

The background of the entire slide is a blue-tinted photograph showing several hands holding smartphones. Floating around the phones are various social media icons, including hearts, thumbs-up, and smiley faces, suggesting a focus on digital engagement.

Presented by:



From Likes to Lifetime Donors:

Turning Social Media Engagement
into Real Revenue



- BSBA in Marketing + Meta Certified
- Proud rescue pet mom
- Avid volunteer currently serving as:
 - Board Vice Chair
 - Development Committee Member
 - Marketing Advisory Committee Member
- **Recent win:** Turned \$37K in Meta ad spend into over \$250K in unrestricted funds for a regional YMCA in Q1 this year
- **Team impact:** Helped nonprofit clients raise \$6M+ last year

Erica Linguanti
Director of Marketing

A close-up, high-speed photograph of a beagle dog shaking water off its fur. The dog is in the center-left of the frame, facing slightly towards the right but looking directly at the camera. Its fur is a mix of tan, white, and black. Numerous water droplets are captured in mid-air around the dog, creating a dynamic and energetic scene. The background is a blurred field of green grass and brown earth. In the bottom right corner, there is a dark teal rectangular box containing white text.

**Are you regularly
posting on social...**

... only to hear crickets?





**It might be time to
try a new approach!**

Today we will discuss...

- ✓ **Attention Span Realities**
- ✓ **The “Scroll-Stopping” Framework**
- ✓ **Journeys > Single Posts**
 - **Food Bank**
 - **Theatre**
 - **Health & Human Services Org**
- ✓ **Where Campaigns “Make or Break”**
- ✓ **KPIs & Proving ROI**
- ✓ **Q&A**



5-Minute Breakout: Fresh Eyes 🧐

1. Pair up with a neighbor.
2. Open one of your organization's social channels.
3. Partner A scans for 30 seconds. (No setup or explanation.)
4. Partner A completes this sentence: **"Based on this channel, I'd say you help ____ by ____."**
5. Partner A adds: **"What gave me that impression was ____."**
6. Switch roles and repeat.

A blue-tinted photograph of four people standing in front of a wall with a repeating cross pattern. From left to right: a man with glasses and a beard looking at his phone; a woman with dark hair looking at her phone; a woman with curly hair smiling while looking at her phone; and a man looking at his phone. The text 'Attention Span Realities' is overlaid in white in the center.

Attention Span Realities

Important ≠ Attention-Grabbing

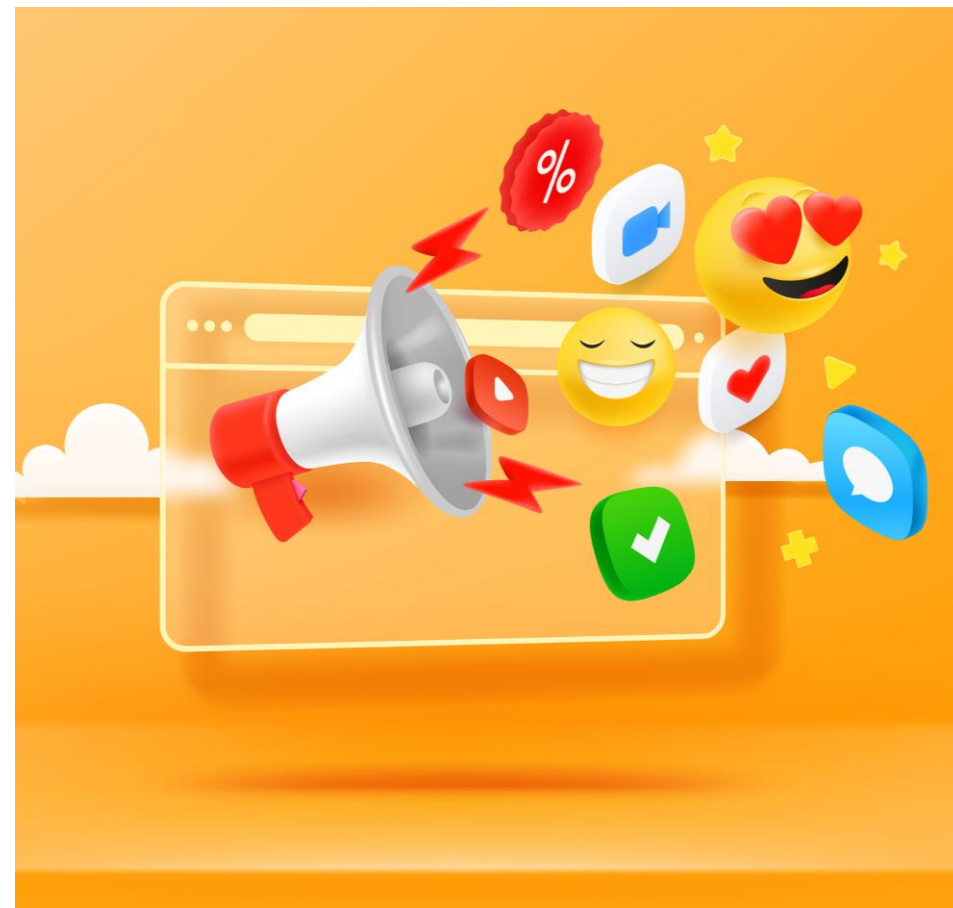
People do not experience your social media content the way your organization does.

