

givepanel

Fundraising Tech 2023

Beyond the Like Button: Cracking the £1 million code with Dementia UK's Facebook fundraising strategy

Today's Hosts!



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Dementia UK



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Today's *agenda*

What will we be talking about?

- **On a mission:** Dementia UK and GivePanel
- **Facebook Challenges:** in action
- **Resource and invest:** building a sustainable model
- **Adaptability:** riding the social wave
- **Showcasing success:** real results!
- **Lessons learned:** 4 key takeaways
- **Quickfire Q&A**



Who is *Dementia UK?*

We are Dementia UK – the specialist dementia nursing charity that is there for the whole family.

Our specialist nurses, known as Admiral Nurses, provide life-changing advice and support to anyone affected by dementia, whenever it's needed. As experts in the condition, they help families through the fear and confusion of dementia so they can have the best life possible, for as long as possible.

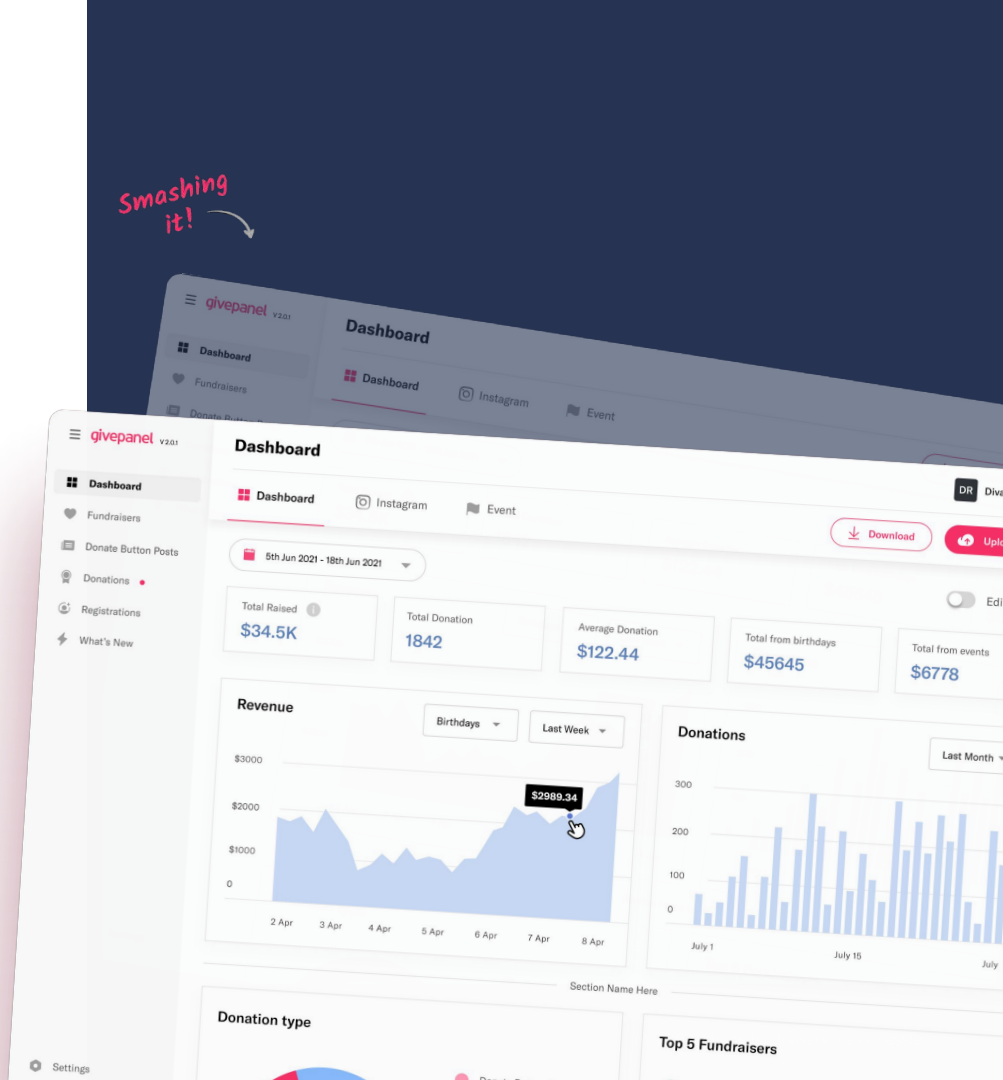
We're here to make sure no one has to face dementia alone.

