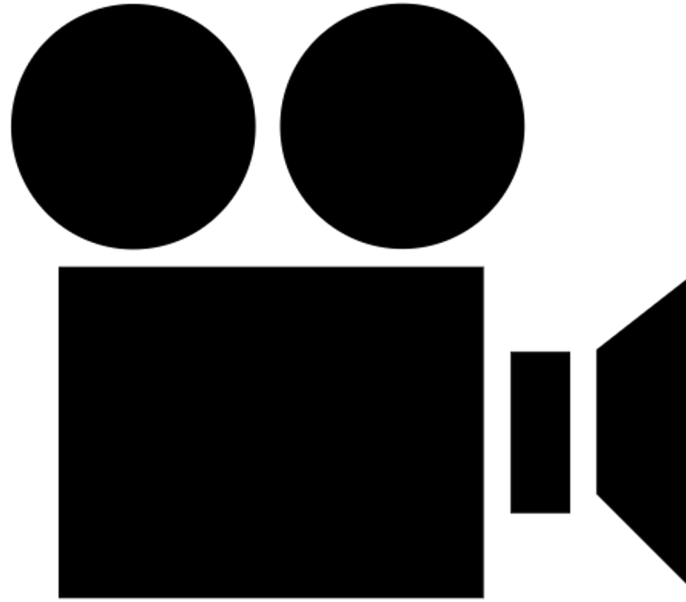




12 Ways Your Nonprofit Can Get Better Fundraising Results from Facebook Ads

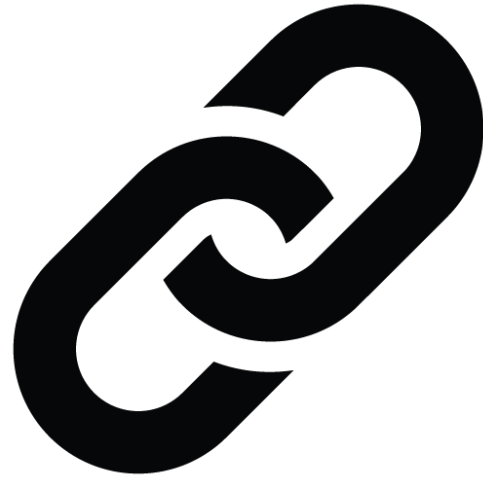
Free Webinar

A Few Quick things...



A video recording of this live webinar will be sent to you afterwards.

A Few Quick things...



Links to the slide deck and other featured resources will be sent out with the recording.

A Few Quick things...



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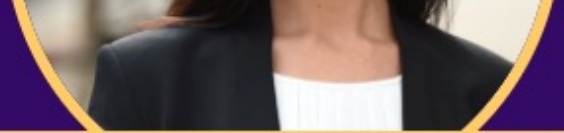




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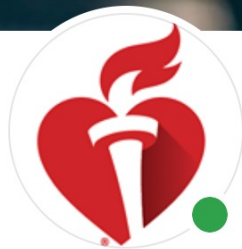
12 Ways Your Nonprofit Can Get Better Fundraising Results from Facebook Ads

Free Webinar

There are tons of ways to **try**
and raise money on Facebook

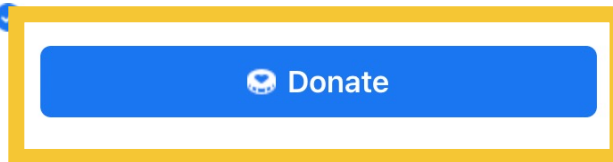


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American Heart Association

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






Chris's Fundraiser for 2021 Barrel Jam for St....
Fundraiser for **St. Jude Children's Research Hospital** by **Chris Kennedy Thompson** · 


 **Donate**

 **Share**



Goal

\$1,019,205 raised of \$5,000 

9 days left

Raised by 32 people in 158 days

Donate

Fundraiser Progress

32
donated

5K
invited

931
shared

Be the first of your friends to donate!





Finding c
Saving

or
St....
Research
oson ·

\$1,010,200 raised of \$1,000,000



Raised by 32 people in 158 days

Donate

Progress

5K invited 931 shared

Be the first of your friends to donate!

The image is a composite. In the center-left, there is a black hole with a bright, glowing accretion disk. Overlaid on the black part of the hole is a solid black circle containing the text "YOUR DONORS" in white, sans-serif, all-caps font. The background of the entire image is a deep space scene featuring a galaxy with a prominent, bright, yellowish-white central bar and spiral arms, set against a dark, star-filled sky.

YOUR
DONORS

ORGANIC POSTS



Alzheimer's Association ✓

March 4 at 5:00 PM · 🌐



In America, health care is not accessible and equal for all. Read the findings of two national surveys just published in our 2021 Alzheimer's Disease Facts and Figures report. <http://alz.org/facts>



63% of Native Americans
say they have faced discrimination
when navigating health care
settings for their care recipient.

alzheimer's  association®



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Facts and Figures

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88

3 Comments 43 Shares



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Comment



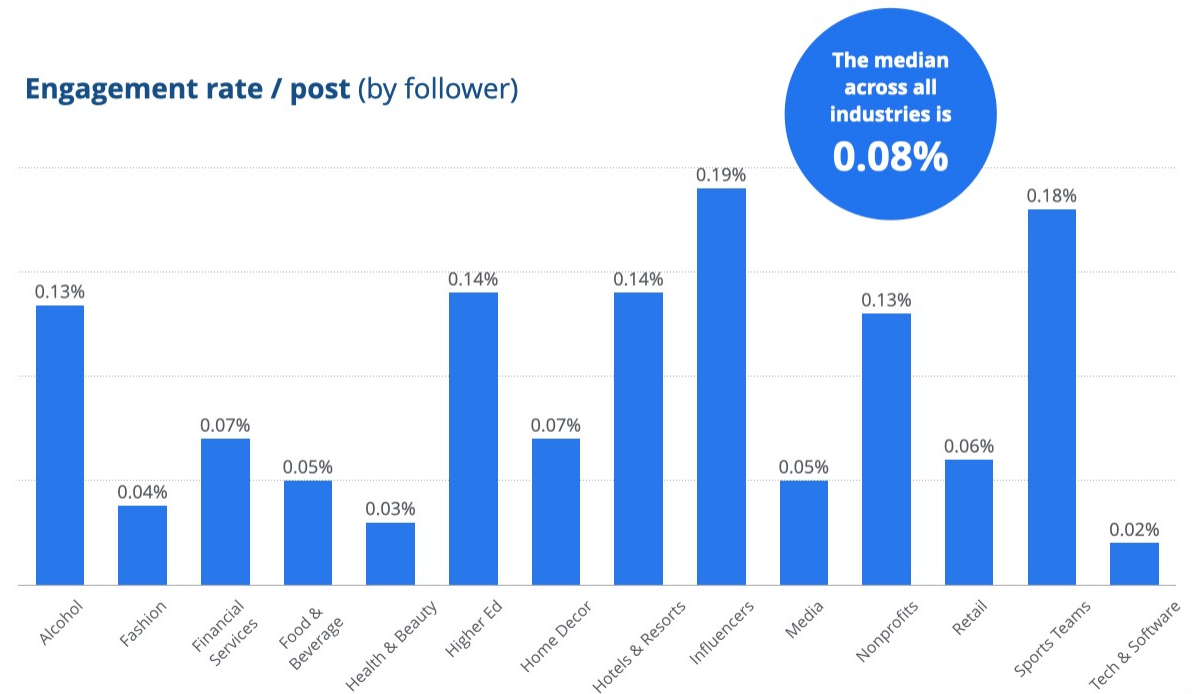
Share



Median engagement rate for a Facebook post is 0.08%.

f Facebook engagement

Engagement rate / post (by follower)



Organic posts only reach
5.2% of followers.





END ALZ Alzheimer's Association  March 4 at 5:00 PM ...

In America the first Alzheimer's figure

Read 21 16



63% of Native Americans say they have faced discrimination when navigating health care settings for their care recipients

Alzheimer's  association

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Facts and Figures

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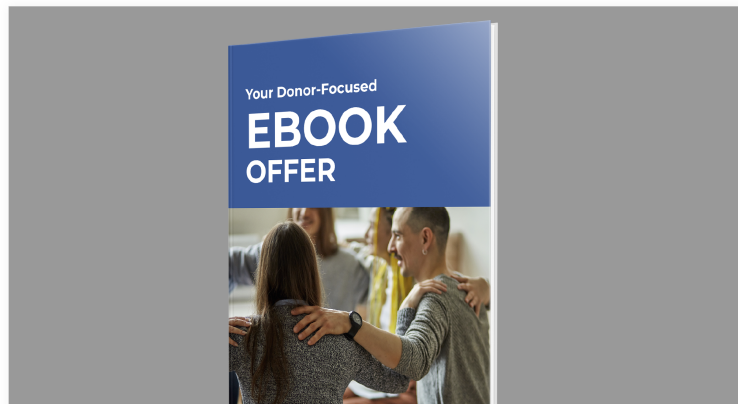
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Get your free [INSERT RESOURCE] right here.

Utilize your Facebook ad copy to fully explain why the free resource you are offering is valuable to your ideal donor. Remember that a Facebook reader is inundated with lots of other offers and advertising. Clearly articulate what your offer is, why it's valuable, and why someone should take advantage of your offer rather than keep scrolling through their Facebook feed.

Most "best practices" say to write less copy in your advertising. But testing shows that you need more copy in order to fully explain the value of your offer.

It's possible that more copy means fewer clicks, but it often means more conversion on your offer – and more donations on your instant donation page... [See More](#)



Get Your Free [INSERT RESOURCE] »

Use this space to add further detail and value-focused copy that gives Facebook users a clearer picture of what the offer is and why they should download it once they click through to your landing page.

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Your Nonprofit Organization

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Get your free [INSERT RESOURCE] right here.

Utilize your Facebook ad copy to fully explain why the resource you are offering is valuable to your ideal audience. Remember that a Facebook reader is inundated with offers and advertising. Clearly articulate what you are offering, why it is valuable, and why someone should take advantage of your offer rather than keep scrolling through their Facebook feed.