You know the backstory.

You know the urgency.

You know the mission.

If you're lucky, your audience sees one social post for half a second while scrolling between family photos, news, ads, memes, and other causes.



It's a Pay-to-Play Game

Posting on social without any advertising is like putting a billboard in an alleyway.

Typically, only 1–5% of your social followers will see your content without paid spend.



**The first job of
your creative is
NOT to explain
everything...**



**It's to earn the
next three
seconds!**

A close-up photograph of a person's hands holding a smartphone. The left hand is at the bottom left, and the right hand is at the bottom right, with the thumb scrolling through a grid of various photographs on the screen. The photos include portraits of people, a person in a white shirt, and other candid shots. The entire image has a blue tint.

The “Scroll-Stopping” Framework



Step 1: Identify Your Content Goal

What do you want someone to do?

- Donate
- Register
- Volunteer
- Click
- Like
- Comment
- Follow
- Share
- Watch
- Learn More

If the action is unclear to you, it will be unclear to your audience.



Step 2: Position Your Message

Most strong nonprofit creative includes at least one of these:

- **Curiosity** — “I want to know what happens next.”
- **Emotion** — “This makes me feel something.”
- **Usefulness** — “This helps me understand or do something.”
- **Relatability** — “This feels familiar or human.”

Hint: Messaging should always come before design!

Positioning Example

CORE MESSAGE: We need volunteers for our food pantry.

- **Curiosity:** “What happens when 12 volunteers don’t show up on pantry day?”
- **Emotion:** “No parent should have to put groceries back because rent is due.”
- **Usefulness:** “Give two hours this Saturday. Help 40 families leave with groceries.”
- **Relatability:** “We’ve all opened the fridge and wondered what’s for dinner. Some neighbors are wondering if there’s dinner at all.”



Step 3: Create Content

Don't start with, "What should this look like?"

Start with:

- What will make someone **pause**?
- What will they **understand** instantly?
- What will they **do** next?

Avoid Common Pitfalls

- Leading with the organization instead of the audience
- Too much copy (people tend to skim)
- Using vague impact language
- Posting flyers instead of stories
- Overusing “donate now” without context
- Making every post feel like an announcement
- Hiding video content behind a logo or heavily branded intro





Let's Raise Some Money

Creative Instagram Post Fundraiser

URLs aren't clickable in Instagram captions.

Direct viewers to your #LinkInBio instead!



theanimalfoundation 1w

Our artists have started working their magic, and some of the portraits are downright terrifying! 🎨

For just \$20, one of our volunteer "artists" will create a unique portrait of your pet. All proceeds benefit our shelter pets.

Sure, a few of our artists are talented, but as you can see, most of them are pretty bad.

Will you get a portrait you can hang on your fridge with pride, or will you accidentally throw it into the trash? Only one way to find out!

Get yours at the link in our bio.



539 likes

September 12



the animal foundation

Possibly (Probably) Poorly Drawn Pets

A fundraiser benefitting homeless pets and local "artists"

YOUR PET



THE ART



Donate Buttons Make It Easy To Give



"Hoppy" Halloween! Do you want to hear something spooky? 🍷
 Americans spent an estimated \$480 million on pet costumes this year - a staggering \$70 million more than the federal appropriation for civil legal aid!
<http://bit.ly/2CFPWm>
 We're working hard to provide civil legal help to protect our neighbors personal safety, livelihoods, health, and families. Will you show us your support? No gift is too small to make an impact!



