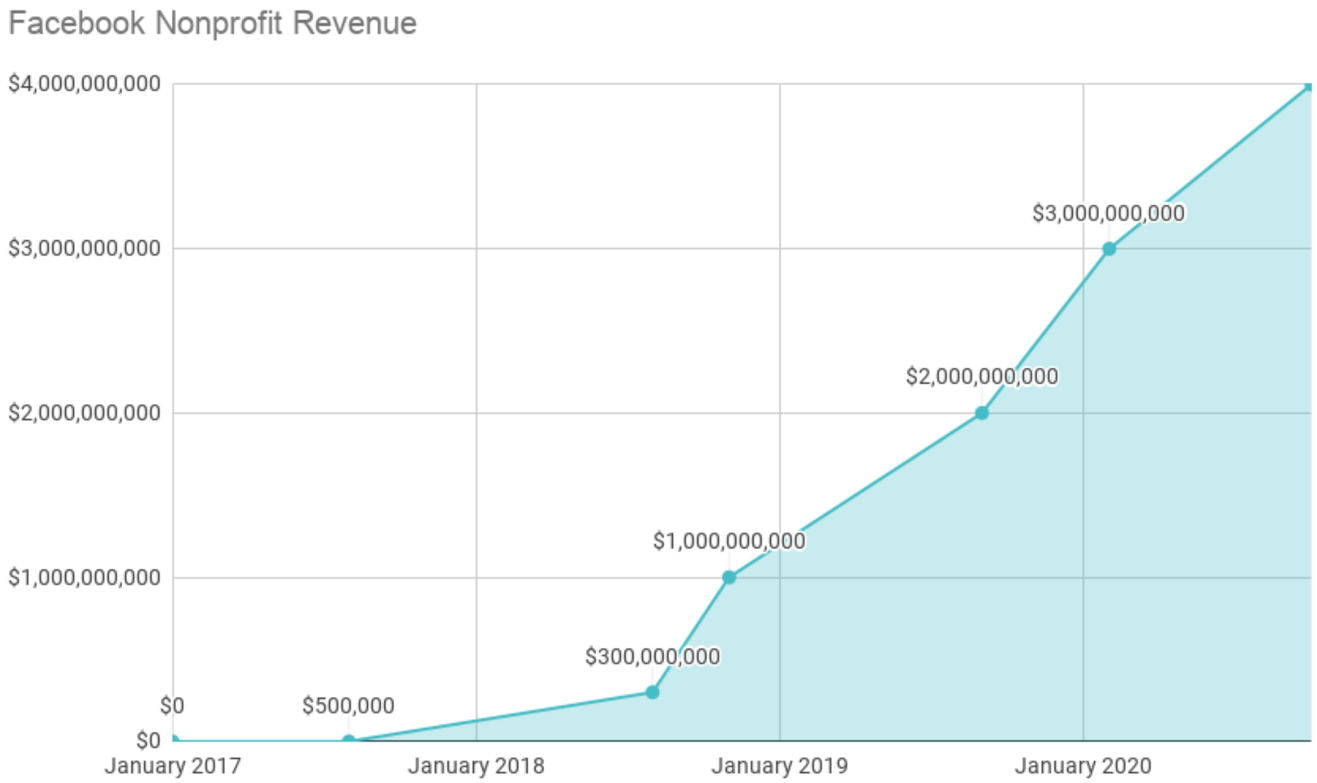
Time to Billions

- $1,000,000,000 → **15 months**
  - Aug 2017 - Nov 2018
- $2,000,000,000 → **10 months**
  - Dec 2018 – Sept 2019)
  - 33% faster than first $B
- $3,000,000,000 → **5 months**
  - Oct 2019 - Feb 2020
  - 50% faster than second $B