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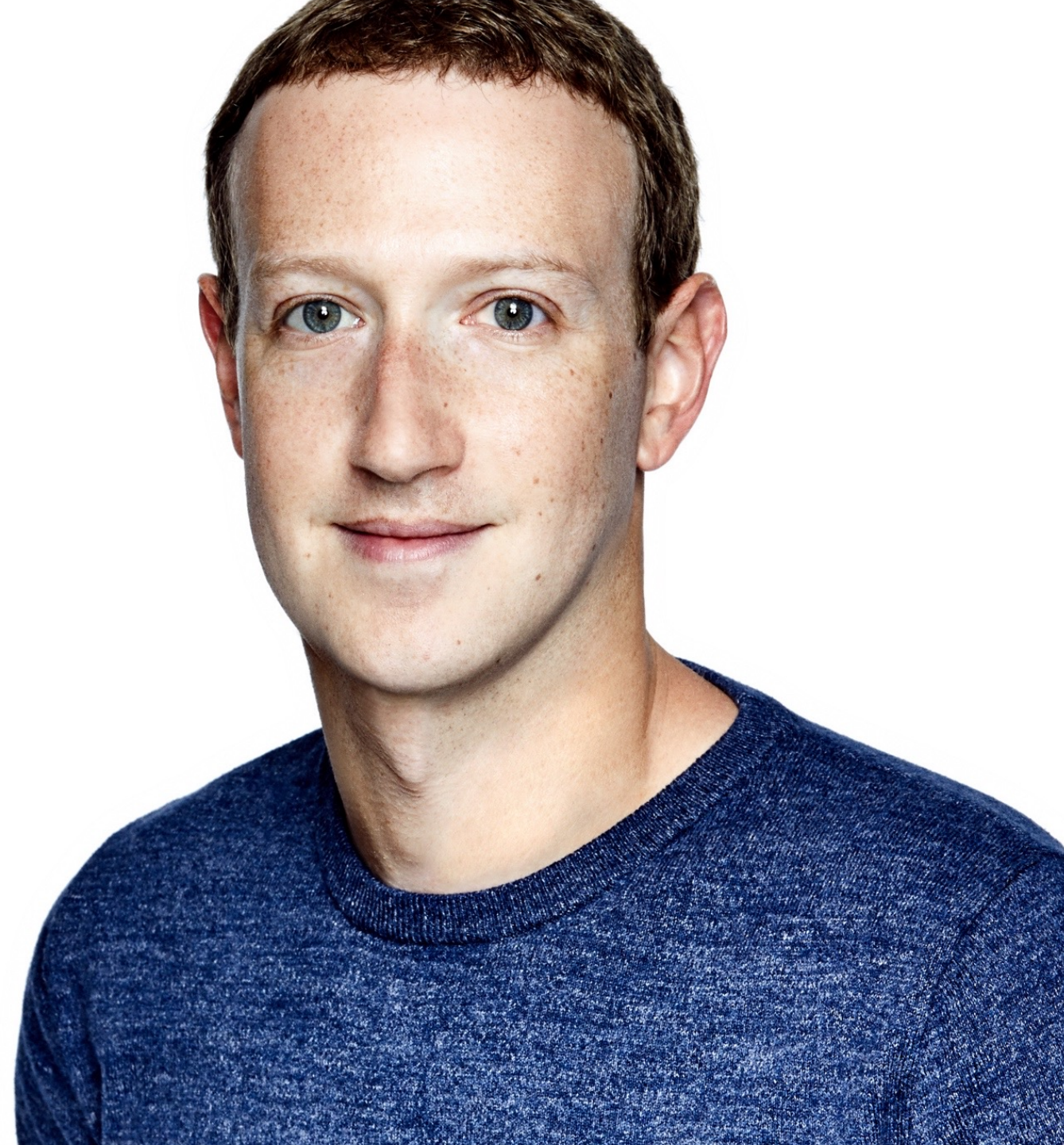
Why do Facebook Ads
work?

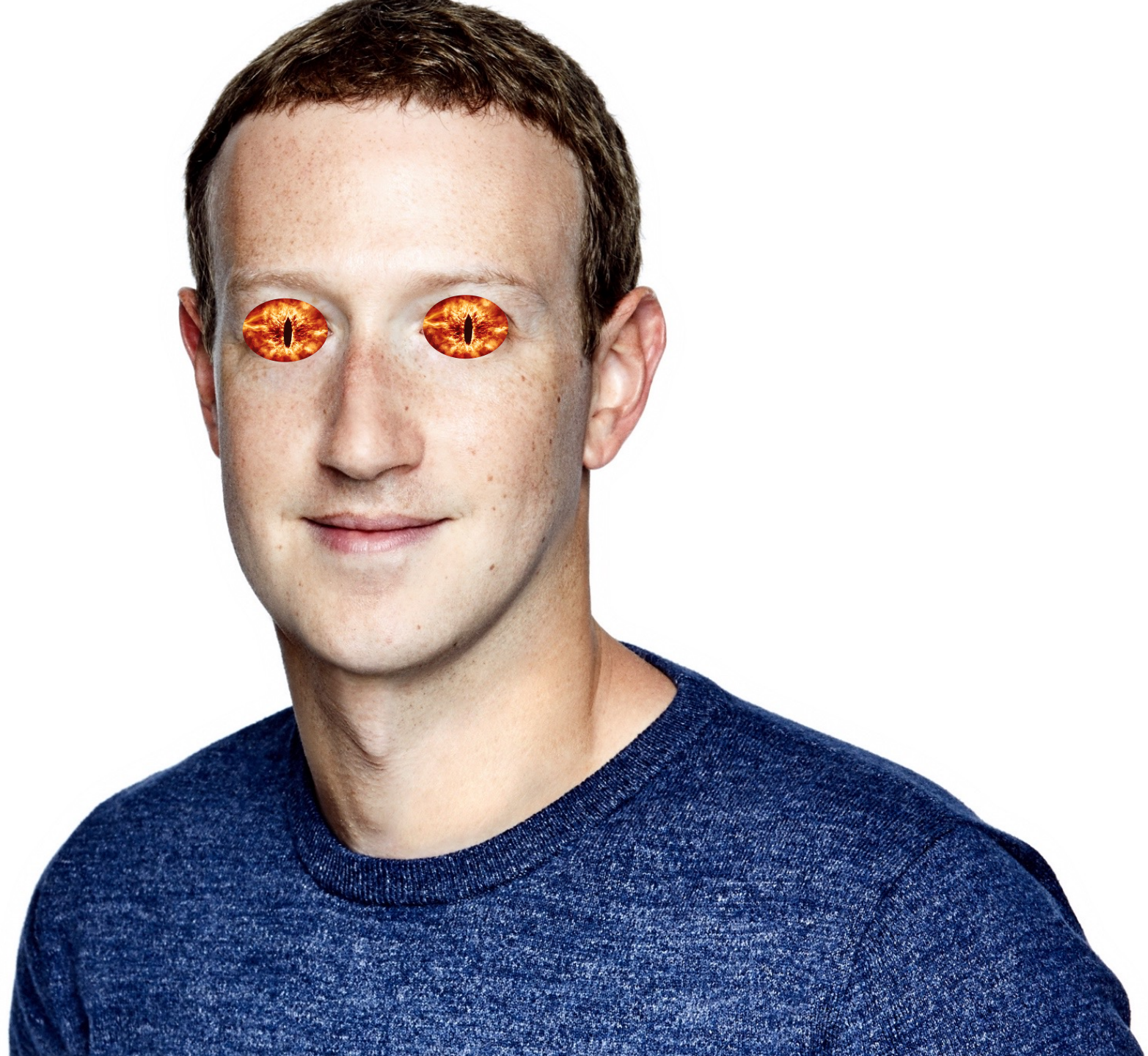




Senator: How do you sustain a business model in which users don't pay for your service?

Mark Zuckerberg: Senator, *we run ads.*





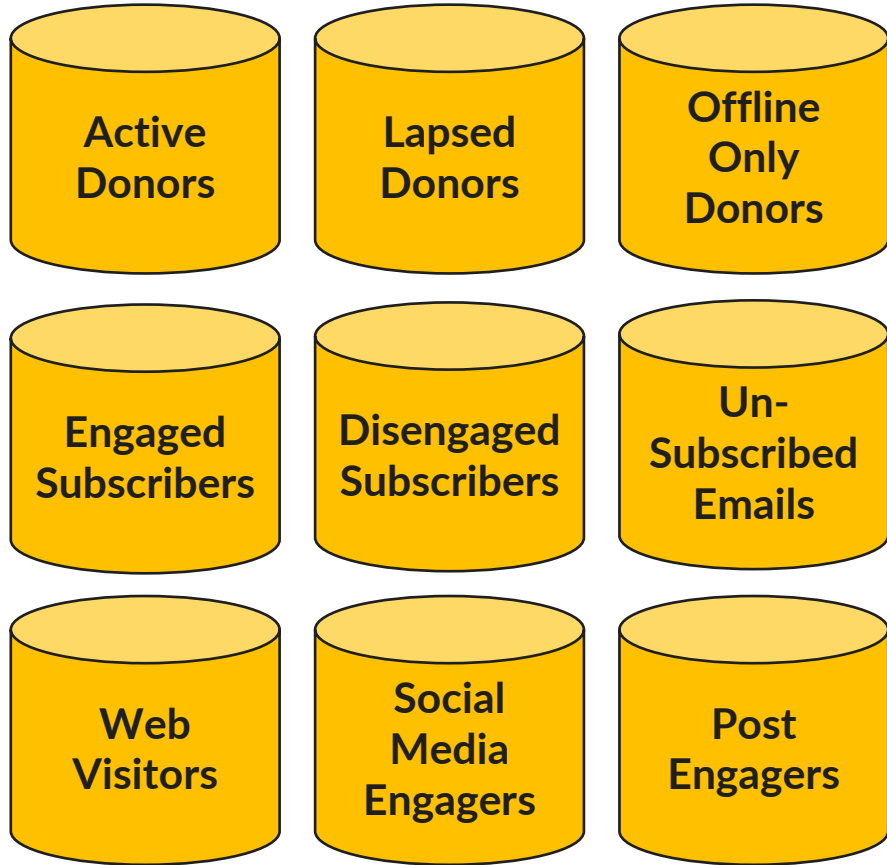
Tracks website visits and behavior so that you can target:

- Website visitors
- Page viewers
- eBook downloads
- Donors
- Purchasers
- And more.