What is GivePanel?

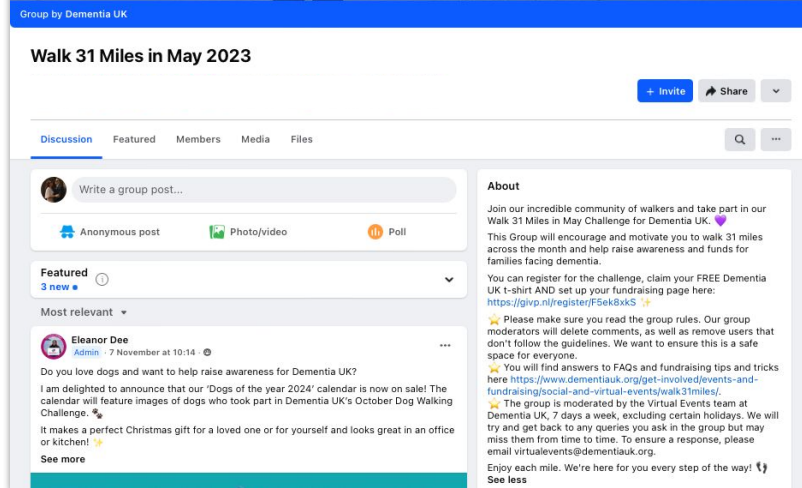
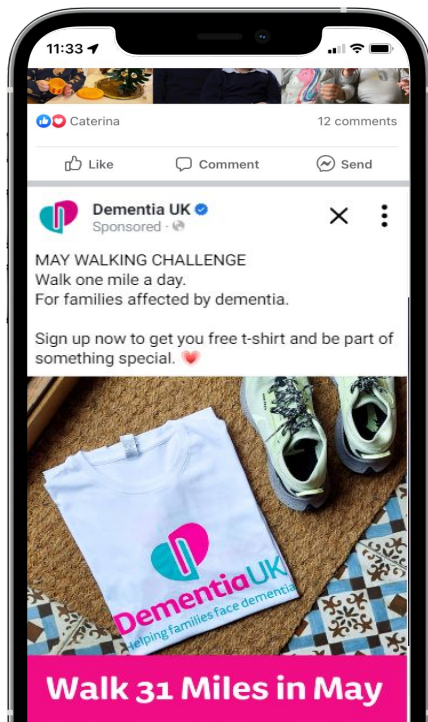
GivePanel makes Facebook fundraising easier.

- Advanced tools for fundraising for charities
- Makes tracking and compiling data easier and less confusing
- Simplifies your fundraising
- Makes fundraisers the rockstars of their organizations!

We are obsessed with increasing your gross fundraising value.