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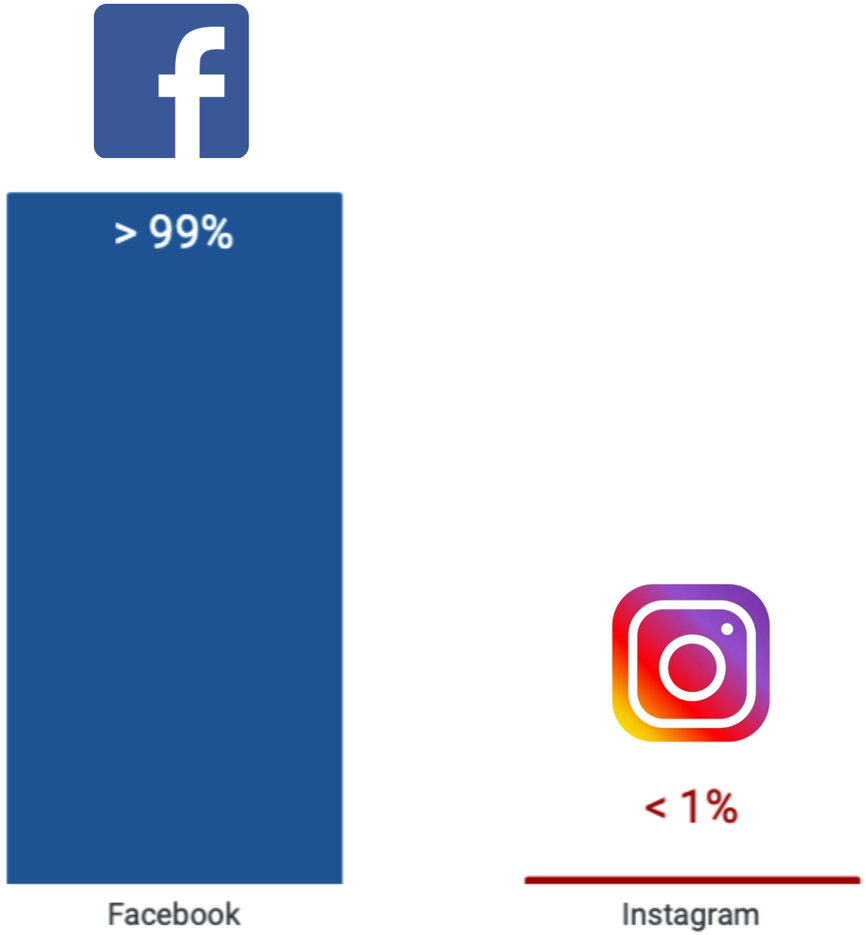
Where is the money coming from?