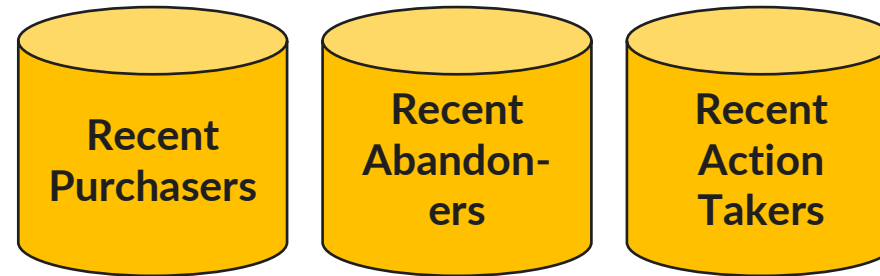


Reach more than just your followers

YOUR Audiences

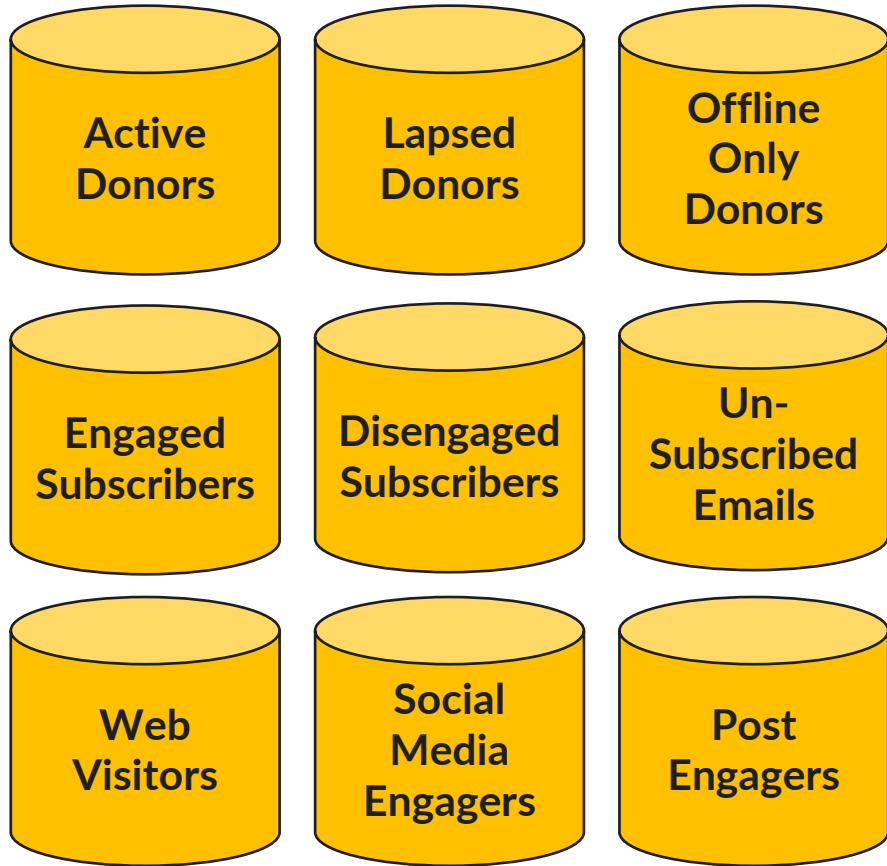


Pixel Activity

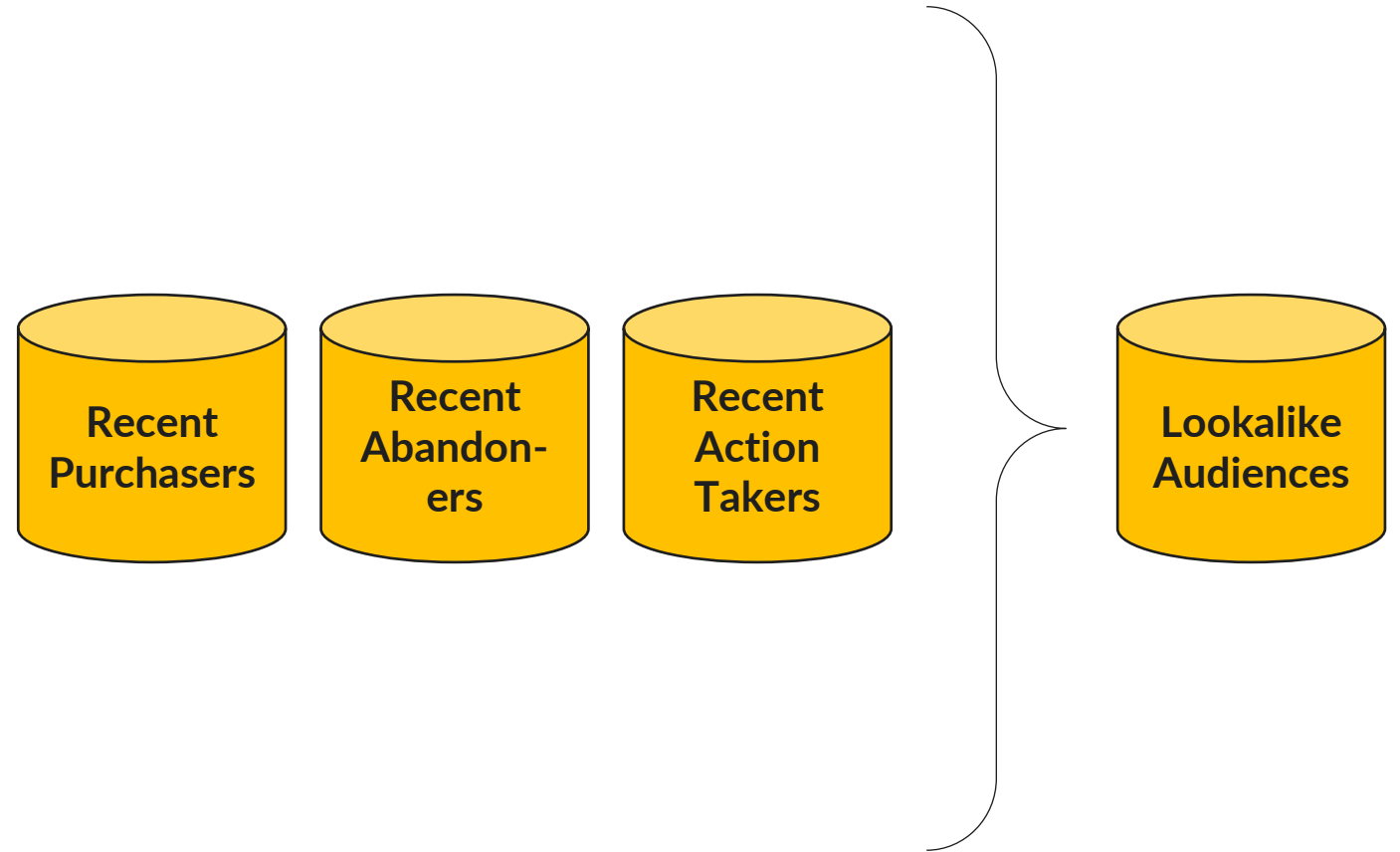


Reach more than just your followers

YOUR Audiences



Pixel Activity



Reach more than just your followers



**Lookalike
Audiences**

*"Show my ads to the 1% of
Facebook that is most like my
current donors."*



How do you make
Facebook Ads work?



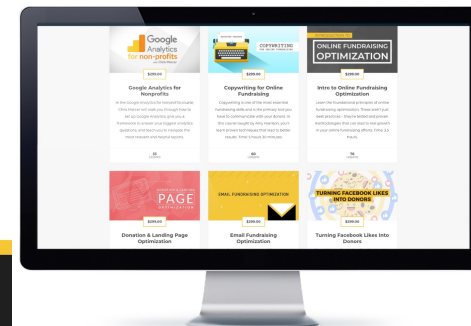
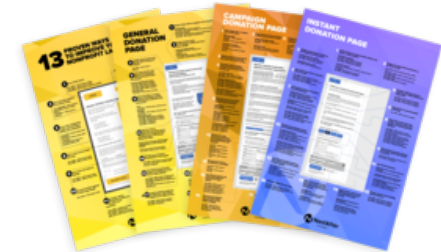
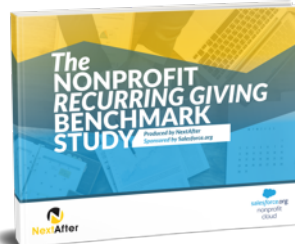
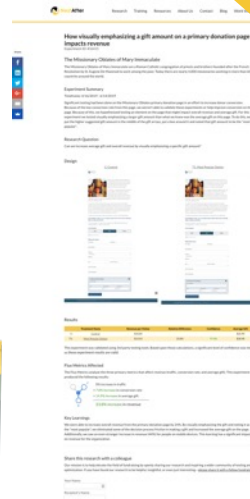
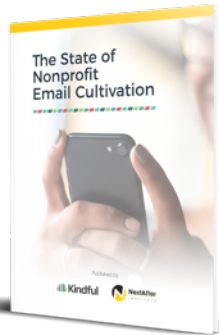
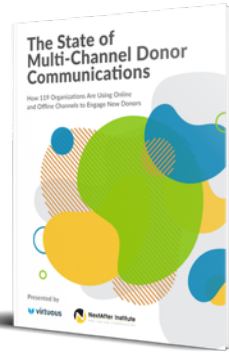


ON A **MISSION** TO DECODE WHAT WORKS IN FUNDRAISING AND MAKE IT ACCESSIBLE TO AS MANY ORGANIZATIONS AS POSSIBLE.

RESEARCH

RESOURCES

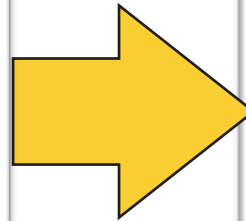
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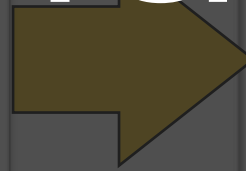
Most of us have already tried this...