A Facebook Challenge *in action*



Resource and invest

Building a sustainable model

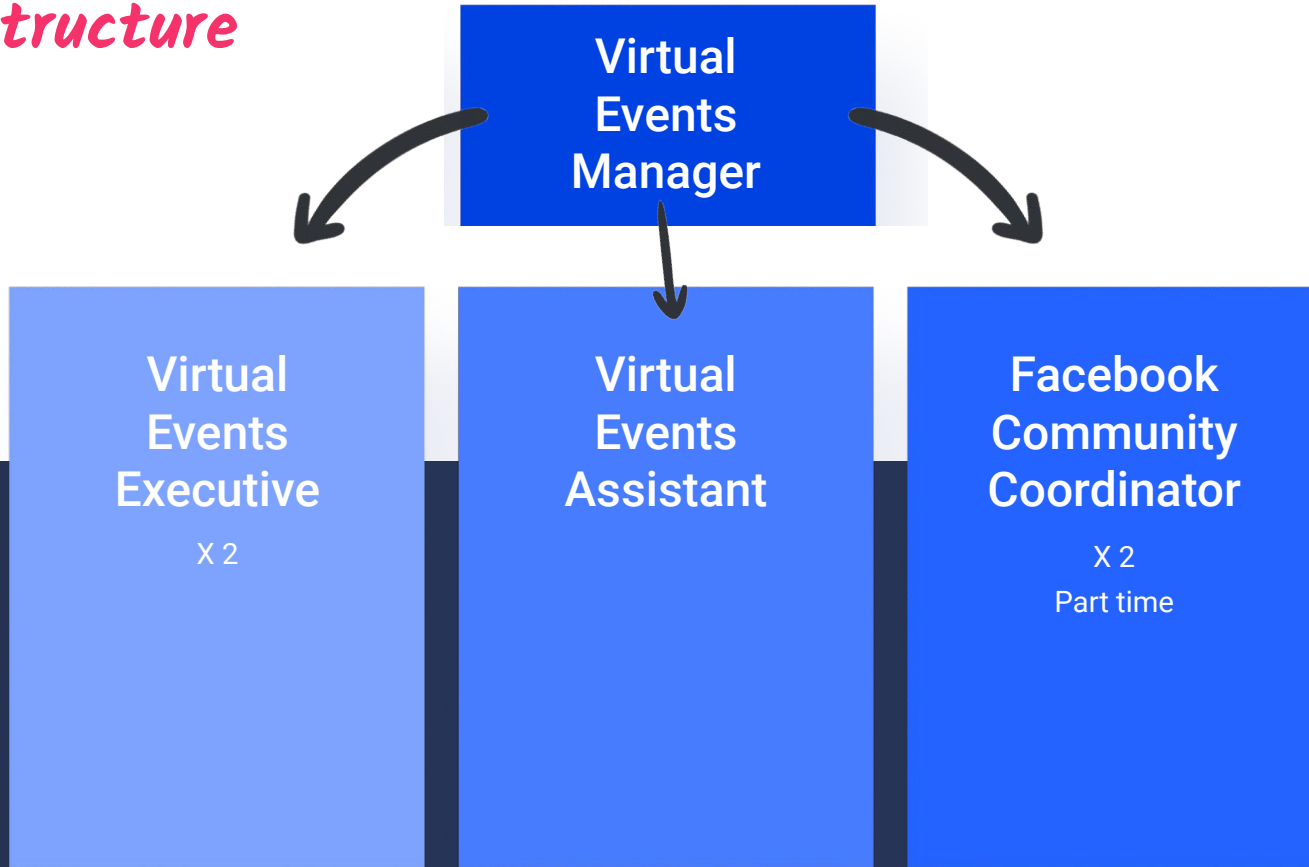
Planning to resource and invest *in 2022*



2021

- Only 1 full time Virtual Executive
- 4 Facebook challenges yearly
- **Lots of room for growth!**
- Submitted a business proposal
- Aim for 7 Facebook Challenges per year
- 6-7 virtual staff roles
- Growth in income, reach and ROI

Team *Structure*



Results

Income from virtual Challenges

2020/21 = £3,179,928

2021/22 = £2,464,803

2022/23 = £3,002,229

2023/24 = £2,582,771 (*so far!*)

Sign ups from virtual Challenges

2020/21 = 41,557

2021/22 = 56,418

2022/23 = 85,660

2023/24 = 86,496 (*so far!*)