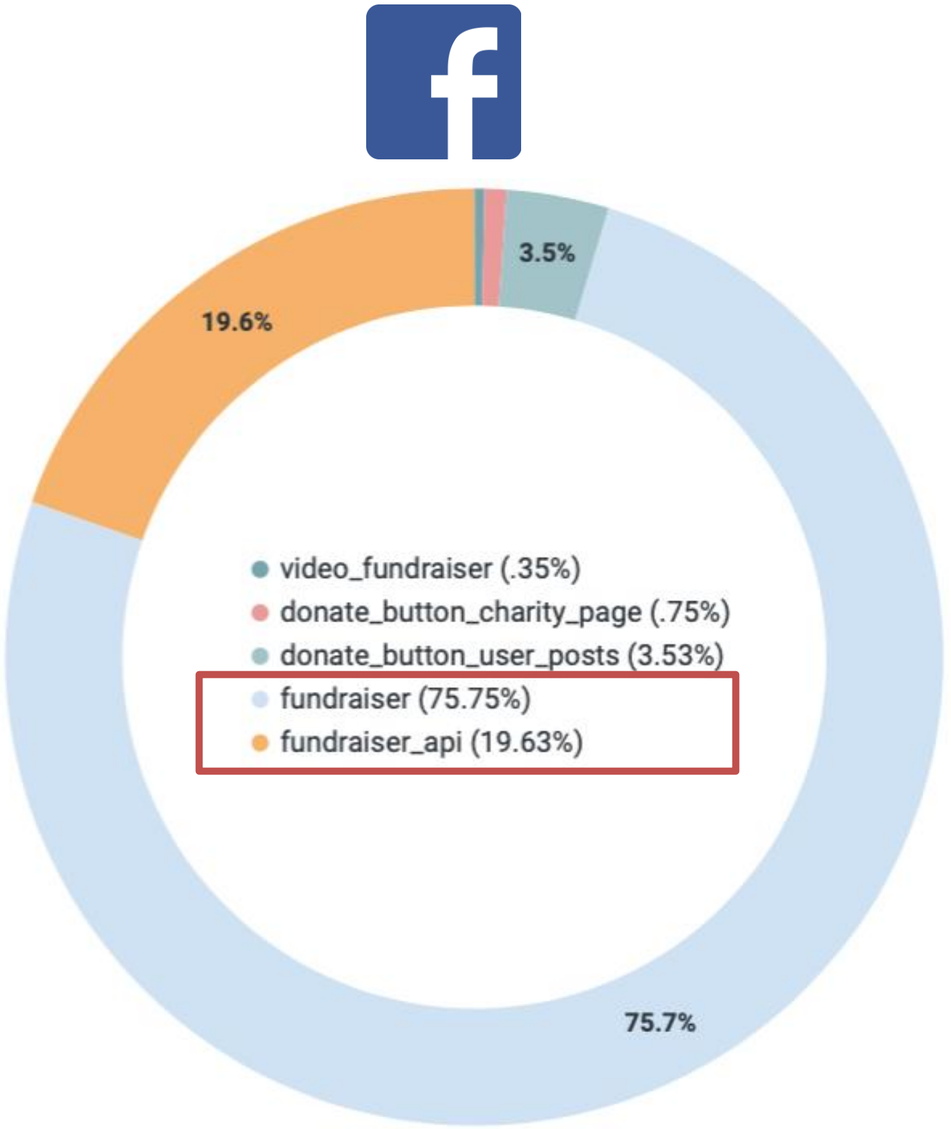
Average Fundraiser
- $93

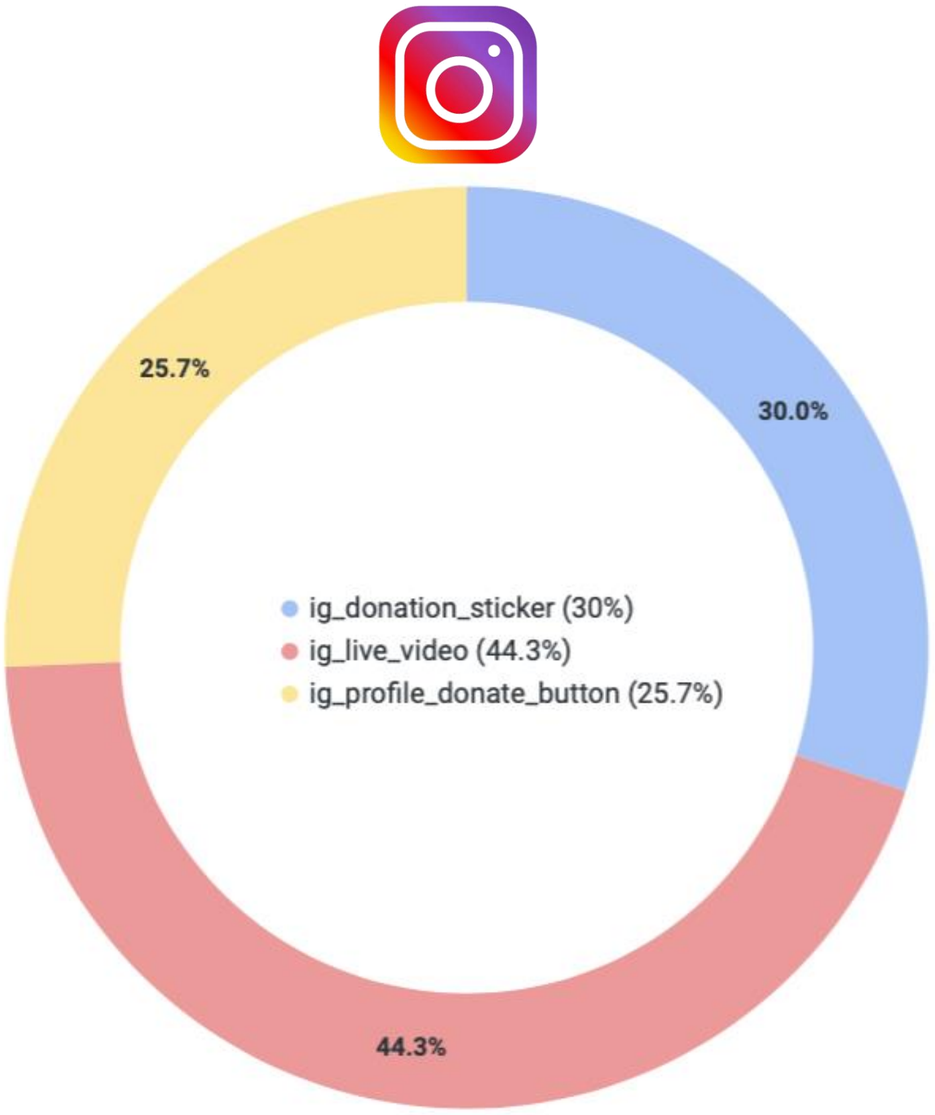
Average Donation
- $32



Average Donation
- $23

Where is the money coming from?