...and experienced this:



\$0 Donations



The Free » Donor Model

Valuable
Content





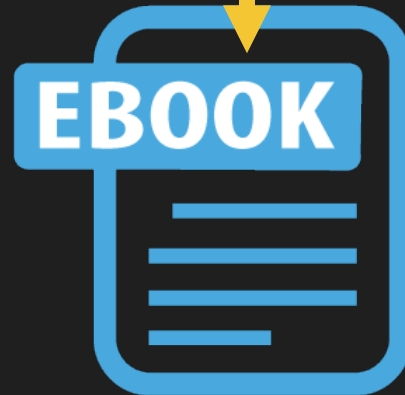
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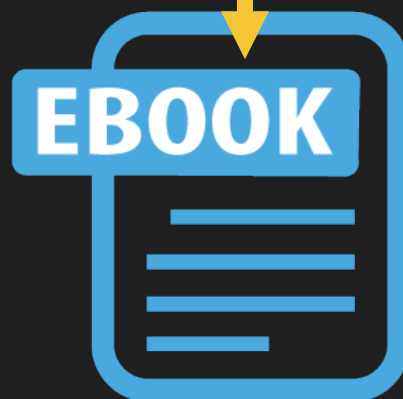
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**Instant
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**Instant
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Sent By Email



Email Offer





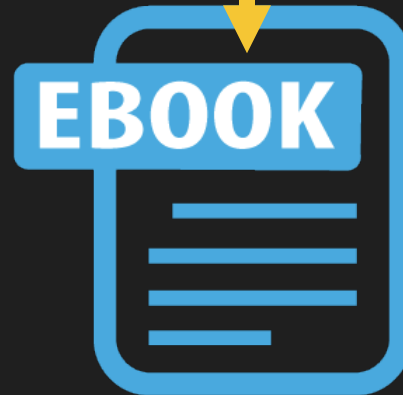
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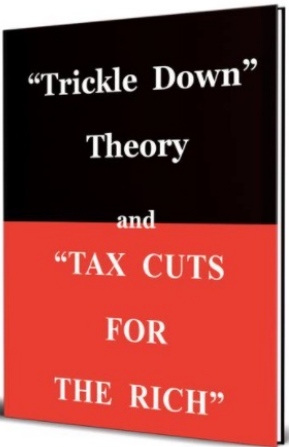
Email Offer



Model for New Donor Acquisition


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This book examines the common idea that higher tax rates on the "rich" increase government revenues....

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Get "Trickle Down" Theory and "Tax Cuts for the Rich"
by Thomas Sowell

This book examines the common idea that higher tax rates on the "rich" increase government revenues. Based on empirical and careful analysis, Sowell examines this hypothesis and revisits the origins of the ideas of "Trickle Down" Theory and "Tax Cuts for the Rich"—in his signature style that we've all come to love.

This is a critical area of economic thinking—yet another where Sowell has proven to be a formidable expert and clear thinker.

With the issue of taxes and government revenue set to be a central topic of debate in the coming months, this research and analysis is an indispensable resource.

Simply complete the form below to get your free digital copy, "Trickle Down" Theory and "Tax Cuts for the Rich" now:

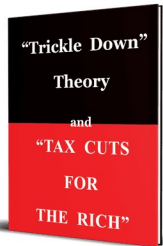
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Hi Brady,

Thank you for requesting "Trickle Down" Theory and "Tax Cuts for the Rich" by Hoover Institution Rose and Milton Friedman Senior Fellow on Public Policy Thomas Sowell.

[You can download your copy here.](#)

We provide Americans with data-driven research on tax cuts vs. tax hikes because it's important that a free society knows the truth about how their money is spent.

We are able to give you this incredible commentary, loaded with Thomas Sowell's decades of wisdom, because of the support of donors who also believe that an educated citizenry is vital to America's economic well-being.

Thank you for sharing our vision of an informed and engaged public on economic issues here in America and around the world.

Sincerely,

Greg

Greg Stamps
Online Development
Hoover Institution

Thank you, friend!

"Trickle Down" Theory and "Tax Cuts for the Rich" is headed to your inbox now.

While you wait for it to arrive, we'd like to ask you just one more thing... We provide Americans with data-driven research on tax cuts vs. tax hikes because it's important that a free society knows the truth about how their money is best spent. We are able to give you this incredible commentary, loaded with decades Thomas Sowell's wisdom, because of the support of donors who also share our belief that an educated citizenry is vital to America's economic well-being.

In fact, The Hoover Institution is 100% donor-funded – which enables us to offer free resources like this in the hopes that we can reach and teach Americans from all walks of life – especially the next generation – about the benefits of liberty, free-market economics, and national security.

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The Hoover Institution will wisely invest every dollar of your generous gift to promote ideas that encourage a free society. By helping to underwrite the work of the Hoover Institution, you'll put your mark on American and world history for generations to come.

Moreover, your support will allow Hoover's team of innovative, widely respected scholars like Thomas Sowell to continue to study history and then apply their knowledge to solving modern-day societal challenges.

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In Donations

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today



covering

- The **Free Content » Valuable Donor** Model (in depth)
- How to create an **email offer**
- Crafting your **Email Acquisition Landing Page**
- Optimizing your **Instant Donation Page**
- Measuring your **key metrics** and performance
- Other advertising/**traffic strategies**



What we **ARE** covering
today



E covering
ay

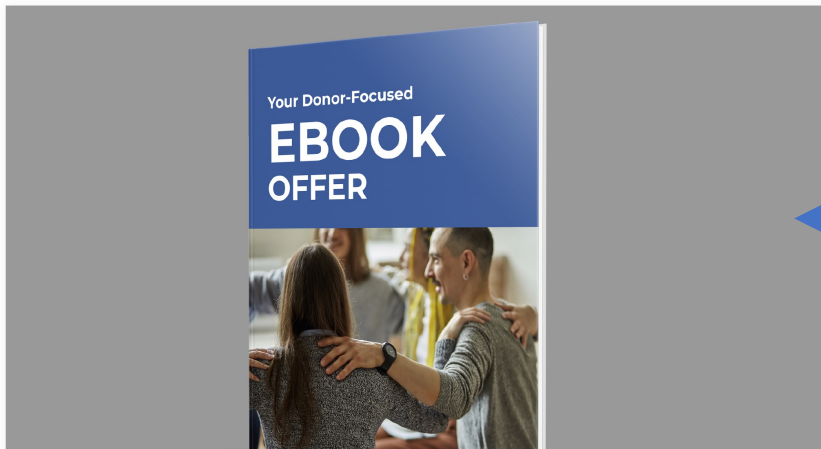


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Most "best practices" say to write less copy in your advertising. But testing shows that you need more copy in order to fully explain the value of your offer.

It's possible that more copy means fewer clicks, but it often means more conversion on your offer – and more donations on your instant donation page... [See More](#)



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Use this space to add further detail and value-focused copy that gives Facebook users a clearer picture of what the offer is and why they should download it once they click through to your landing page.

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1. Messaging & Copy
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It's possible that more copy means fewer clicks, but it often means more conversion on your offer – and more donations on your instant donation page... [See More](#)

Messaging & Copy

Proven Strategy #1

Short copy often leads to more clicks, but long copy leads to more conversions.

Your Donor-Focused
EBOOK
OFFER



Messaging & Copy

Proven Strategy #1

Short copy often leads to more clicks, but long copy leads to more conversions.



Greg Laurie
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Like Page

Gain a deeper understanding of heaven. This week my daily devotions focus on this important topic. Sign up to start getting these free devotions delivered to your inbox today.

NOT THIS



Greg Laurie
Sponsored · 🌐

Like Page

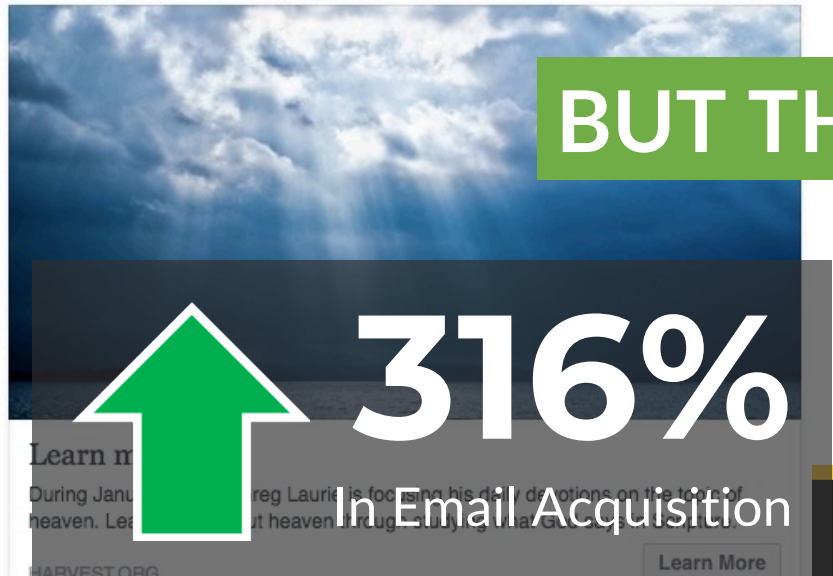
Many people think of heaven as some surreal, mysterious, dreamlike realm where people sit on clouds and strum harps. But as we continue to live out our life here on earth, it is important for us to know that heaven is a real place for real people—and God wants us to have a deeper understanding of it. This week, my daily devotions focus on the topic of heaven. Are you receiving this daily resource? If not, sign up to start getting these free devotions delivered to your inbox.

Learn more >>

During January, Pastor Greg Laurie is focusing heaven. Learn more about heaven through stuc

HARVEST.ORG

BUT THIS



Greg Laurie
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Like Page

Many people think of heaven as some surreal, mysterious, dreamlike realm where people sit on clouds and strum harps. But as we continue to live out our life here on earth, it is important for us to know that heaven is a real place for real people—and God wants us to have a deeper understanding of it. This week, my daily devotions focus on the topic of heaven. Are you receiving this daily resource? If not, sign up to start getting these free devotions delivered to your inbox.

Learn more >>

During January, Pastor Greg Laurie is focusing heaven. Learn more about heaven through stuc

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316%

In Email Acquisition

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Messaging & Copy

Proven Strategy #2

Focus on the value to the reader, not on your organization.

* 86% level of confidence



Wesley Family Services

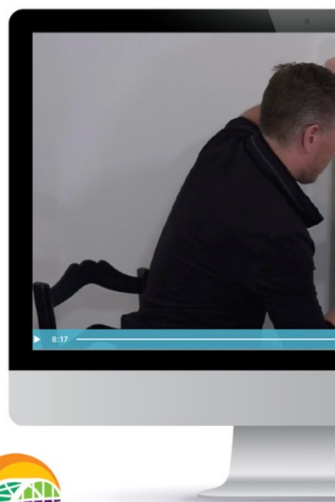
Published by Andrew Giddens · February 3 ·

When you have a teen or young adult with autism or intellectual disabilities in your care, you look for every resource and tool to equip them for a full and purposeful life. Teaching them how to navigate relationships in a healthy way is vital. And equipping them with life skills is key to their independence and confidence.

We understand, and we've been in your shoes. That's why we made the Healthy Relationships Curriculum and why we've made this video series free to you. It teaches important social boundaries and skills for building relationships and independence. With this series, you will help them learn how to do school work at home, keep their room clean, and appropriately use video chat. It was designed just for them.