Neighborhood Legal Services
 Lawyer & Law Firm

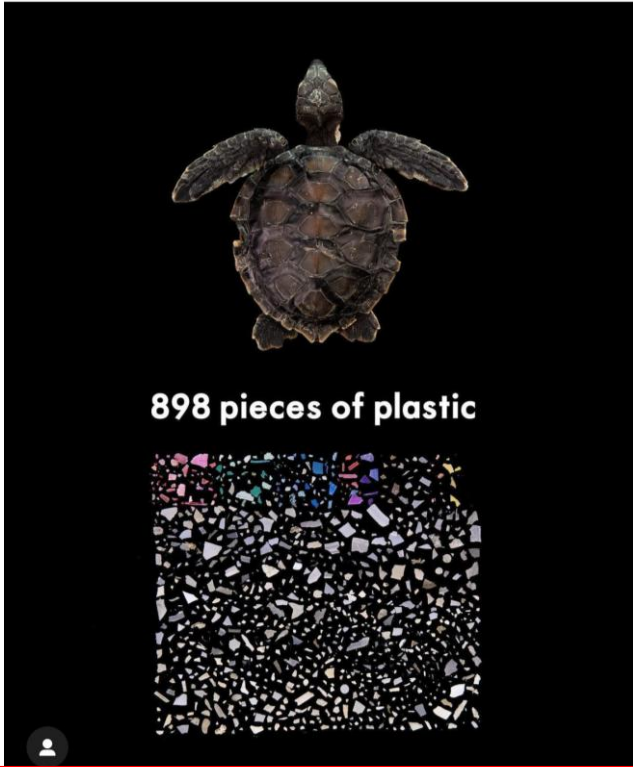




\$120 raised
 You and 2 others donated.

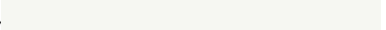






898 pieces of plastic



Fundraising for 

\$100 raised of \$100





It has been one year since our esteemed friend and colleague, John Foley, lost his fight with glioblastoma. Working at Legal Aid, John established the Nonprofit Legal Assistance Project, providing legal support to more than 60 nonprofits for more than 20 years.
 To honor his memory, [Nonprofit Chamber Palm Beach County](#) has established the John A. Foley, Esq. Legal Scholarship Fund to provide scholarship funding to a Florida law student striving to practice Public Interest Law as John did.
 Today, we invite you to consider celebrating John's legacy by donating to the scholarship fund.
bit.ly/3LnXXW2





\$440 raised
 7 people donated.