2020 Giving Trends

By Sector

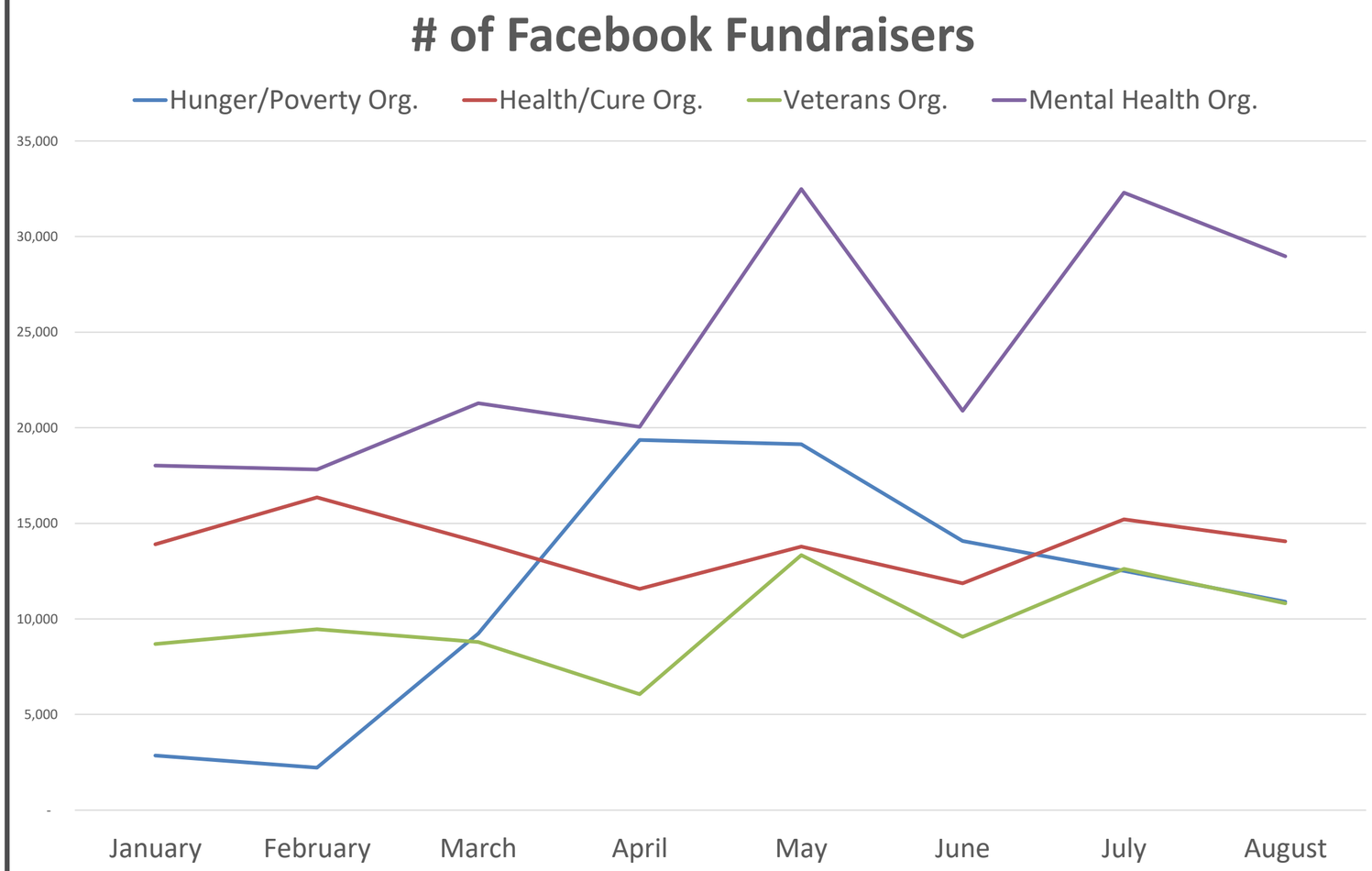
Hunger/Poverty: Significant gains in key Pandemic/economic aftermath months of March-May

Health/Cure: Rises primarily due to heavy Cure Month & other seasonal fundraising activities

Veterans: Expected gains due to Memorial Day & July 4th holidays

Mental Health: Spikes in activity during Mental Health Awareness months of May & July

Social Justice: Seeing a 40x rise in May/June Fundraisers due to Social Justice Movement events



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Is giving through social cannibalizing my existing giving programs?