NOT THIS

Healthy Relationships Video Series



WFSPA.ORG

Activate your free video series today >

The Healthy Relationships Curriculum is a free

13



Wesley Family Services

Published by Andrew Giddens · February 3 ·

Do you care for a child who needs an extra boost in everyday skills like personal hygiene and caring for their belongings?

If you are looking for free resources to help a child in your care build confidence in skills like personal hygiene and online etiquette, we've got you covered with a video series from Healthy Relationships Curriculum. It covers the skills that are so important to staying on track in school, performing well at work, and maintaining healthy relationships.

In this free video series you will find lessons for them that will teach them crucial skills for independence, like doing their laundry... Cleaning their room... Completing a task... Taking a shower... and How to video chat appropriately.

When you sign up for this free series, you'll get a series built with the expertise of working with students with autism or diagnosed with Autism or Intellectual Disabilities. You will get a series that has already helped students across the United States learn the skills they need to become more independent thanks to the Healthy Relationships Curriculum.

And now the child you care for can too.

172%

In Donations

48%

In Conversions



Messaging & Copy

Proven Strategy #3
Make your call-to-action
abundantly clear.



Buckner International

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In a world that is deviating further and further from the life-giving, God-honoring principles of the Bible, we as parents want to say, like Joshua, "As for me and my household, we will serve the Lord"!

Renew your commitment to live according to the truths of Scripture and pass those truths to the next generation.

Let's boldly proclaim that we wholeheartedly believe the Bible and want to parent our kids according

NOT THIS



Buckner International

Written by NextAfter Facebook [?] · October 29 at 2:22 PM · 🌐

In a world that is deviating further and further from the life-giving, God-honoring principles of the Bible, we as parents want to say, like Joshua, "As for me and my household, we will serve the Lord"!

Renew your commitment to live according to the truths of Scripture and pass those truths to the next generation.

The first step towards true change is to make our intentions known to others.

That's why we want to invite you to sign the pledge to boldly proclaim that you wholeheartedly believe the Bible and want to parent your kids according God's Word.

Add your name today!

BUT THIS



SECURE.BUCKNER.ORG

Sign the Parenting Pledge

By adding your name to the pl



31%

In Emails Acquired



Messaging & Copy

Proven Strategy #4

Write so much copy that
your reader has to click to
“See More”.



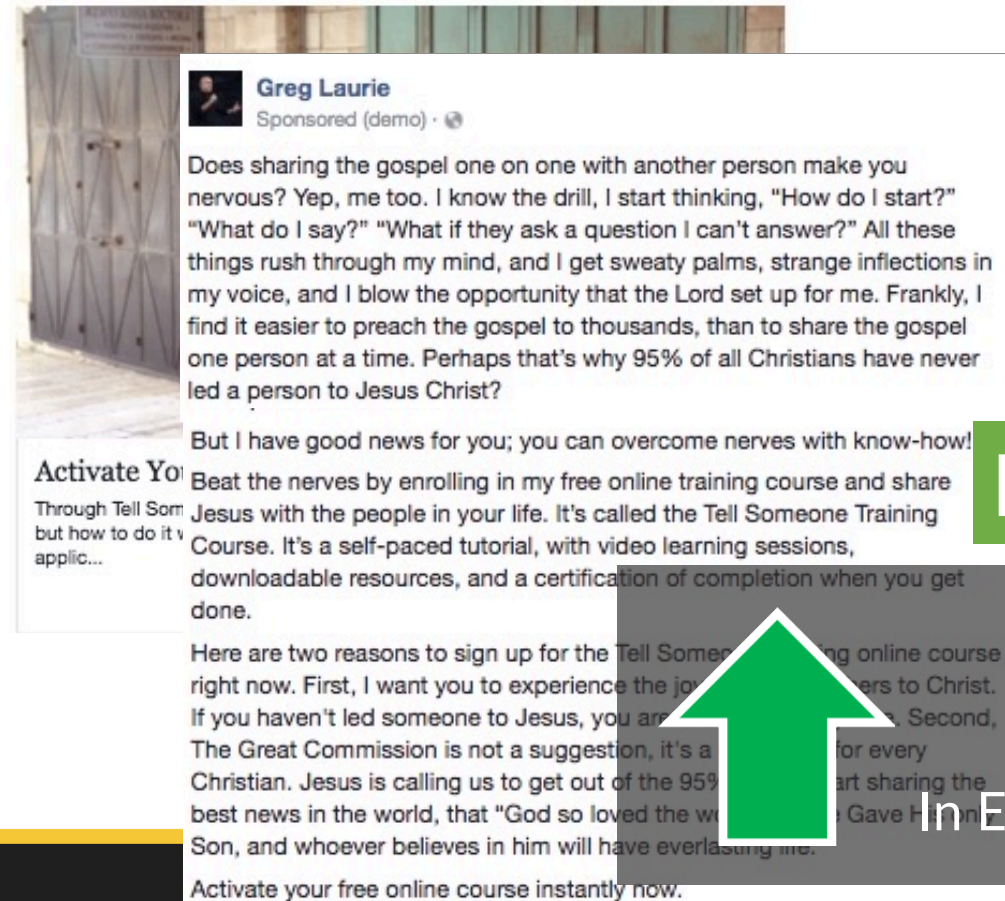
Messaging & Copy

Proven Strategy #4

Write so much copy that
your reader has to click to
“See More”.



NOT THIS



BUT THIS

22%

In Email Acquisition



This free [INSERT RESOURCE] will help you [INSERT VALUE HERE].

Utilize your Facebook ad copy to fully explain why the free resource you are offering is valuable to your ideal donor. Remember that a Facebook reader is inundated with lots of other offers and advertising. Clearly articulate what your offer is, why it's valuable, and why someone should take advantage of your offer rather than keep scrolling through their Facebook feed.

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It's possible that more copy means fewer clicks, but it often means more conversion on your offer – and more donations on your instant donation page... [See More](#)

Messaging & Copy

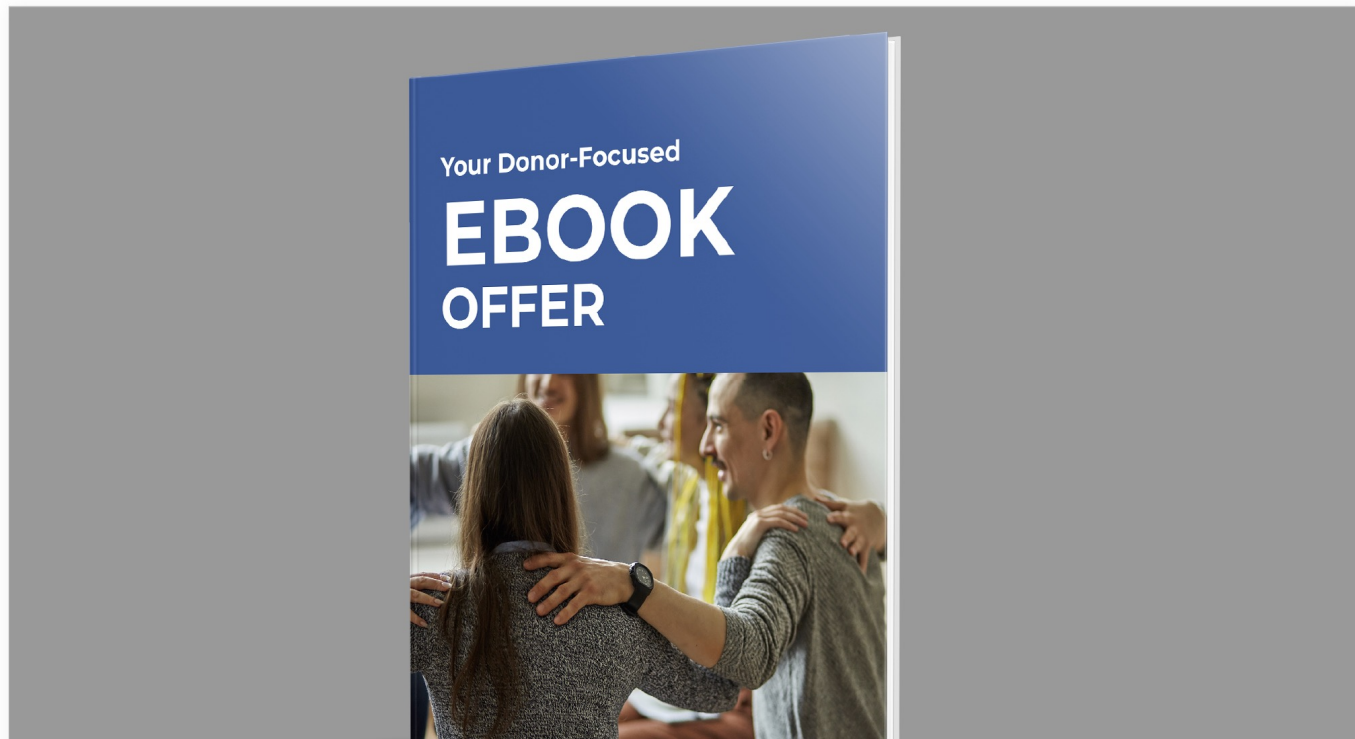
Your Donor-Focused

**EBOOK
OFFER**



the value of your offer.

It's possible that more copy means fewer clicks, but it often means more conversion on your offer – and more donations on your instant donation page... [See More](#)



Get Your Free [INSERT RESOURCE] »

Use this space to add further detail and value-focused copy that gives Facebook users a clearer picture of what the offer is and why they should download it once they click through to your landing page.