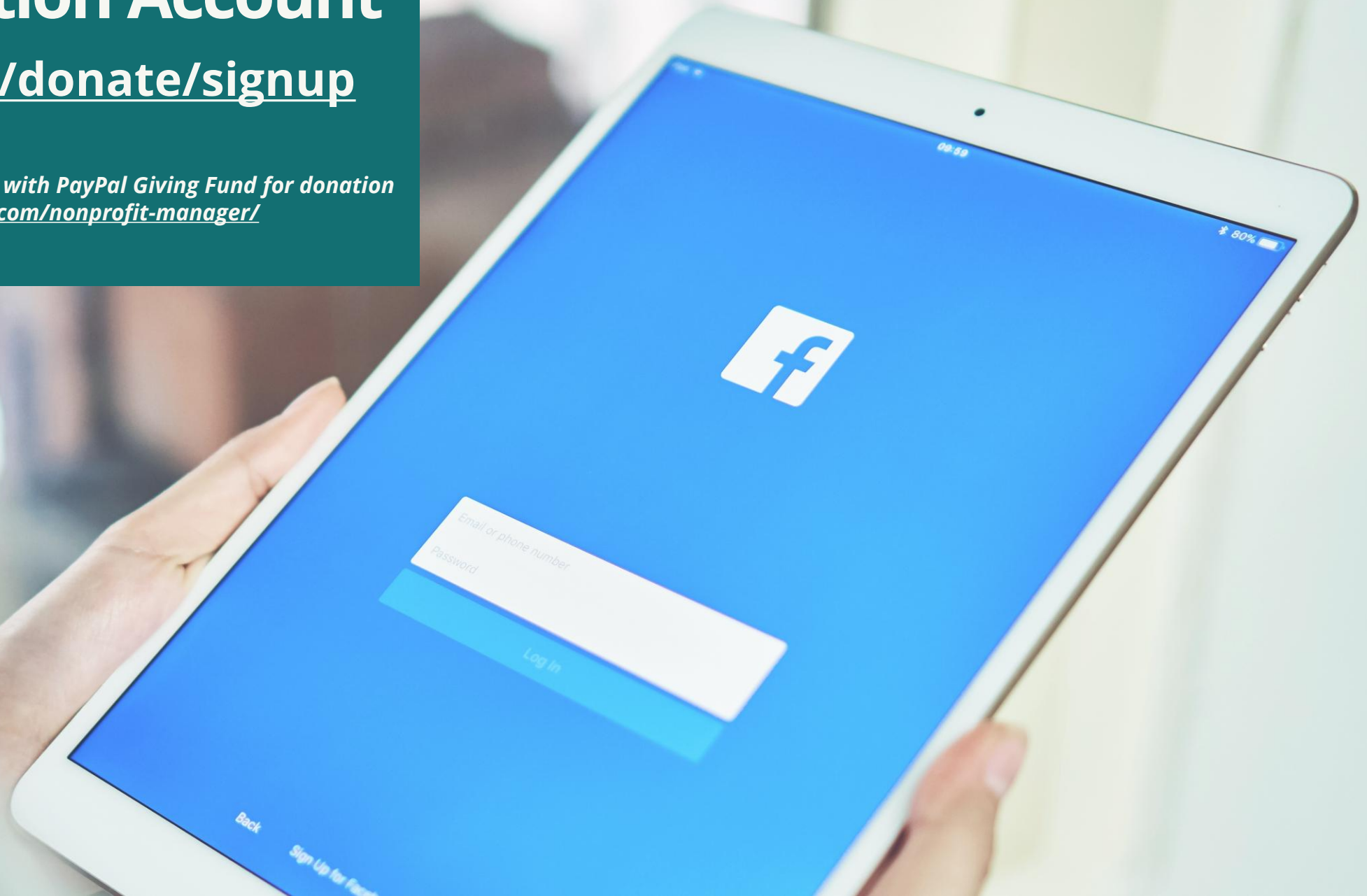
  27

11 Shares

Meta Donation Account

facebook.com/donate/signup

**As of 10/31/23 Meta is partnering with PayPal Giving Fund for donation processing: facebook.com/nonprofit-manager/*





Standalone posts can raise funds, BUT...

...social works best when we start thinking in journeys!



One Post RARELY Does the Job

STEP #1

Develop
and/or Identify
Audience(s)



STEP #2

Nurture
Audience(s)