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NO! In fact, direct Facebook fundraising is a top acquisition channel

- A majority of your Facebook fundraisers and donors have never given to your organization (not already in your CRM)
- Therefore, direct Facebook revenue is increasing your pie, not cannibalizing existing revenue

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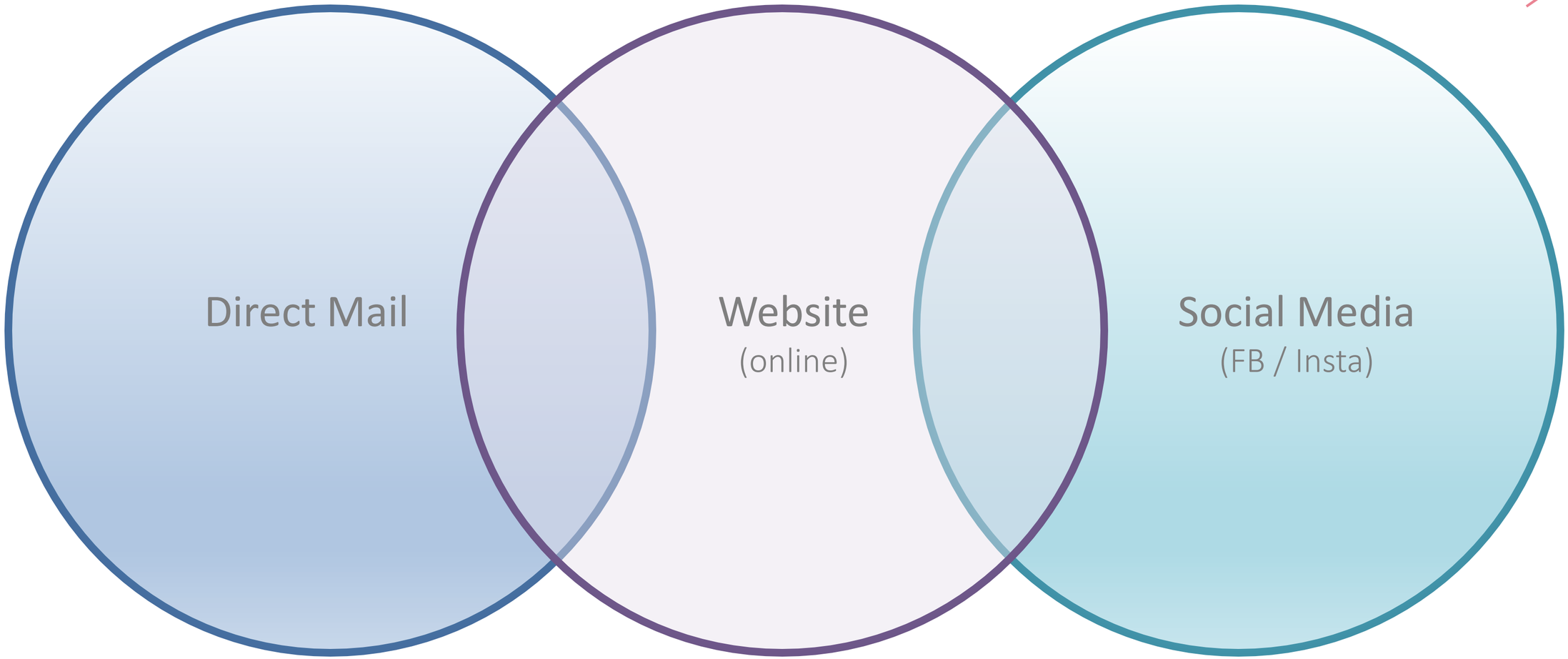

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So what? I don’t have the data to continue the donor journey