WWW.YOURNONPROFIT.ORG

[Learn More](#)

Images & Video

Proven Strategy #5

Make sure your ad imagery matches the design and imagery of your landing page. (*Congruency*)



53

11 Comments 8 Shares



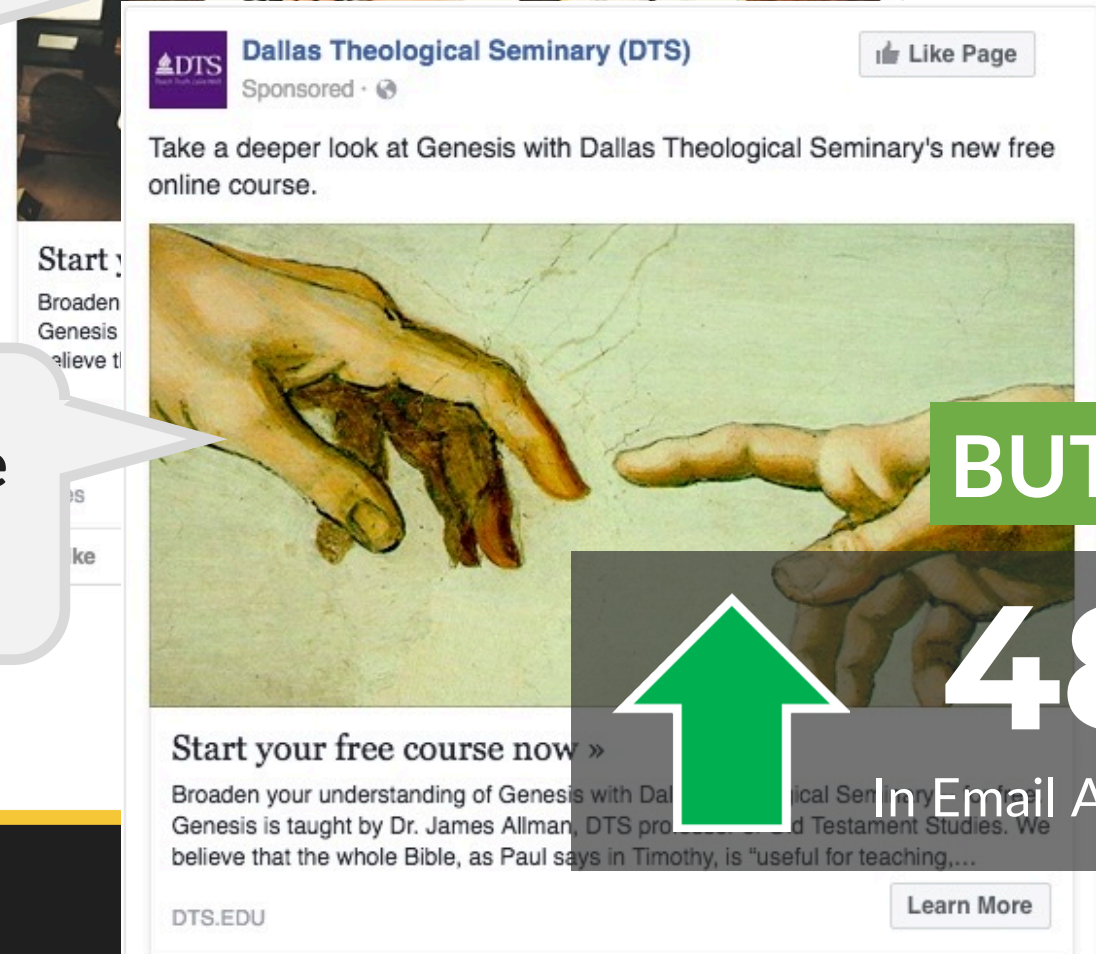
Images & Video

Make

matches the design and
imagery of your landing
page

A different image than
what was on the landing
page.

The same image from the
landing page.



BUT THIS

48%

In Email Acquisition

DTS.EDU

Learn More



Images & Video

Proven Strategy #6

Test using motion graphics or videos in your ad

Simple video adding motion to the eBook.

understand the problem and how to protect yourself. Get your free copy today!

NOT THIS

understand the problem and how to protect yourself. Get your free copy today!

BUT THIS

0:02 / 0:09

36%

askheritage.org

Get your free guide

LEARN MORE

In Emails Acquired

142

6 Comments 46 Shares



Images & Video

Proven Strategy #7

Be careful of putting text on top of your images. Just because you can doesn't always mean you should.

The image shows a comparison between two versions of a Facebook post from Buckner International. The top version is a 'demo' post with a large red arrow pointing to it and a red box labeled 'NOT THIS'. The bottom version is the 'real' post with a green box labeled 'BUT THIS'.

Top Post (Demo):

- Header: Buckner International (demo) · 🌐
- Text: We want to help you be the best parent you can be—for the sake of the children God has placed in your life. Our new free online course, Answering the Hard Questions, will get you thinking about how you can help your children grow and thrive, offering short but informative videos on the topics of attachment, grief, trauma, parenting styles and more. Get instant access to your free course today.
- Image: A blurry image of a child's back.
- Link: SECURE.BUCKNER.ORG
- Text: Activate your free today »
- Engagement: 14 likes

Bottom Post (Real):

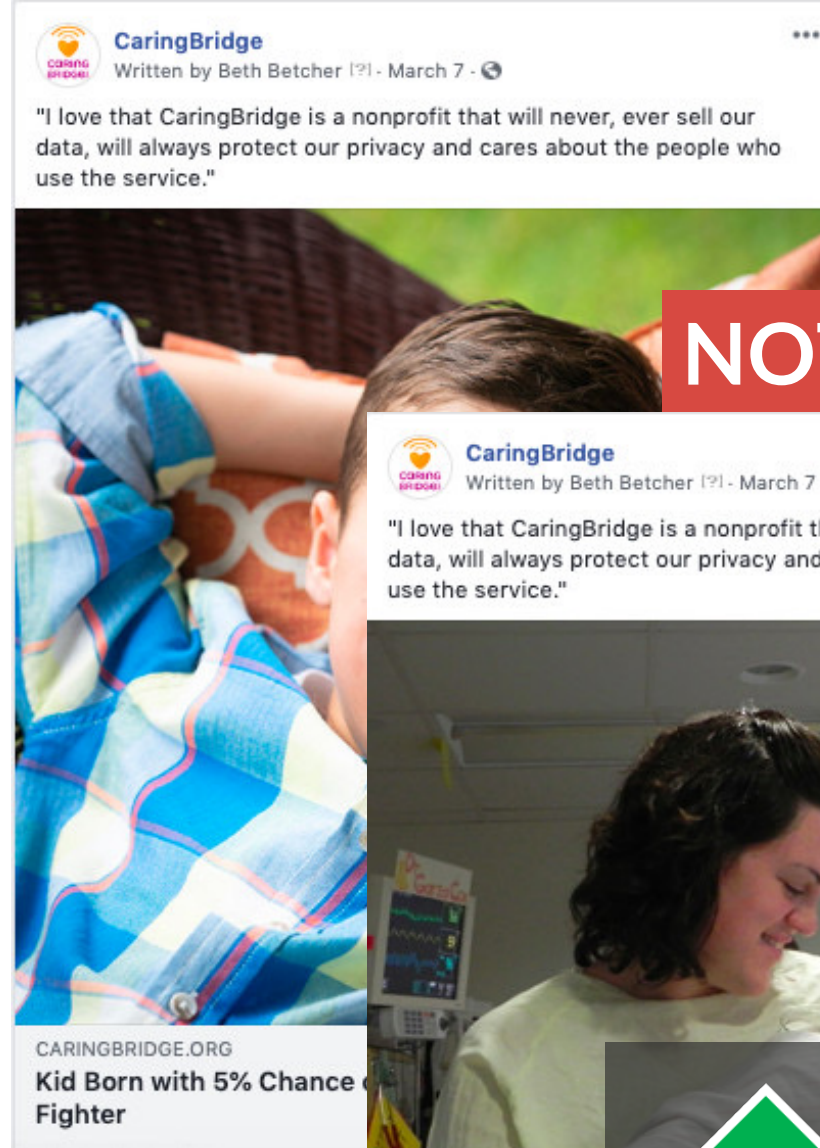
- Header: Buckner International Sponsored (demo) · 🌐
- Text: We want to help you be the best parent you can be—for the sake of the children God has placed in your life. Our new free online course, Answering the Hard Questions, will get you thinking about how you can help your children grow and thrive, offering short but informative videos on the topics of attachment, grief, trauma, parenting styles and more. Get instant access to your free course today.
- Image: A clear image of a young child in a blue jacket holding an adult's hand.
- Link: SECURE.BUCKNER.ORG
- Text: Activate your free online parenting course today »
- Engagement: 77 likes, 4 Comments, 38 Shares
- Button: Learn More



Images & Video

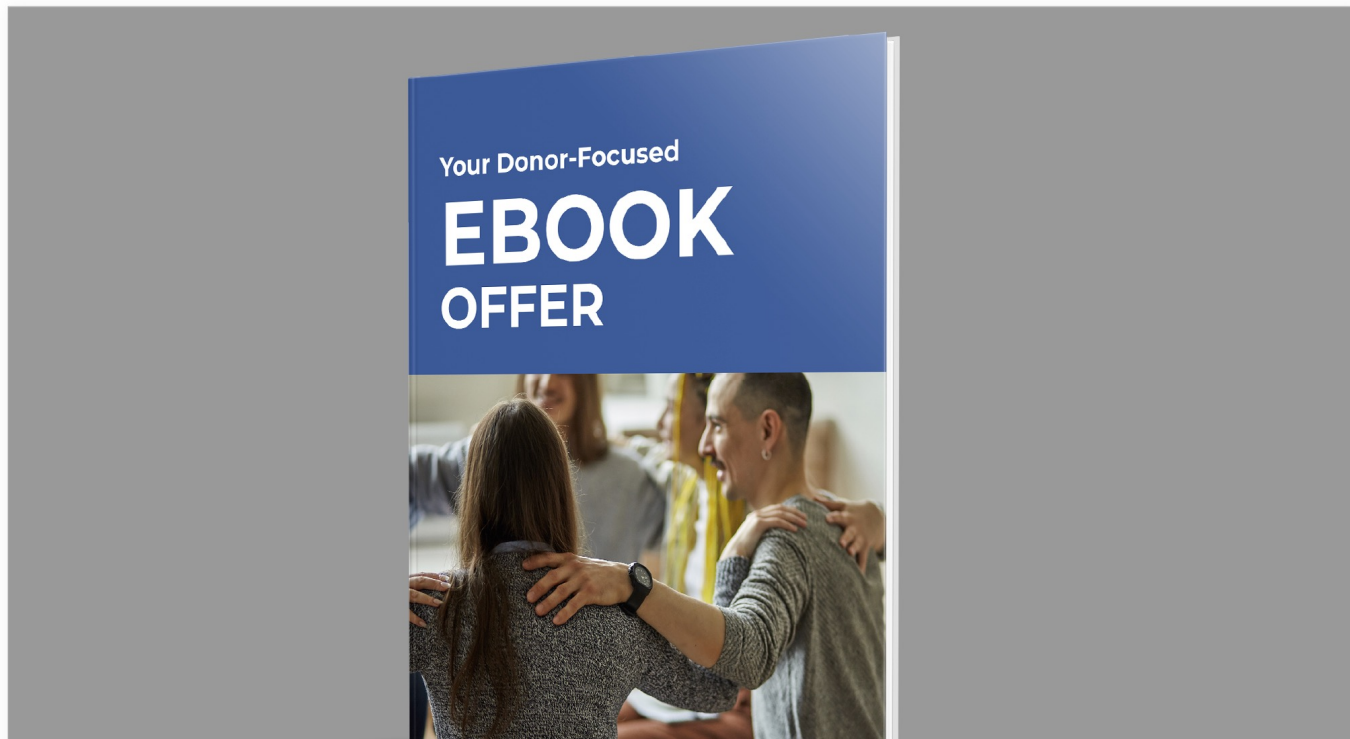
Proven Strategy #8

Use natural and authentic photography as much as possible. Avoid images that are clearly stock photos.



the value of your offer.