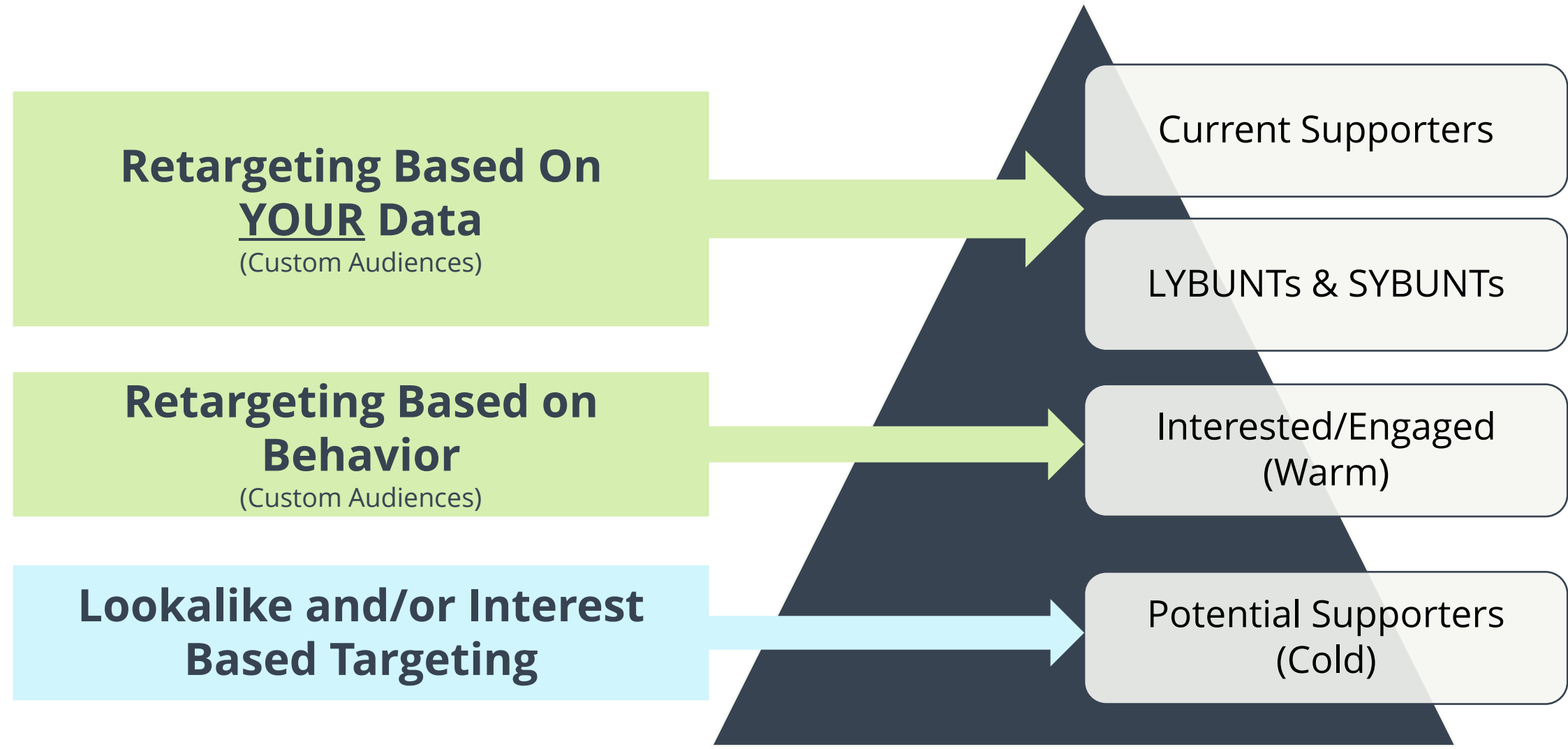
STEP #3

Make Ask



**Donors =
Retention
Pipeline**

Types of Audiences (Advertising)



You Can Leverage YOUR Data

Custom audiences can include:

- Existing social followers
- Donor/email lists
- People who have visited your website
- People who have engaged with your social channel(s)

Choose a custom audience source
Connect with people who have already shown an interest in your business or product.

Your sources

☐ Website	☐ Customer list
☐ App activity	☐ Offline activity
☐ Catalog	

Meta sources

☐ Video	☐ Instagram account
☐ Lead form	☐ Events
☐ Instant Experience	☒ Facebook page
☐ Shopping	☐ On-Facebook listings
☐ AR Experience	

? Cancel Next

Create a Facebook page custom audience ×

★ A new way to reach people who currently like or follow your Page
Now you can reach people who currently like or follow your Page by selecting that option in the Events dropdown.

Include Accounts Center accounts who meet Any ▼ Of the following criteria:

Page
Achieve ▼

Events
Everyone who engaged with your Page ▼

Retention ⓘ
365 days

+ Include more people - Exclude people

Audience Name
@achievecauses FB Page 23/50

Description · Optional
Engaged in the past year 25/100

? Back Create audience

Meta Ad Audience Example

Ad Audiences* include:

- **Individuals 22-65+ years old in YOUR COMMUNITY**

WHO ARE

- **Familiar with YOUR ORGANIZATION (Warm Audiences):**
 - They've visited yourwebsite.org, engaged with @yourhandle on Facebook or Instagram, are email subscribers, donor lists, etc.

OR

- **"Look like" people familiar with YOUR ORGANIZATION (Lookalike Audiences):**
 - People who are similar to those who have been on your website, engaged with you on Facebook and/or Instagram, are email subscribers, etc.

AND

- **Have an affinity for causes similar to YOUR ORGANIZATION:**
 - People who support/show interest in other nonprofits/organizations focused on [insert organizations similar to yours], etc.
 - People who are interested in [insert things related to your mission], etc.

AND/OR ALSO

- **Meet higher income bracket/net worth requirements (philanthropy) and/or certain buying behaviors and/or demographics (Exp: parents, etc.)**

**Note: Regularly A/B test and adjust ad audiences.*





**Meta Blueprint
offers FREE courses!**

Food Bank: One-Time Donor Acquisition Campaign

(3 Month Timeline)

STEP #1 (audience)

Follower
Growth Ads

*Audience growth is
not a vanity metric if
it is tied to a
conversion plan.*

STEP #2 (nurture)

Organic
Content
Strategy

STEP #3 (ask)