It’s time to start thinking differently…

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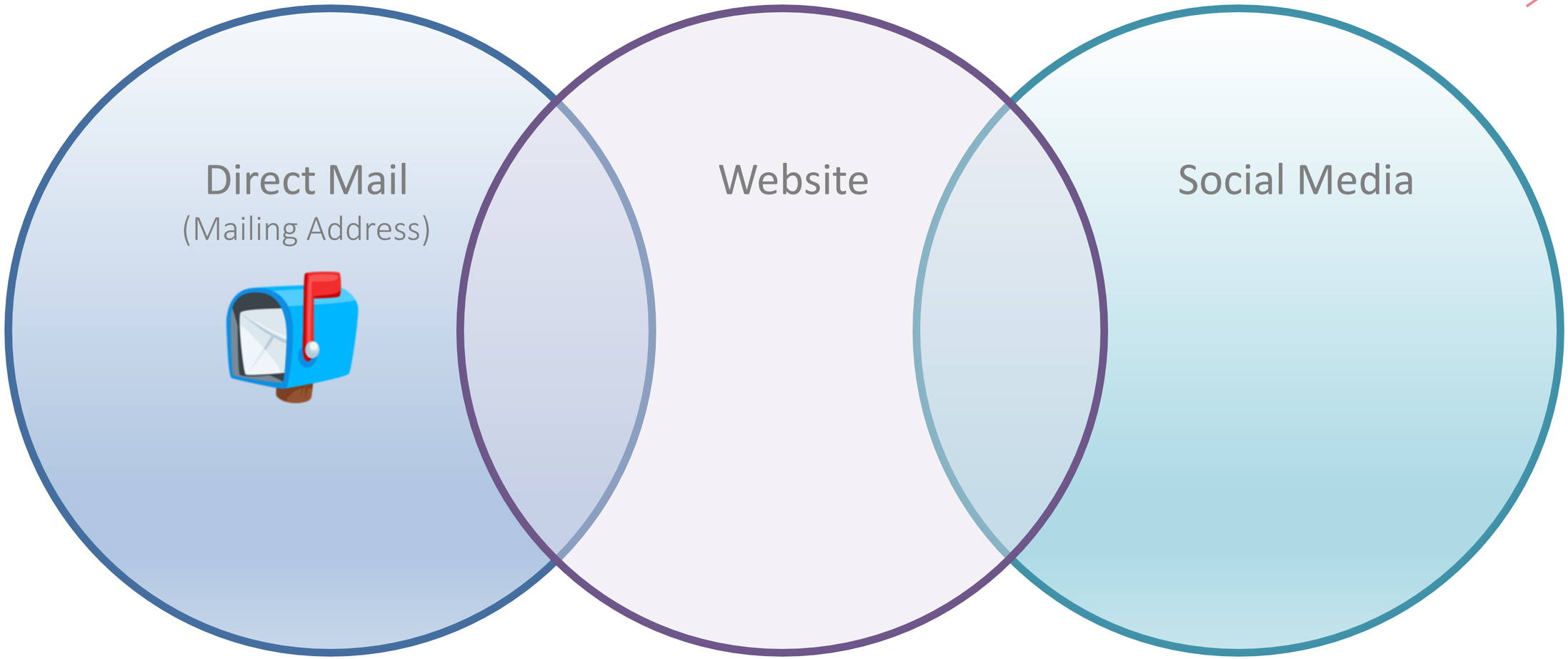
Connect where people are…



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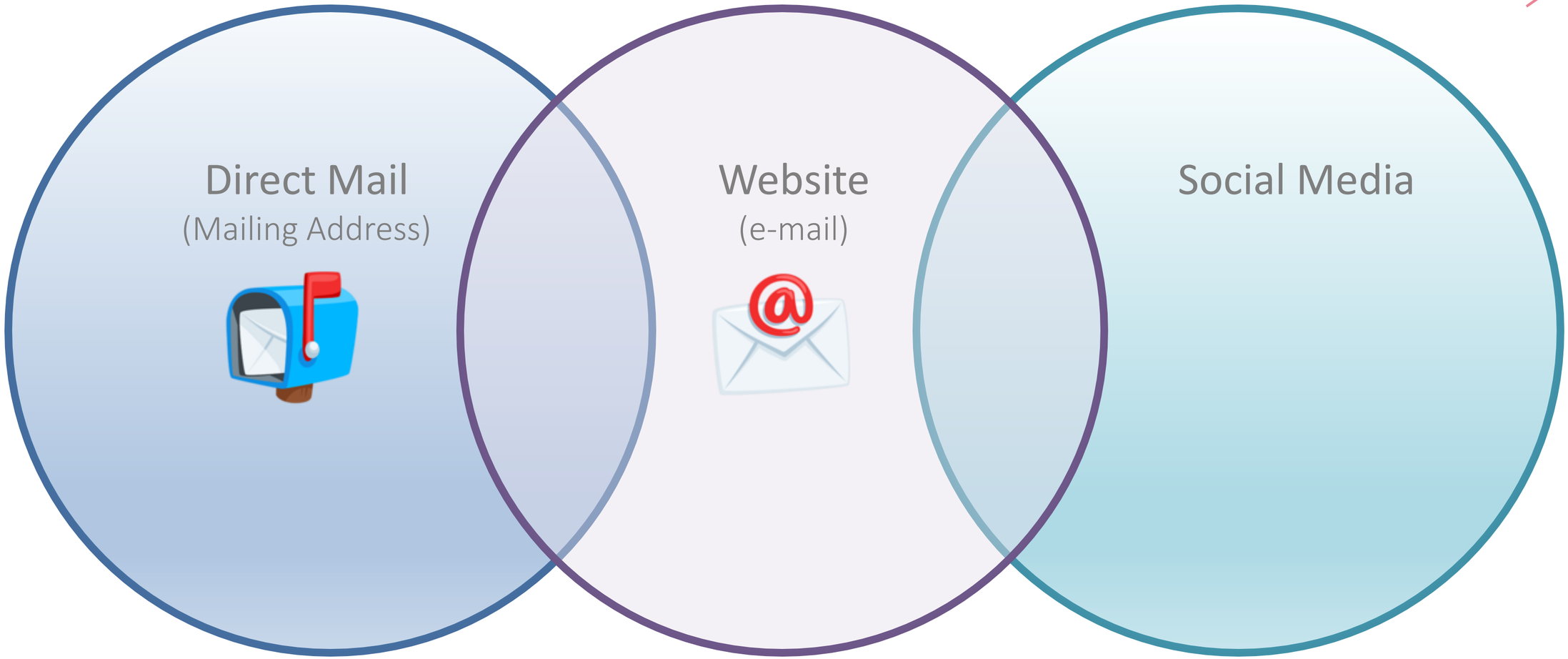

