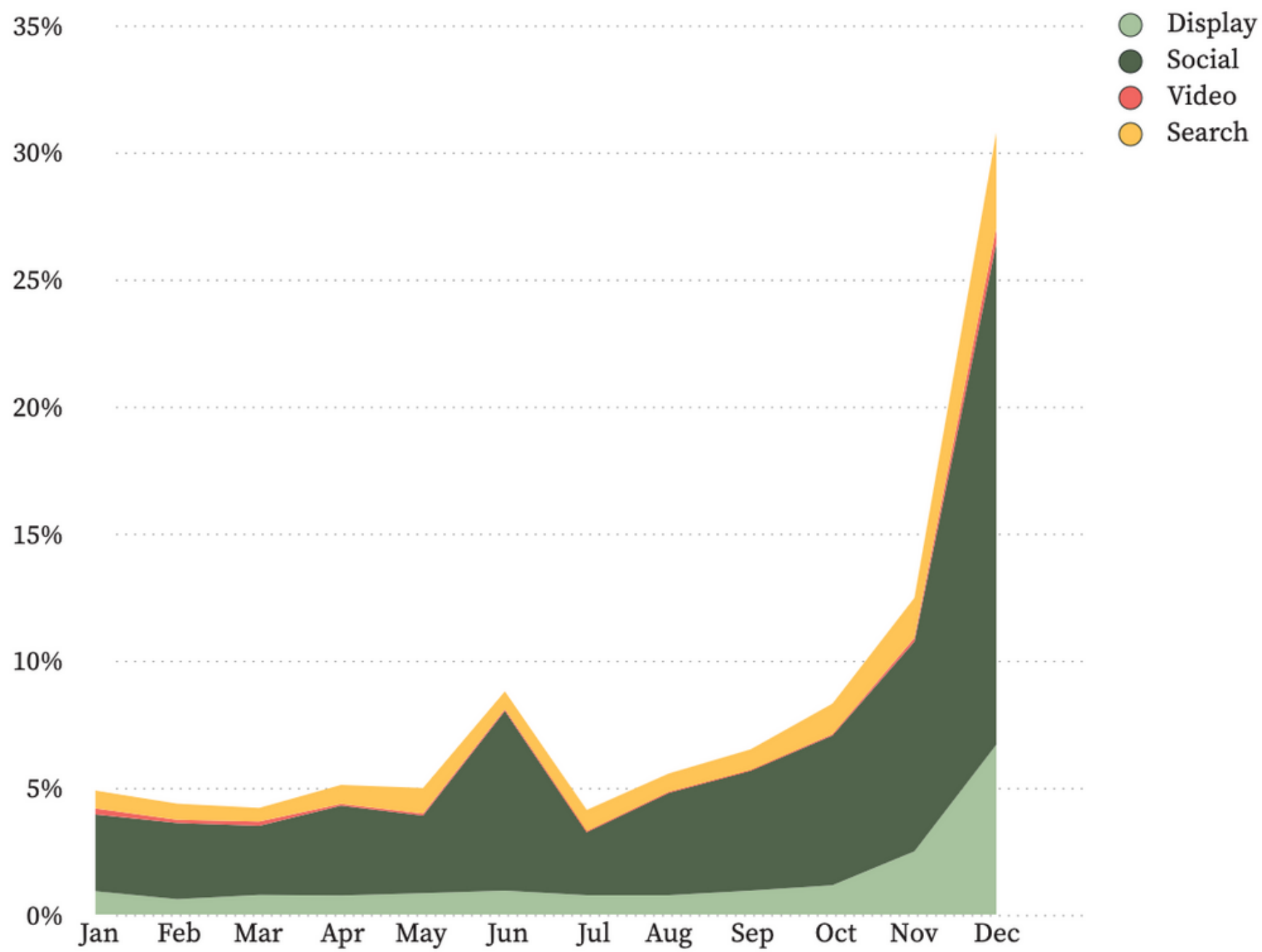




3 SOCIAL MEDIA AD STRATEGIES - WHICH ONE WORKS FOR YOUR NONPROFIT?

Percent of digital advertising budget spent in each month

View as graph ▼



Show of hands:

Have you ran an ad before?

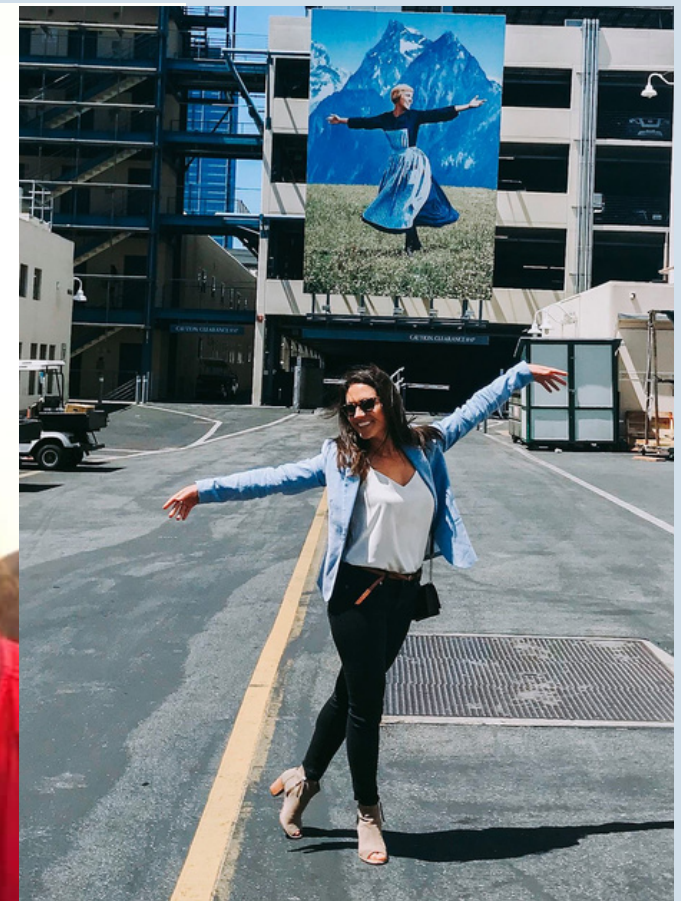
What was your goal for the ad?