Fundraising
Campaign Ads

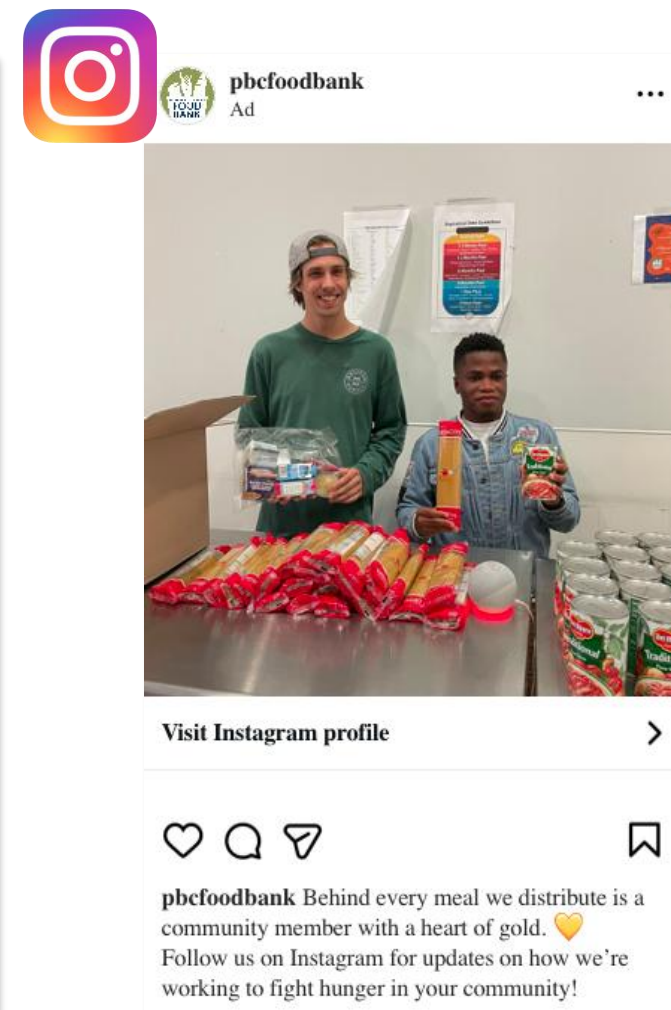


Step #1 – Grow NEW Audience

Timeline: 1 Month

Ad Budget: < \$1K

Efforts reached more than 32,000 individuals and resulted in over **700 new Facebook followers** & nearly **300 new Instagram followers**.





Ad Targeting – NEW Followers

Follower Growth ad audiences* included:

- **Individuals 30-65+ years old in NEIGHBORHOOD WE WANTED TO EXPAND DONOR BASE IN**

WHO WERE

- **Familiar with OUR ORGANIZATION (Warm Audiences):**
 - They've visited ourwebsite.org, engaged with @ourhandle on Facebook or Instagram, are email subscribers, donor lists, etc.

OR

- **"Look like" people familiar with OUR ORGANIZATION (Lookalike Audiences):**
 - People who are similar to those who have been on our website, engaged with us on Facebook and/or Instagram, are email subscribers, donors, etc.

*EXCLUDING

- **Existing Followers**

THIS WAS KEY!

AND ALSO

- **Were within the top 25% of income of geolocation(s)**

**Note: We regularly A/B tested creative and adjusted ad audiences to optimize.*

Step #2– Educate Followers (Organic Strategy)

Timeline: 1 Month

Ad Budget: \$0

Posted regularly (3-5x week) on social channels prioritizing content that showed impact and/or educated followers about how food banks operate.

- ✓ Paid social brought more people into the room (audience growth).
- ✓ Organic content helped them understand **why the work matters**.



Step #3 – Make the Ask

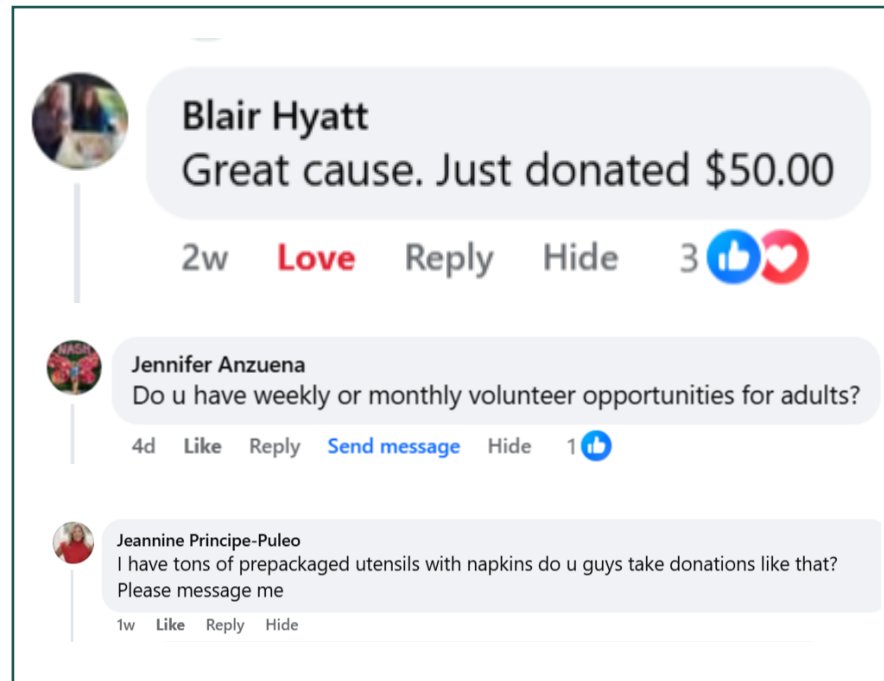
(Retargeting NEW Followers)