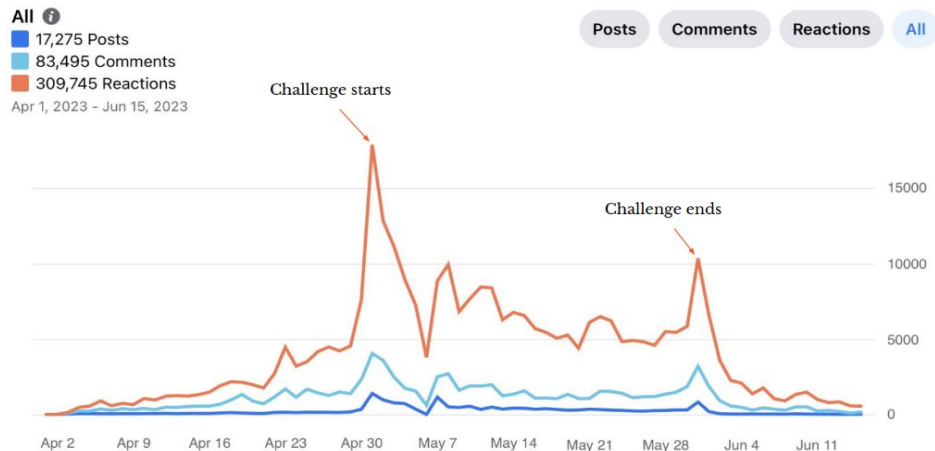
Adaptability

Riding the social wave

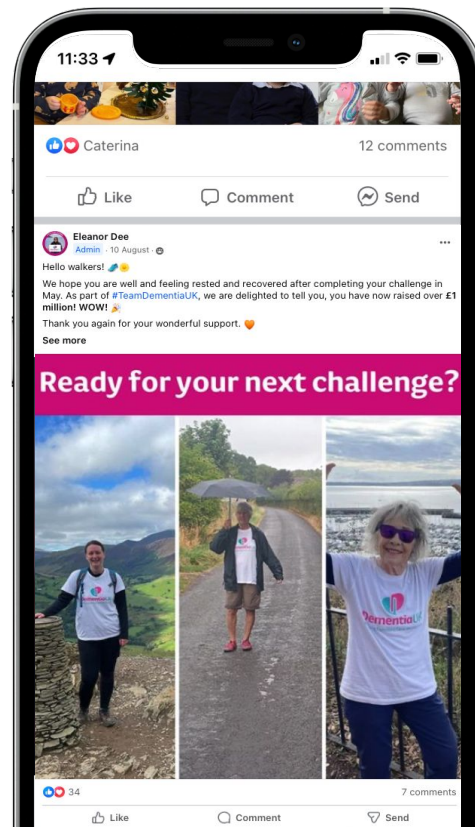
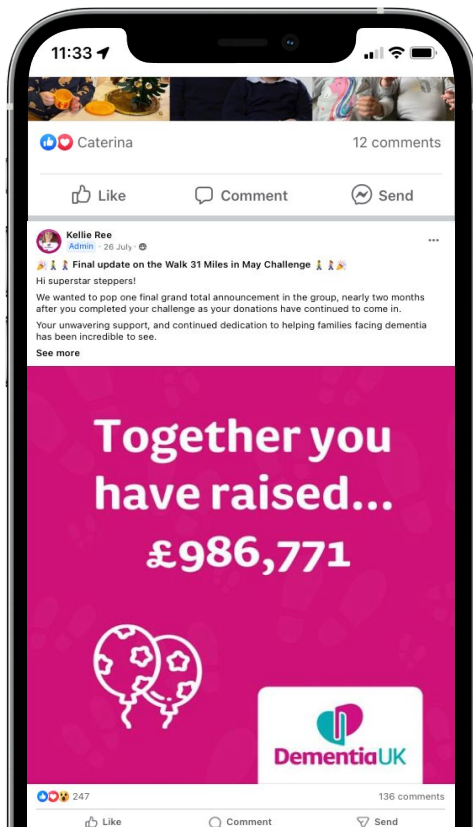
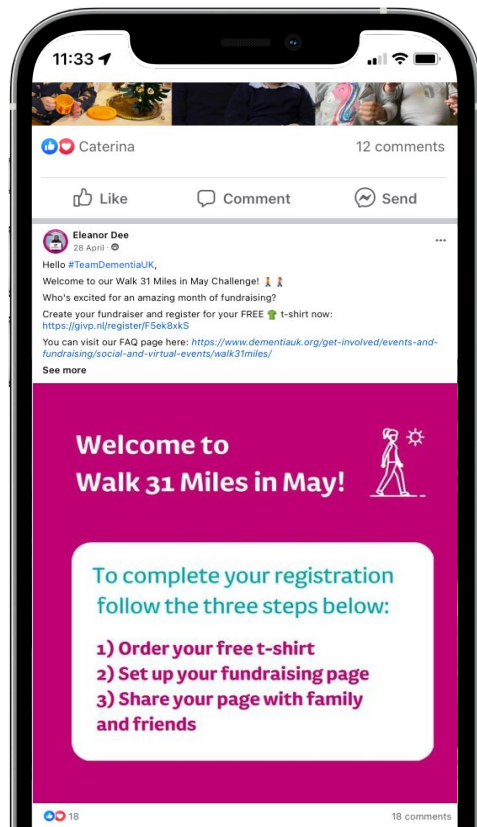
1. Engagement
2. Media Spend
3. Reactivity
4. Fundraising Options