It's possible that more copy means fewer clicks, but it often means more conversion on your offer – and more donations on your instant donation page... [See More](#)



Get Your Free [INSERT RESOURCE] »

Use this space to add further detail and value-focused copy that gives Facebook users a clearer picture of what the offer is and why they should download it once they click through to your landing page.

WWW.YOURNONPROFIT.ORG

[Learn More](#)



11 Comments 8 Shares

Images & Video





Your Donor-Focused

EBOOK OFFER

Get Your Free [INSERT RESOURCE] »

Use this space to add further detail and value-focused copy that gives Facebook users a clearer picture of what the offer is and why they should download it once they click through to your landing page.

WWW.YOURNONPROFIT.ORG

Learn More



53

11 Comments 8 Shares

Headline & CTA

Proven Strategy #9

Clearly ask the reader to take an action in your ad headline.



Headline & CTA

Proven Strategy #9

Clearly ask the reader to take an action in your ad headline.

Boys Town
Sponsored (demo) · 🌐

Like Page

As a faithful supporter of Boys Town, we value your opinion. You have been an important part in our work and remain vital to strengthening our mission. In order for us to be as effective as possible, we'd like to ask if you'd participate in a short survey. This survey will provide valuable insight into how Boys Town is doing and how we should best continue our mission.

Will you take a few minutes to complete it?

Your feedback will help us in our efforts to give America's children and families the love, support, and education they need to succeed.

Click below to start your survey.

NOT THIS

Start Your Survey

You can help us be more effective in reaching more people re

RESOURCES.BOYSTOWN.ORG

Learn More

226

Like

Comment

Share

312%
In Emails Acquired

12 Comments 20 Shares

Like Comment Share

Headline & CTA

Proven Strategy #10

Clarify the offer in your headline – not the outcome the offer will lead to.

National Breast Cancer Foundation
Just now · 🌐

Until there is a cure for breast cancer, early detection is the single most important factor for increasing the chances of treating it successfully. The goal is to find the cancer before it spreads beyond the breast. We've put together a guide that could potentially save your life with three early detection steps. Make the critical information in this helpful guide a priority for your health.

Get this free guide.

3 Steps to Early Detection

Get Your Free Guide

RESOURCES.NATIONALBREASTCANCER.ORG

National Breast Cancer Foundation
Sponsored · 🌐

Like Page

Get this free guide.

3 Steps to Early Detection

Get Your Free Guide

RESOURCES.NATIONALBREASTCANCER.ORG

BUT THIS

45%

In Email Acquisition

Your Donor-Focused

EBOOK OFFER



Get Your Free [INSERT RESOURCE] »

Use this space to add further detail and value-focused copy that gives Facebook users a clearer picture of what the offer is and why they should download it once they click through to your landing page.

WWW.YOURNONPROFIT.ORG

[Learn More](#)

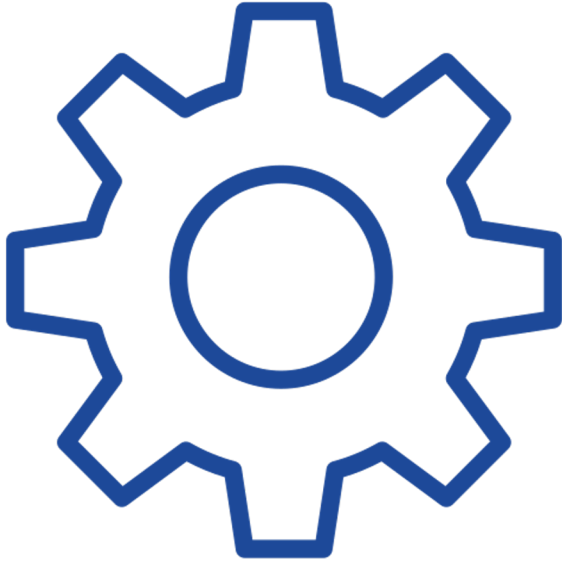


11 Comments 8 Shares

Headline & CTA



Targeting & Optimization



Proven Strategy #11

Optimize your ads for donations (purchases), not for views, clicks, or even email acquisition.



Optimized for Email Conversion

 **Missionary Oblates of Mary Immaculate**
Sponsored · 

When many people think of Lent, they think of giving something up that they love – soda, chocolate, coffee or television. But Lent should be so much more than avoiding the things we like to indulge in. Lent is a special time of reflection and sacrifice. A time to dig a little deeper into your soul and spend a few more minutes with God.

This Lenten season we want to challenge you and help you to spend more time in prayer. We have created a free prayer eBook that will spiritually guide you through each of the 40 days of Lent with daily scriptures, meditations and prayers. You will also receive these scriptures, meditations and prayers through your email every morning to start your day with the Word of God.

Get your free Lenten Prayers eBook



RESOURCES.OBLATESUSA.ORG
Get your free eBook » [Learn More](#)

Optimized for “Purchase” Conversion

 **Missionary Oblates of Mary Immaculate**
Sponsored · 

When many people think of Lent, they think of giving something up that they love – soda, chocolate, coffee or television. But Lent should be so much more than avoiding the things we like to indulge in. Lent is a special time of reflection and sacrifice. A time to dig a little deeper into your soul and spend a few more minutes with God.

This Lenten season we want to challenge you and help you to spend more time in prayer. We have created a free prayer eBook that will spiritually guide you through each of the 40 days of Lent with daily scriptures, meditations and prayers. You will also receive these scriptures, meditations and prayers through your email every morning to start your day with the Word of God.

Get your free Lenten Prayers eBook



RESOURCES.OBLATESUSA.ORG
Get your free eBook » [Learn More](#)

 **285%**
In Donations

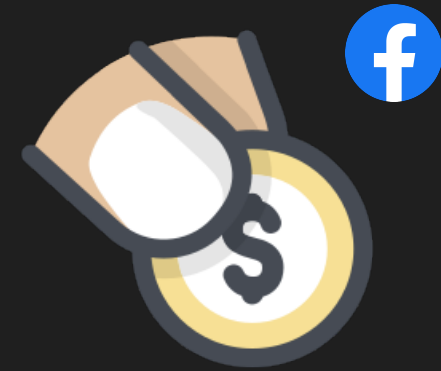




Advertisement



**Landing
Page**



**Instant
Donation Page**



Email Offer



Advertise

Create New Campaign

Use Existing Campaign

×

Buying Type

Auction

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

Cancel

Continue

Email Offer



Advertise

Create New Campaign

Use Existing Campaign

×

Buying Type

Auction

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

Cancel

Continue

Email Offer



Advertise

Create New Campaign

Use Existing Campaign

×

Buying Type

Auction

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

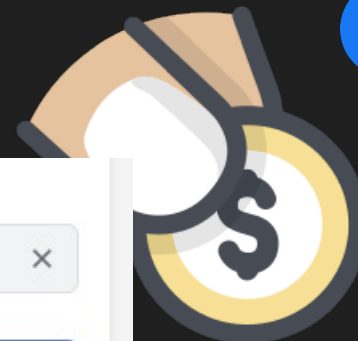
Cancel

Continue

Email Offer



Advertiser



Instant
ation Page

Pixel

NextAfter's Pixel ×

Conversion Event

Choose an event ×

- General Donation Page Guide Download ⚠
- Global Online Fundraising Scorecard Download
- Higher Ed Scorecard Download ⚠
- Initiate Checkout ⚠
- Landing Page Template Download ⚠
- Purchase** ⚠
- Recurring Giving Study Download ⚠
- + Define a New Custom Conversion



Email Offer





Advertisement



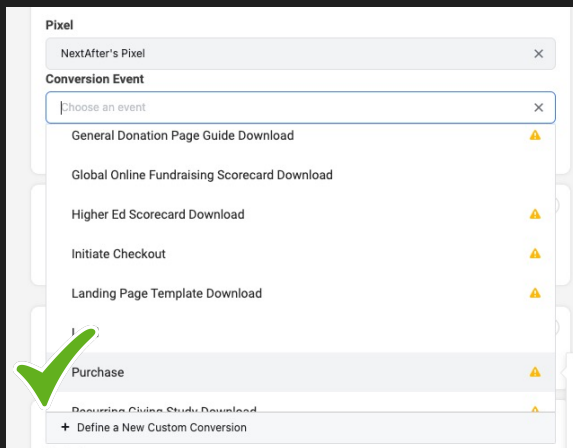
**Landing
Page**



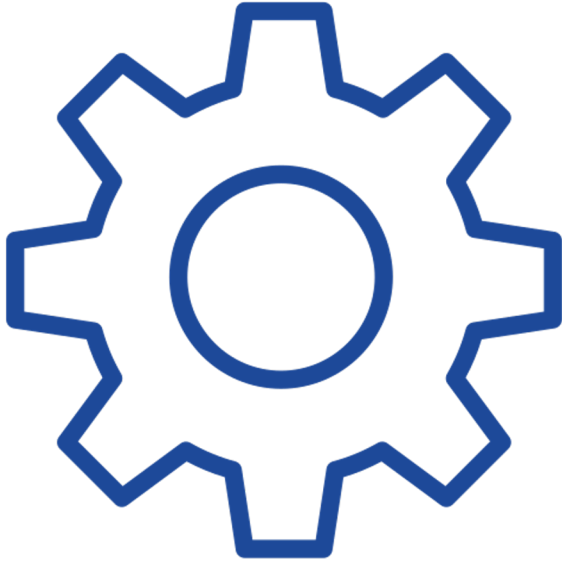
**Instant
Donation Page**



Email Offer



Targeting & Optimization



Proven Strategy #12

Include a lookalike audience to reach more likely donors.