Timeline: 1 Month
Ad Budget: < \$1K

We are currently getting at least **600% return-on-ad spend (ROAS)**

AND

Seeing **positive engagement** as a by-product.



ALARMING TRUTH:
 ❤️ In Palm Beach County, 1 in 6 children will go to bed hungry tonight.

During the school year, more than 80,000 local kids rely on free or reduced-price meals. 🙏
 Over summer break many are left without the meals they need!

With your support, we work alongside trusted partners like the Palm Beach County School District and Summer BreakSpot to get meals to those who need them most. 💚 Just \$1 provides 5 nutritious meals - will you help us? 💚



pbcfoodbank.org
Local Kids Need You
 Nonprofit organization
 Donate now



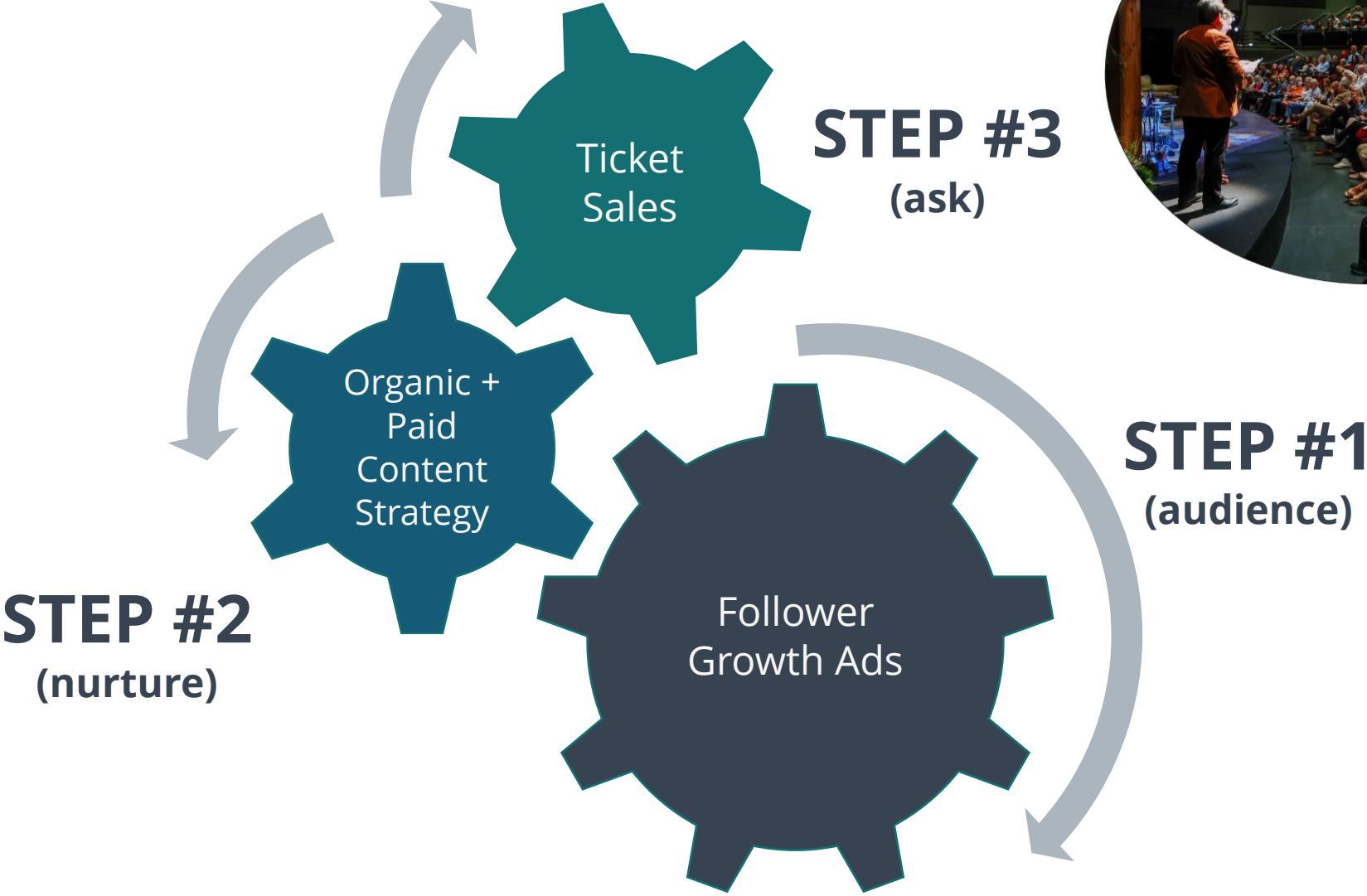


Food Bank Learnings

- ✓ Audience growth is not a vanity metric if it is tied to a conversion plan.
- ✓ Organic content plays a trust-building role.
- ✓ Donor acquisition performs better when we nurture new audiences.
- ✓ Social strategy should be planned in phases, not one-off posts.

Phase	What We Are Measuring (KPIs)
Follower/profile growth	Cost per follower, profile visits, audience growth
Organic engagement	Reach, saves, comments, shares, video views
Fundraising campaign	Clicks, donations, cost per donor, revenue, average gift
Post-campaign	New donor retention, repeat gifts, monthly giving conversions

Theatre: Year-Round Effort



Step #1 – Grow Audience

Timeline: Year-Round
Ad Budget: < \$500/month

Regularly gaining **a few hundred NEW followers** each month!

Note: Meta is now shifting to “visit profile” CTA



Every set. Every costume. Every detail.

Crafted by hand, right here in Palm Beach.

Follow [redacted] for a closer look at theatre as an art form.



Follow

151

3 comments



Visit Instagram profile



[redacted] Iconic productions. Legendary performers. Profound conversations.

Dozens of inspiring shows have graced our stage, and this season - you can watch it all unfold. Connect with us and be part of our world!