WHO IS THIS TRAINING FOR?

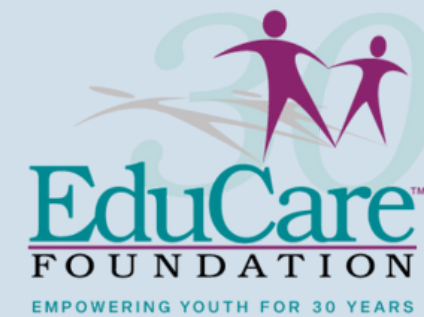
Organizations ready to take their social media advertising to the next level. Maybe you've run a few ads, but haven't seen great success or you're looking for a more strategic approach.

MY PROMISE

You'll leave this session with 3 social media ad strategies to implement based on your business goals:
Staying Top-of-Mind, Grow Your Email List, and
Increase Donations.



**THANK YOU FOR
YOUR DONATION**
MOVEMBER.COM



Entrepreneur




UNSEEN




Classy





charity: water
Sponsored

We are on a mission to solve the water crisis and bring clean drinking water to people in developing countries.






New Story Charity
Sponsored

When you provide a family with a safe home, you give them a foundation to flourish. Join the Neighborhood today to help homeless families build new stories together.



NEWSTORYCHARITY.ORG
NOT AFFILIATED WITH FACEBOOK
House a family. Help them flourish.


Donate Now



St. Jude Children's Research Hospital
Sponsored

ID: 1641798039364462

"We all know someone who has cancer, but you don't expect it to happen to your baby," says Andrea, Abraham's mom.



STJUDE.ORG
This is Abraham.

Learn More

STJUDE.ORG
Scans revealed brain



American Cancer Society
Sponsored


ID: 408077293976553

Run 50 miles this August
Help support cancer research

SUPPORT THE FIGHT AGAINST CANCER




CANCER.ORG
Make an Impact




Dressember
Sponsored

Want to help put an end to trafficking? This December, learn how you can make an impact.



DRESSEMBER2021.FUNRAISE.ORG
Make An Impact

Learn More




International Justice Mission
Sponsored

ID: 568161537652545

Your monthly donation will go straight to work funding lifesaving programs for children freed from modern-day slavery.






VING Project
Sponsored

\$1,000 to give away to someone in need, funded by us. Sound too good to be true? It's not.

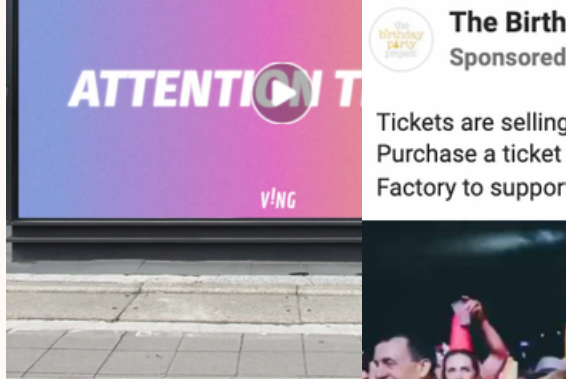
VING is a nonprofit organization empowering teens to be the next generation of givers. It takes less than 5 minutes to apply and lets you make a HUGE difference in someone's life.




VING Project
Sponsored

ID: 568161537652545

ATTENTION





VINGPROJECT.ORG
We're giving you money to help others
Here's \$1,000 to donate. No strings.



Hope for Haiti
Sponsored

Save the date! Registration for our third annual virtual #HikeforHaiti Challenge opens up on 12/11 for International Mountain Day.






Smile Train
Sponsored

Give with confidence! Smile Train consistently receives independent and unbiased high ratings from supporters, charity watchers, and publishers around the world.


Smile Train currently has the highest possible rating from Guidestar, the Platinum Seal.

Smile Train is currently listed as a Top-Rated Nonprofit with...



DONATE ON FACEBOOK
Give With Confidence

Donate now




The Birthday Party Project
Sponsored

ID: 568161537652545

Paid for by The Birthday Party Project

Tickets are selling fast to Dallas' biggest birthday party! Purchase a ticket to A Night With the Stars at The Bomb Factory to support over 500 birthdays in 2019!



Change His Life Forever...
DONATE NOW

Ad Library

The Ad Library provides advertising transparency by offering a comprehensive, searchable collection of all ads currently running from across Facebook apps and services, including Instagram.

[See what's new](#)

Search ads

Set your location and choose an ad category to start your search. **View search tips.**

United Sta... ▼

📱 All ads ▼

🔍 Search by keyword or advertiser

A decorative element in the top-left corner consisting of a rectangle with diagonal grey and white stripes.

YOU MAY BE THINKING...