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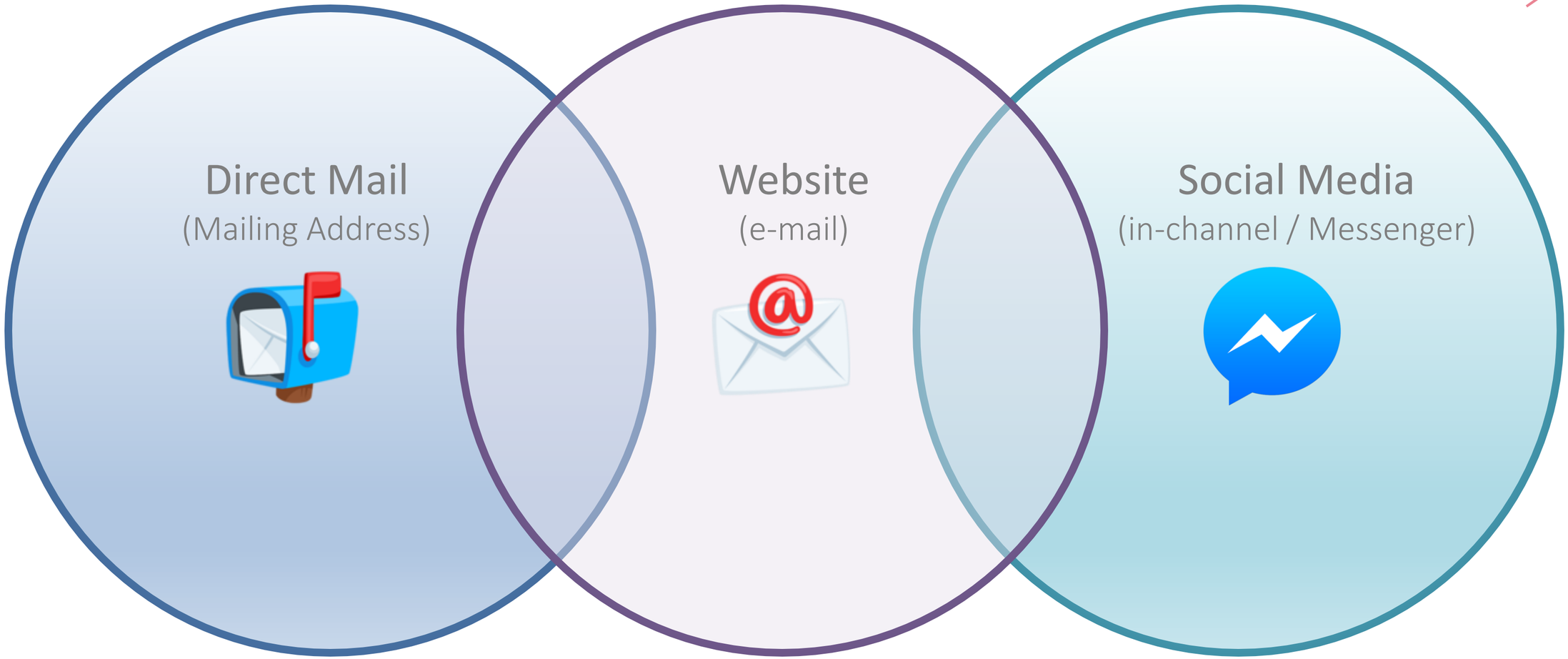