Fans

Detailed Targeting ⓘ Include people who match ⓘ

Interests > Additional Interests > Alley Cat Rescue

Alley Cat Rescue

Interests > Additional Interests > Animal Rescue Foundation

Animal Rescue Foundation

Interests > Additional Interests > Best Friends Animal Society

Best Friends Animal Society

Interests > Additional Interests > Friends of Animals

Friends of Animals

Interests > Additional Interests > In Defense of Animals

In Defense of Animals

Add demographics, interests or behaviors | **Suggestions** | Browse

Exclude People or Narrow Audience

☐ Expand your detailed targeting to reach more people when it's likely to improve performance.

[Learn more about detailed targeting expansion.](#)

Interest-Based

Detailed Targeting ⓘ Include people who match ⓘ

Interests > Additional Interests > Cat food

Cat food

Interests > Additional Interests > Cat lady

Cat lady

Interests > Additional Interests > Cat Lovers

Cat Lovers

Interests > Additional Interests > Veterinary physician

Veterinary physician

Interests > Hobbies and activities > Pets

Pets

Add demographics, interests or behaviors | **Suggestions** | Browse

Exclude People or Narrow Audience

☐ Expand your detailed targeting to reach more people when it's likely to improve performance.

[Learn more about detailed targeting expansion.](#)

Donor Lookalikes

Create New Audience Use Saved Audience ▼

Custom Audiences ⓘ INCLUDE people who are in at least ONE of the following

Lookalike

Lookalike (US, 1%) - GCD19_Donors_10072019_wLifeti meValue

Add a previously created Custom or Lookalike Audience



27%
In Donations*



335%
In Donations

* Based a 70% statistical level of confidence





Lookalike Audiences

“Show my ads to the 1% of Facebook that is most like my current donors.”





YOUR DONORS



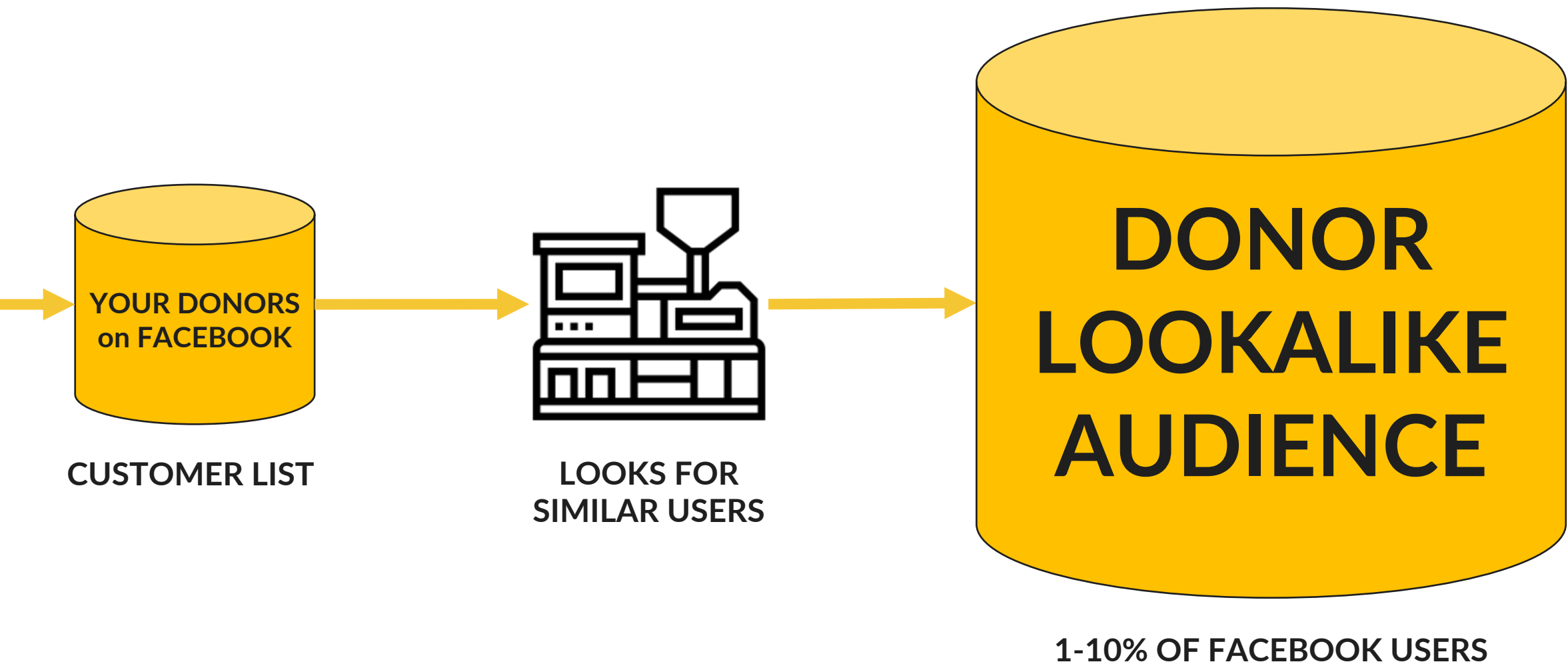
FACEBOOK




LOOKS FOR MATCHES




CUSTOMER LIST





DONOR LOOKALIKE AUDIENCE

1-10% OF FACEBOOK USERS

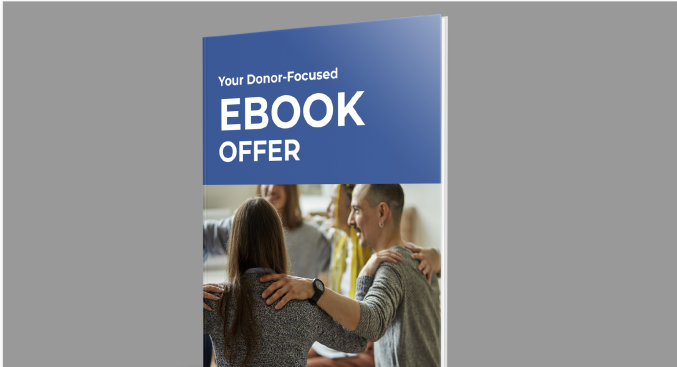
 **Your Nonprofit Organization**
Sponsored

Get your free [INSERT RESOURCE] right here.

Utilize your Facebook ad copy to fully explain why the free resource you are offering is valuable to your ideal donor. Remember that a Facebook reader is inundated with lots of other offers and advertising. Clearly articulate what your offer is, why it's valuable, and why someone should take advantage of your offer rather than keep scrolling through their Facebook feed.

Most "best practices" say to write less copy in your advertising. But testing shows that you need more copy in order to fully explain the value of your offer.

It's possible that more copy means fewer clicks, but it often means more conversion on your offer – and more donations on your instant donation page... [See More](#)




**Your Donor-Focused
EBOOK
OFFER**

Get Your Free [INSERT RESOURCE] »

Use this space to add further detail and value-focused copy that gives Facebook users a clearer picture of what the offer is and why they should download it once they click through to your landing page.

WWW.YOURNONPROFIT.ORG [Learn More](#)

 53

11 Comments 8 Shares



Get the free Facebook Ad Template

nextafter.com/facebook-ad-template/

The Tested & Proven

Nonprofit Facebook Ad Template

for Online Fundraisers

Messaging & Copy

- 1. Write Long Copy:** Short copy often leads to more clicks, but long copy leads to more conversions. (Exp. #2951, 316% increase in conversions)
- 2. Use Reader-Centric Copy:** Don't focus on your organization, focus on the value to the reader. (Exp. #48085, 47% increase in conversion)
- 3. Start With Your Call-to-Action:** Test making your primary call-to-action abundantly clear at the beginning of your ad copy. (Exp. #9829, 411% increase in conversion)
- 4. Write Even Longer Copy:** Write copy that is long enough your reader has to click "See More". (Exp. #2980, 215% increase in conversion)
- 9. Clearly Ask the Reader to Take an Action:** Don't just say "Learn More." Instead, say "Get your free eBook." (Exp. #4148, 311% increase in conversion)
- 10. Clarify the Offer, Not the Outcome:** Don't say, "End the climate crisis." Say, "Get your free climate-change eBook." (Exp. #2763, 44% increase in conversion)

Images & Videos

- 5. Use Congruent Imagery:** Make sure your ad imagery matches the design and imagery of your landing page. (Exp. #2657, 47% increase in conversions)
- 6. Use Motion Graphics or Videos:** Test using moving graphics or videos in your ad creative. (Exp. #2657, 47% increase in conversions)
- 7. Be Careful of Text:** Stay away from text on ads unless you've tested it. (Exp. #6372, 48% decrease in conversions using text)
- 8. Use Believable Photography:** Use more natural and authentic images instead of stock photography. (Exp. #11386, 158% increase in clicks)

Ad Goals

- 11. Optimize for Purchases, Not Downloads:** Use the "Purchase" conversion to optimize your advertising campaign. (Exp. #10687, 284% increase in instant donations)
- 12. Include a Donor-Lookalike Audience:** Use Facebook's "Lookalike" audiences to target your ads to likely donors. (Exp. #23947, 334% increase in instant donations)



Questions?



What we **DID NOT** cover
today (but will in the next workshop)



T cover t workshop)

- The **Free Content » Valuable Donor** Model (in depth)
- How to create an **email offer**
- Crafting your **Email Acquisition Landing Page**
- Optimizing your **Instant Donation Page**
- Measuring your **key metrics** and performance
- Other advertising/**traffic strategies**



Get Certified in Online Donor Acquisition

July 27th

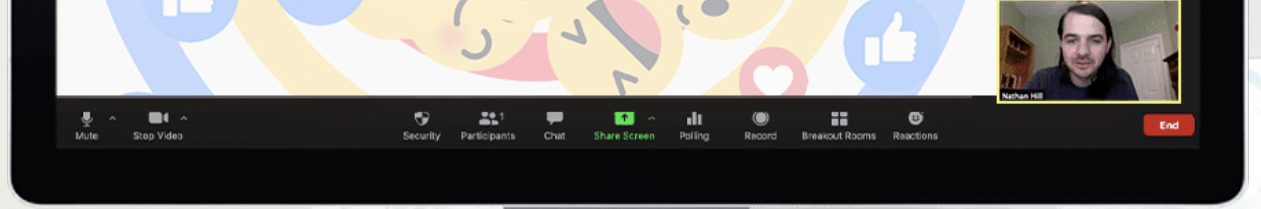
nextafter.com/workshop



July 27th

nextafter.com/workshop

- Proven and tested principles
- Live instructors
- Virtual classmates
- Breakout discussions
- Q&A time
- Live Optimization



Non-Members	Basic Member	Standard Member
\$199	\$99	No Charge



Questions?