MYTH # 1

BOOSTING POSTS IS THE SAME
OR BETTER THAN RUNNING ADS

Goal


What results would you like from this ad?



Automatic

Let Facebook select the most relevant goal based on your settings.


☒



Get more website visitors

Show your ad to people who are likely to click on a URL in it.


☐



Get more messages

Show your ad to people who are likely to send you a message on Facebook.


☐



Get more engagement

Show your ad to people who are likely to react, comment and share.


☐



Get more leads

Use a form to collect contact information from potential customers.

☐



Get more calls

Show your ad to people who are likely to call your business.

☐

Cancel

Save

Create New Campaign

Use Existing Campaign

Buying Type

Auction

Choose a Campaign Objective

[Learn More](#)

Awareness

Consideration

Conversion

☐ Brand awareness

☐ Traffic

☐ Conversions

☐ Reach

☐ Engagement

☐ Catalog sales

☐ App installs

☐ Video views

☐ Store traffic

☐ Lead generation

☐ Messages

Cancel

Continue

7:58

Facebook

<

Audience

i

Define your audience

Special requirements

For ads about credit, employment, housing, social issues, elections or politics.

▼

Automatic

Instagram targets people like your followers

☒

US nonprofit

☐

Nonprofit Social Media

☐

Create your own

Manually enter your targeting options

>

Choose a Custom Audience Source

Connect with people who have already shown an interest in your business or product.

×

Your Sources

☐ Website

☐ App activity

☐ Catalog

☐ Customer list

☐ Offline activity

Meta Sources

☐ Video

☐ Lead form

☐ Instant Experience

☐ Shopping

☐ Instagram account

☐ Events

☐ Create a Saved Audience

?

Audience Name

Custom audiences

Exclude

Locations

People living in or recently in this location

United States

☒ United States

☒ Include

Browse

Add locations in bulk

Age

18

65+

Gender

☒ All

☐ Men

☐ Women

Languages

Detailed targeting

★ Potential reach is now estimated audience size

Estimated audience size is an estimate of the range of people who match your targeting criteria. You can use this estimate to better understand how your targeting selections can limit or expand your audience size. This estimate may vary over time based on available data. You may see improved performance with a broader audience definition.

Learn more

Estimated Audience Size:

170,900,000 - 201,000,000

Estimates may vary significantly over time based on your targeting selections and available data.

Audience details:

Location:

United States

Age:

18 - 65+

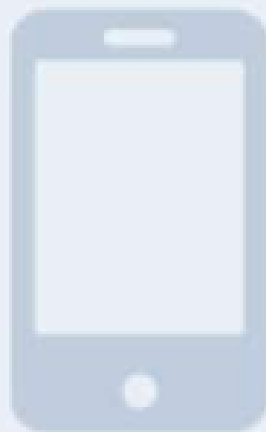
Cancel

Create Saved Audience

BOOSTED POSTS

FACEBOOK ADS

Ad placements



- Facebook news feed
- Instagram
- Messenger

- Facebook Mobile news feed
- Facebook Desktop news feed
- Facebook news feed side column
- Messenger
- Instagram
- Instagram stories
- Instant articles
- Audience Network

Reels
Facebook Stories
Marketplace



MYTH # 2

BOOSTING POSTS IS THE SAME
OR BETTER THAN RUNNING ADS

ADS ARE EXPENSIVE \$\$\$



do you know how much it cost you
to **ACQUIRE A NEW DONOR?**

\$50 SPEND =
65 WEBSITE CLICK THROUGHS

\$626.69 SPEND =
22,621 VIDEO VIEWS

\$42 SPEND =
NEW DONOR

BUDGET

Digital advertising: cost per donation

All ▼

	Display	Search	Social Media	Video
All	\$178	\$46	\$86	\$358
Disaster/International Aid	\$204	\$47	\$130	—
Environmental	\$151	\$44	\$82	\$348
Health	\$137	\$47	\$170	—
Hunger/Poverty	\$87	\$37	\$123	—
Rights	\$154	\$50	\$68	\$1295
Wildlife/Animal Welfare	\$155	\$34	\$41	\$53
Large	\$151	\$45	\$92	\$320
Medium	\$183	\$57	\$137	\$2333
Small	—	—	\$45	—

BUDGET




Digital advertising: cost per donation

All ▼

	Display	Search	Social Media	Video
All	\$178	\$46	\$86	\$358
Disaster/International Aid	\$204	\$47	\$130	—
Environment	\$151	\$44	\$82	\$348
Health	\$137	\$47	\$170	—
Property	\$87	\$37	\$123	—
Rights	\$154	\$50	\$68	\$1295
Social Welfare	\$155	\$34	\$41	\$53
Large	\$151	\$45	\$92	\$320
Medium	\$183	\$57	\$137	\$2333
Small	—	—	\$45	—

B

Website Donates	2 [2]		\$44.47 [2]	\$88.93	 Sep 7, 2022
647	Website donations	2 [2]	\$0.07	\$42.55	Sep 6, 2022
ThruPlays	Website checkouts initiated	4 [2]	r ThruPlay		
	Donations	2 [2]	—	\$201.39	
	Subscriptions	2 [2]		Total Spent	
[2] These results may not include all conversion data. Statistical measurement when conversion data may be missing or partial. Learn more					