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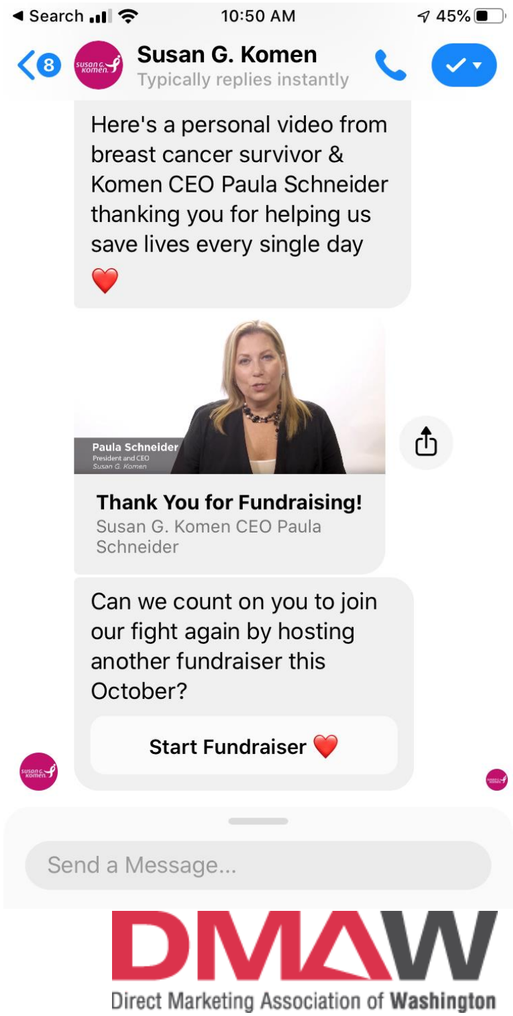
SGK Case Study: Breast cancer awareness campaign to launch fundraisers

- Sent an email to previous fundraisers vs a separate video message through Facebook Messenger to previously opted-in fundraisers asking them to return and create fundraisers again in October 2019

Email	Messenger
Open Rate: 3.71%	**Open Rate:** 79%
CTR: .19%	**CTR:** 8%

Messenger was **42X** more effective



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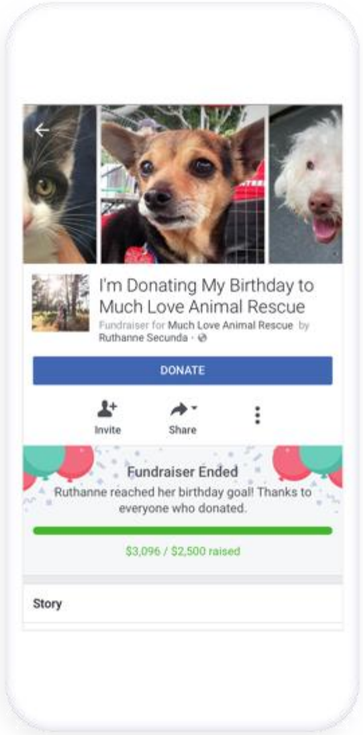
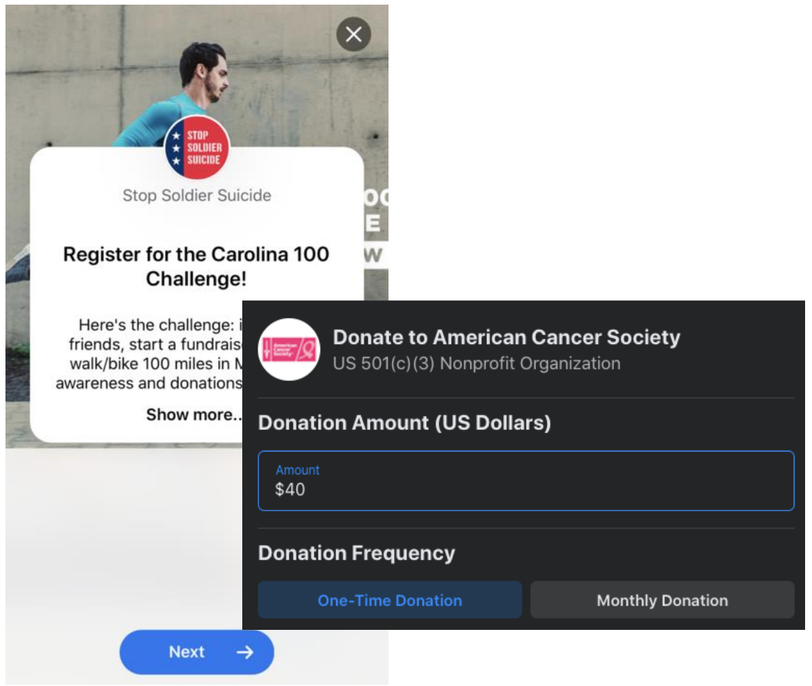
Push your strategy forward – keep people in-channel

Initial Action



Personal cultivation at scale

Drive repeat Action



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Q&A

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