Engagement

- Internal staff members
- Volunteer Facebook Champions
- 17,730 Facebook posts



Facebook Challenge *engagement*



Media Spend

- Buy in from senior management
- Phased marketing spend

Reactivity

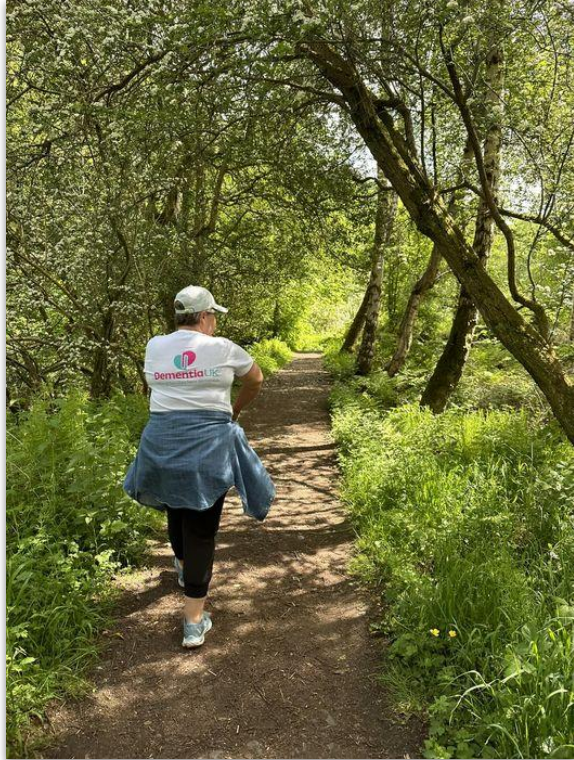
- Review and react to daily stats and patterns



Fundraising *Options*

- Separate JustGiving journey
- 18% of income through JustGiving
- Reactive to Facebook fundraising issues

JustGiving™



Results

Let's look at the numbers...

Walk 31 Miles in May

8,958

Registrations

58%

Remittance Rate

£208.24

Average Raised per Active Fundraiser (incl. Gift Aid)

£1,075,335.28

Total Raised (incl. Gift Aid)

Key Learnings *and Next Steps*



1

Strategic planning and gradual growth

Focus on strategic planning and growth. Start with a manageable number of Challenges, consider their success, and learn from each one.

3

Adaptive marketing and reactivity

Gain senior management buy-in for media spend and regularly review patterns to adapt strategies accordingly. Reactivity is key!

2

Engaged team structure

Prioritize a dedicated virtual team and engage both internal stakeholders and volunteers in your mission.

4

Diversified fundraising options

Provide supporters with diverse fundraising options to ensure flexibility and responsiveness to platform-specific challenges.



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Thank you!