MYTH # 3

BOOSTING POSTS IS THE SAME
OR BETTER THAN RUNNING ADS

ADS ARE EXPENSIVE \$\$\$

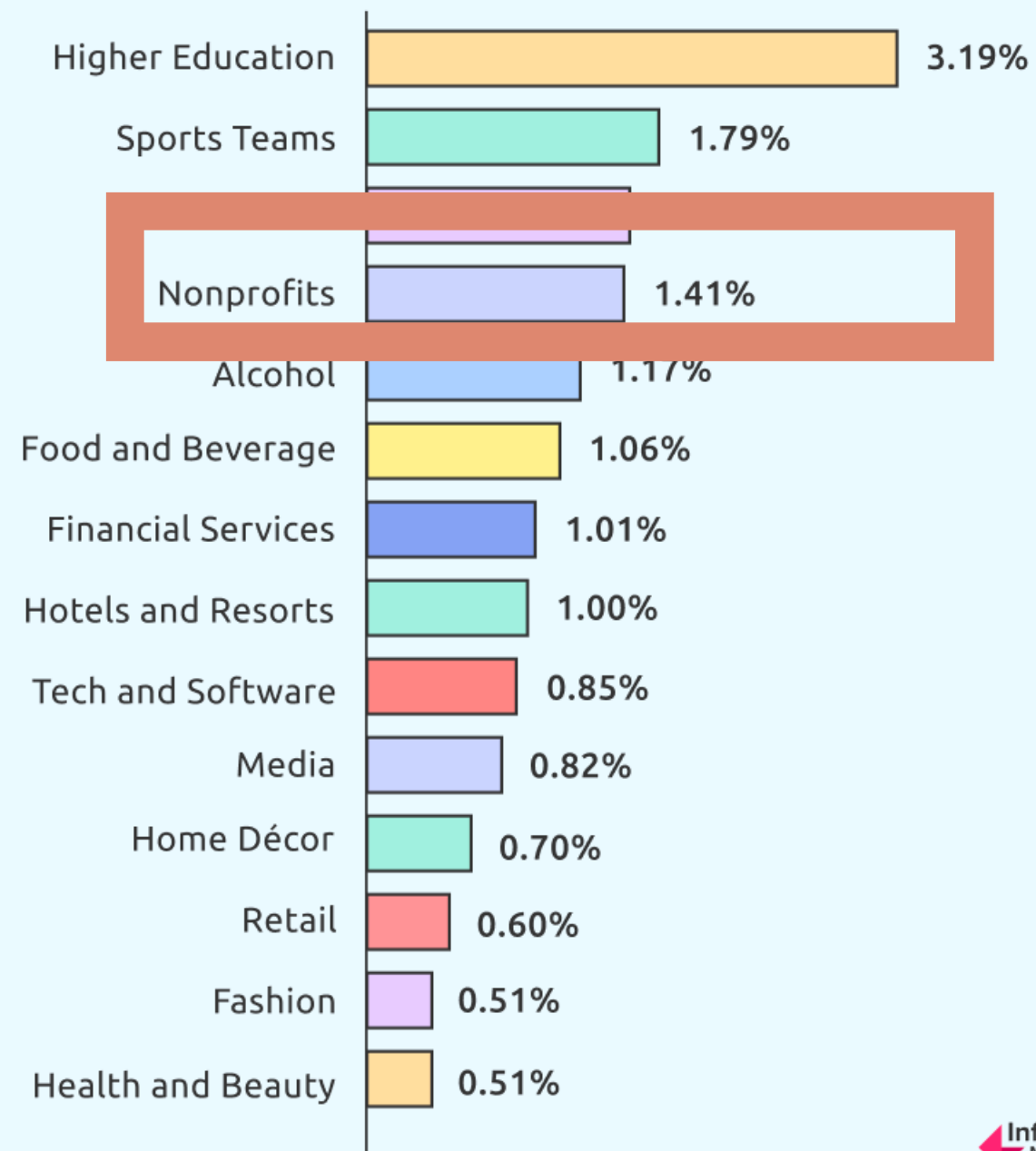
MY FOLLOWER SIZE IS TOO
SMALL



FACT: Your follower size has NO factor on the
success of your ads because you're reaching
NEW people

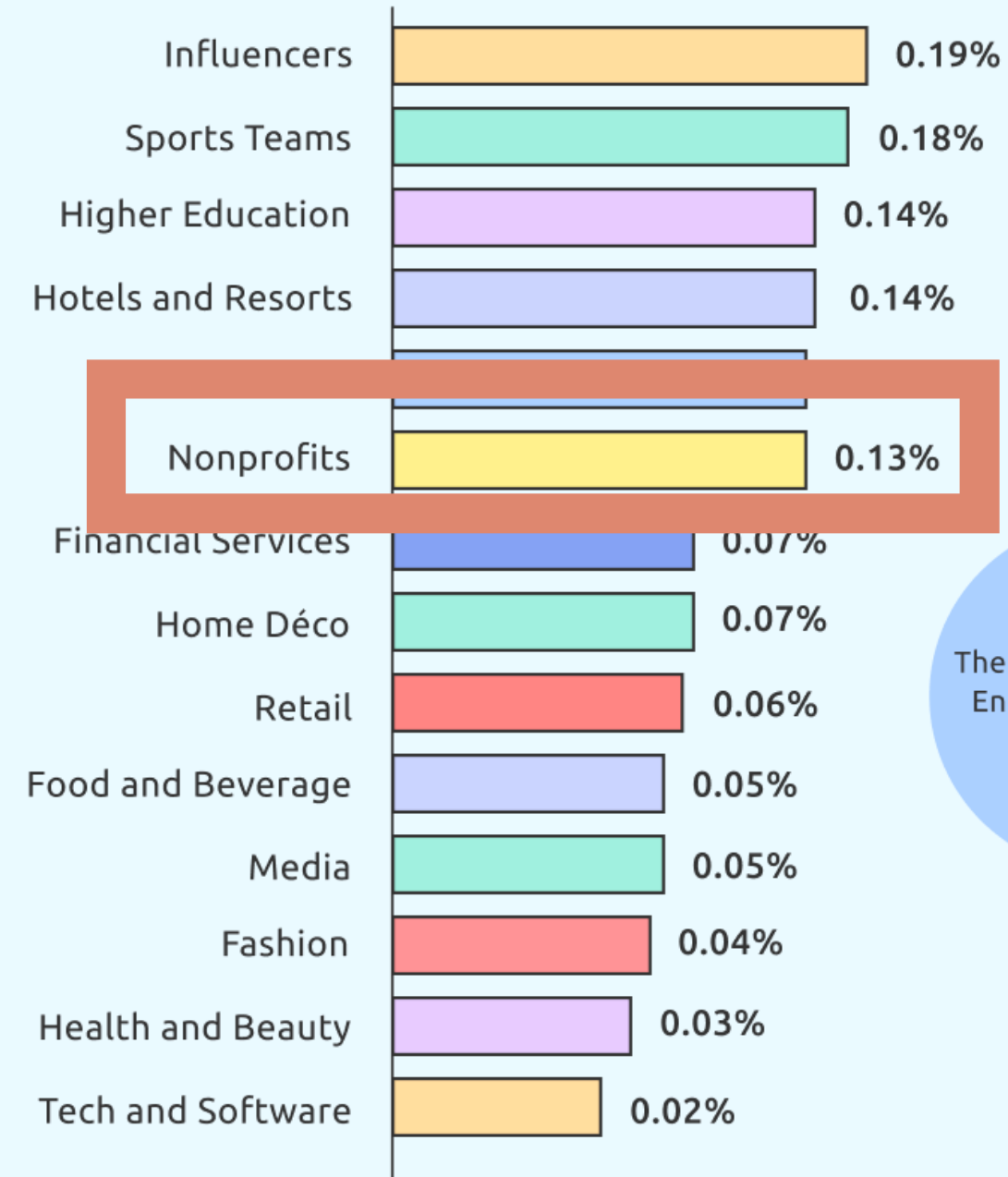
Instagram Engagement Rate

Engagement rate/post



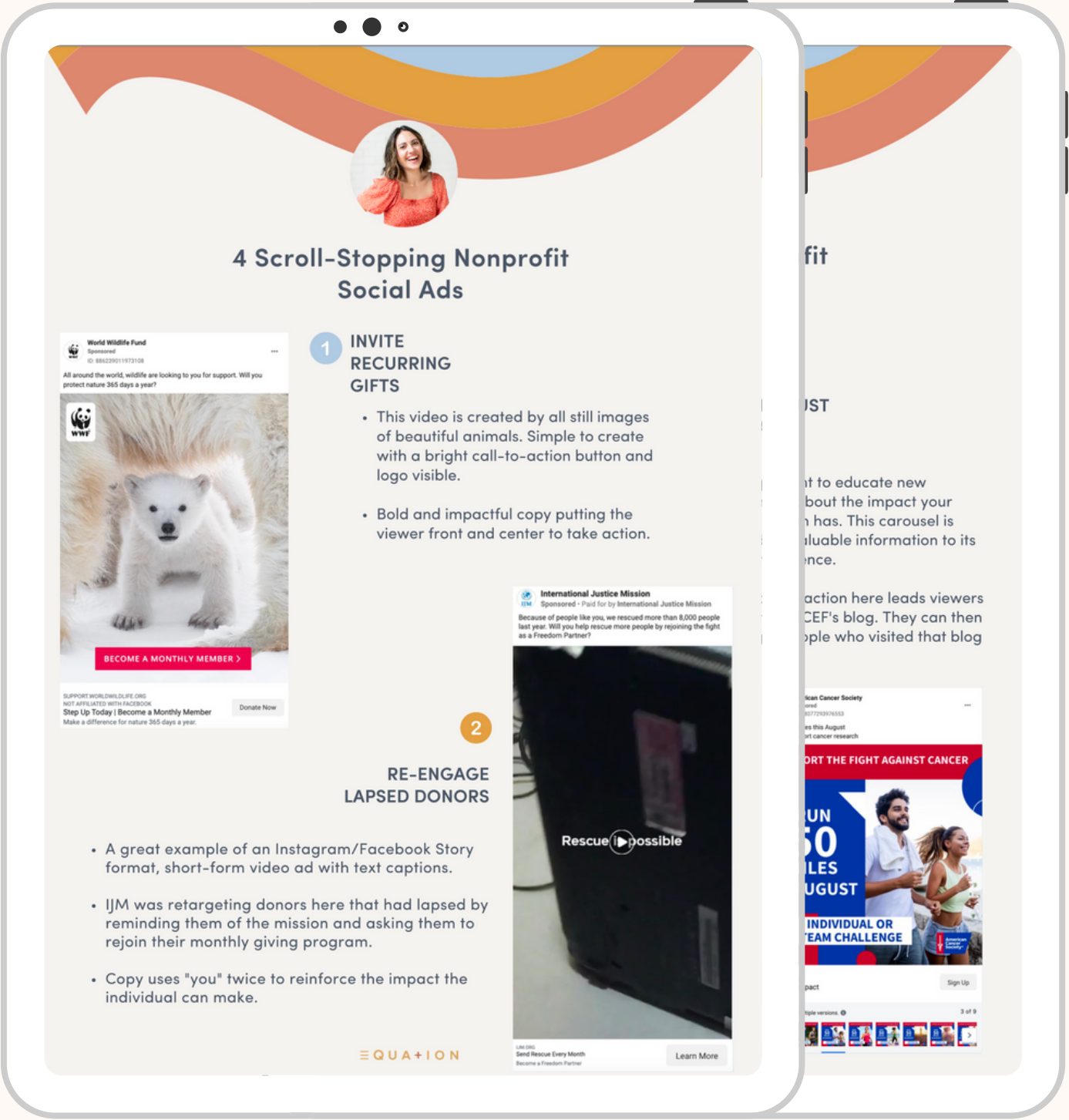
Facebook Engagement

Engagement rate/post



The Median Facebook Engagement Rate / Post is **0.08%**

DOWNLOAD



STAY TOP-OF-MIND

GOAL: Raise brand awareness and BE SEEN.

Create new campaign

Use existing campaign

×

Choose a Campaign Objective

[Learn more](#)

Awareness

☐ Brand awareness

☒ Reach

Consideration

☐ Traffic

☐ Engagement

☐ App installs

☐ Video views

☐ Lead generation

☐ Messages

Conversion

☐ Conversions

☐ Catalog sales

☐ Store traffic



Reach

Show your ads to the maximum number of people.

THE SETUP

AD OBJECTIVE: Reach

AD BUDGET: \$1-\$5/day,
\$31-\$155/month

AD LENGTH: 3,000 Impressions+
/ 2 weeks - month

AUDIENCE: Warm Audience
(Custom)



YOUR CONTENT



Impact Update

- Stats graphic
- Reel on progress
- Latest news
- Relevant story

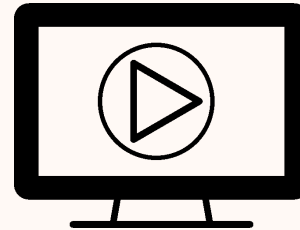


YOUR CONTENT



Impact Update

- Stats graphic
- Reel on progress
- Latest news
- Relevant story



Thought Leadership

- Video or graphic featuring a leader within your organization sharing an update on the mission

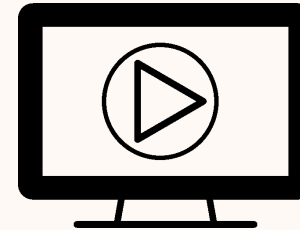


YOUR CONTENT



Impact Update

- Stats graphic
- Reel on progress
- Latest news
- Relevant story



Thought Leadership

- Video or graphic featuring a leader within your organization sharing an update on the mission



Press Feature or Credibility Boost

- Podcast feature
- Press feature
- Speaking engagement






LOCAL PARTNER UPDATE

In Cambodia, a 13-year-old girl bravely testified against her uncle. He was convicted and is now serving 7 years in jail.

↓ READ BELOW



Ally Global Foundation
December 15, 2021 · ⚙️

"Our team has been so encouraged by your generosity and sacrifice this year. Your dedication has allowed us to continue providing full-time restorative care for hundreds of children, and provided education for hundreds more in Nepal, Laos, Cambodia and Canada.






It's also enabled us to meet needs created by the complications of lockdowns and Covid restrictions overseas: you helped provide emergency medical care and transportation, and lifesaving food supply to thousan... [See more](#)

Randy Watson
Founder and Executive Director


Hello, my name is Randy Watson and I'm the founder of Ally


Play


0:04 / 1:28



First published piece on Entrepreneur makes the homepage 😲



**positiveequation**
Atlanta, Georgia

**positiveequation** My here...and it was fee

5 Ways Nonprofits (bio to read!


I'm calm...super cal

I'm super excited al content is getting h not nearly as mains

Please share this po

#nonprofitnews #n #entrepreneur #ent #nonprofitconsulta

8w

**comealive.co** Effin genius

8w 1 like Reply

View replies (

[View Insights](#)

♥️ 💬 📌

Liked by jonforgo

JANUARY 31

😊 Add a comment...



CREATE NEW EMAIL LEADS

GOAL: To find new passionate supporter to bring into your email list to nurture.



LEAD GENERATION:

PROVIDING A VALUE EXCHANGE IN RETURN FOR YOUR EMAIL ADDRESS TO GROW YOUR LIST.



Antarctic and Southern Ocean Coalition
Sponsored

Will you do your part to 🐧 SAVE THE ANTARCTIC 🌊 by joining our email list? We tirelessly advocate for marine protected areas and other Antarctic conservation. We can't do it without you! We'd be honored to keep you updated through 2022 and beyond.



ASOC.ORG

Subscribe to Save the Antarctic
There is power in numbers.

[Learn More](#)



The Adventure Project
Sponsored • Paid for by ADVENTURE PROJECT

When you take our 5 question quiz, an anonymous donor will give in your honor to help a woman in need.

Women in developing countries are being hit hardest when it comes to the pandemic. Take this quiz to test your knowledge of the most effective ways you can help.



THEADVENTUREPROJECT.ORG

You can change their lives!

One way I'm celebrating Women's History Month is by making sure women across the world have the opportunity to make history. Wan...

[Learn more](#)



World Wildlife Fund
Sponsored • Paid for by World Wildlife Fund

Educators: Bring conservation to life in your classroom with a virtual livestream from WWF experts!

Wild Classroom's Conservation in the Classroom program connects students with WWF experts via virtual, livestreamed interactions. Experts share their experiences working to protect our planet, while students ask them...



[SIGN UP TODAY >](#)

Create new campaign

Use existing campaign

×

Choose a Campaign Objective

[Learn more](#)

Awareness

Consideration

Conversion

☐ Brand awareness

☐ Reach

☐ Traffic

☐ Engagement

☐ App installs

☐ Video views

☐ Lead generation

☐ Messages

☒ Conversions

☐ Catalog sales

☐ Store traffic



Conversions

Show your ads to the **people** who are most likely to take action, like buying something or calling you from your website. [Learn more](#)

THE SETUP

AD OBJECTIVE: Lead Generation
OR Conversion

AD BUDGET: \$10-\$15/day

AD LENGTH: 3,000 Impressions

AUDIENCE: Cold Interest-Based
+ Lookalike



INCREASE FACEBOOK DONATIONS

GOAL: Excite NEW audiences to create Facebook
(Birthday) Fundraisers

Create new campaign

Use existing campaign

×

Choose a Campaign Objective

[Learn more](#)

Awareness

☐ Brand awareness

☐ Reach

Consideration

☐ Traffic

☒ Engagement

☐ App installs

☐ Video views

☐ Lead generation

☐ Messages

Conversion

☐ Conversions

☐ Catalog sales

☐ Store traffic



Post engagement

Get more Page likes, event responses, or post reacts, comments or shares.

THE SETUP

AD OBJECTIVE: Engagement

AD BUDGET: \$5-\$10/day

AD LENGTH: 3,000 Impressions
(Test 4-5 days)

AUDIENCE: Cold (Saved)





March of Dimes
Sponsored

Birthdays are special! Celebrate your birthday with March of Dimes and fight for the health of all mom and babies. Start a fundraiser today!

<https://www.facebook.com/fund/marchofdimes/>



You're targeting people with birthday of that month. Get personal. "Happy Birthday Aries or Taurus! This is YOUR month!"





March of Dimes
Sponsored

Birthdays are special! Celebrate your birthday with March of Dimes and fight for the health of all mom and babies. Start a fundraiser today!

<https://www.facebook.com/fund/marchofdimes/>



You're targeting people with birthday of that month. Get personal. "Happy Birthday Aries or Taurus! This is YOUR month!"

Use your unique fundraiser link that Meta | FB provides you.





March of Dimes

Sponsored

Birthdays are special! Celebrate your birthday with March of Dimes and fight for the health of all mom and babies. Start a fundraiser today!

<https://www.facebook.com/fund/marchofdimes/>



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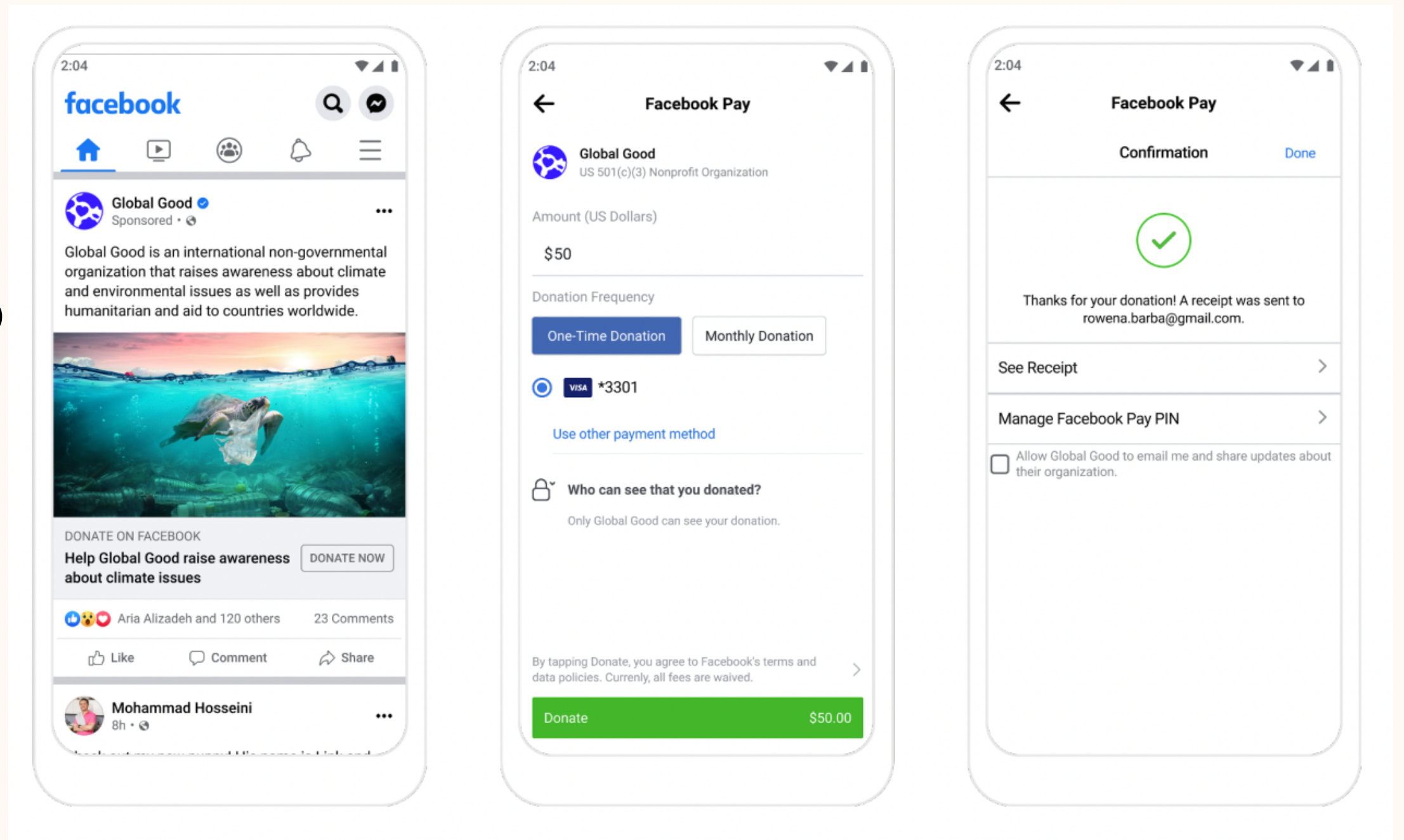
Create a video or graphics that speaks to your org's mission AND is celebratory!







On-Facebook Donations

- Donor never leaves Facebook
- Ads only run on Facebook
- Donor **automatically** has the ability to opt-in to share contact info
- No fees are taken by Facebook
- Great for targeting previous Facebook Fundraisers or Facebook Donors
- Can manage donors in your Nonprofit Manager




AWESOME!




Global Good 


Select how you want to stay connected to Global Good:



Follow


You'll see posts from this Page in Feed.






Get messages


Global Good will be able to send you promotional messages in Messenger.






Share your email

By selecting this box, you agree to let Meta share your email with Global Good, subject to their privacy policy.



 g.....@gmail.com

Skip

Save



Search Facebook



Global Good



Home

Supporters

Filter by

Recurring supporters

Only show supporters who give monthly.



Supporter activity



Activity date



Thanking Status

All ▼

Contact method

All ▼

Fundraiser type



Donation amount


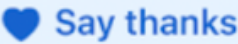

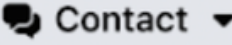

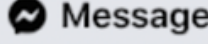

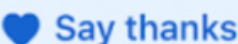

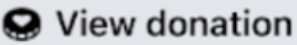

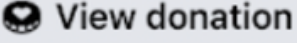

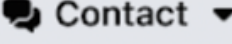



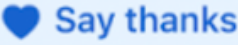


Amount raised



Supporters selected • 9

Some supporters may not appear on this list because you can't interact with them. This could be because they donated privately and they haven't shared their email address or opted to get messages from you on Messenger.

Name	Supporter details	Recent activity	
 Zafar Mirza	Donor Fundraiser organizer	Donated \$10 via your post What Giving Tuesday means to us 2 days ago • Not thanked	 Say thanks ...
 Farah Ramdan	Recurring donor	Donating \$15 per month 3 days ago	 Contact ▼
 Ayaka Yamamoto	Fundraiser organizer	Created a fundraiser: Help me raise mmoney for Global Good!!! 2 weeks ago • Thanked	 Message
 Johanna Borisov	Donor	Donated \$5 to Ivan's Birthday Fundraiser for Global Good 2 days ago • Not thanked	 Say thanks ...
 Nidhi Tripathi	Donor	Donated \$45 to Ivan's Birthday Fundraiser for Global Good 2 weeks ago • Thanked	 View donation
 Sanjay Sinha	Donor	Donated \$100 to Ivan's Birthday Fundraiser for Global Good 2 weeks ago • Thanked	 View donation
 Riaan Rimkus	Recurring donor	Donating \$10 per month 2 weeks ago	 Contact ▼
 Bianca Soares	Fundraiser organizer	Created a fundraiser: It's my birthday, help me raise some cash for my favorite nonprofit 🙏 2 weeks ago • Thanked	 Message
 Deborah Jones	Donor	Donated \$20 to Ivan's Birthday Fundraiser for Global Good 2 weeks ago • Thanked • Not thanked	 Say thanks ...



CONTENT & COPY

TALK TO YOUR IDEAL DONOR
WITH YOUR MESSAGING:

- HOOK: WHAT PROBLEM ARE YOU SOLVING?
- WHAT'S THE SOLUTION?
- HOW CAN THEY MAKE A DIFFERENCE?

INCLUDE A PERSON/ANIMAL
REFLECTING YOUR CAUSE

INCLUDE AN ENGAGING IMAGE OR
VIDEO AND RELEVANT CALL TO
ACTION IN YOUR AD (TEST REELS)



Be upfront with the problem

Make a clear case for the problem we are trying to solve.
The “WHY” is the hook to get people into the conversation.



Show there is a solution and make it specific and tangible

People need to believe there is a feasible way to make an impact or they scroll right by.



Ease into action

Offer a easy way for people to act on or off platform with a clear an immediate call-to-action.



The cause is the hero

Allow the cause to shine, that is the reason why people will get involved. Brand and entity should not be protagonists.



Share the mic

Consider if you are the right voice. If not, give the mic to the person who has credibility and authenticity in this space and use your power to amplify.

wow!



WHICH AD STRATEGY WILL YOU START TESTING?

—

A. Top-Of-Mind "you're EVERYWHERE"

—

B. Attracting Recurring Donors

—

C. Increasing Facebook Donations



WORKING TIME!

Pick an ad campaign to focus on

Plan out your budget, timeline & audience

What will your content be? Write out the copy & details of the visuals.



LISTEN TO MISSIONS TO MOVEMENTS PODCAST