Step #2 (nurture) & #3 (ask)

Timeline: Year-Round

Ad Budget: < \$500/month

Post regularly (4-6x week) on social channels with a mix of behind-the-scenes, educational, and promotional content.

Create collab content with local influencers.

Support organic content with paid spend to maximize reach, engagement, & conversions.

What an incredible opening night of The Crucible. Don't miss this gripping and powerful production. Get your tickets now:
<https://heyor.ca/K9BK6g>

Want to view the album? Click this link:
<https://flic.kr/s/aHBqjCQgXv>



107

4 comments 2 shares

Support Organic Content with Paid Spend

Create new campaign

New ad set or ad

Buying type

Auction

Choose a campaign objective

Awareness

Traffic

Engagement

Leads

App promotion

Sales

Engagement

Get more messages, video views, post engagement, Page likes or event responses.

Good for:

Messenger, Instagram and WhatsApp

Video views

Post engagement

Conversions

Name your campaign • Optional

Learn more

Cancel

Continue

Campaigns			Ad sets			Ads		
Off / On	Campaign	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent
☐	June 2023: IG Post Elevation	\$175.00 Lifetime	7-day click or ...	1,803 Post engagements	3,077	5,135	\$0.01 Per Post Engagement	\$23.90
☐	June 2023: FB Post Elevation	\$175.00 Lifetime	7-day click or ...	2,307 Post engagements	9,776	13,686	\$0.01 Per Post Engagement	\$23.81
☐	May 2023: FB Post Elevation	\$175.00 Lifetime	7-day click or ...	16,705 Post engagements	98,672	178,308	\$0.01 Per Post Engagement	\$175.00
☐	May 2023: IG Post Elevation	\$175.00 Lifetime	7-day click or ...	11,432 Post engagements	10,344	33,522	\$0.02 Per Post Engagement	\$175.00
☐	April 2023: IG Post Elevation	\$175.00 Lifetime	7-day click or ...	11,086 Post engagements	15,956	36,861	\$0.02 Per Post Engagement	\$174.96
☐	April 2023: FB Post Elevation	\$175.00 Lifetime	7-day click or ...	12,288 Post engagements	73,009	143,886	\$0.01 Per Post Engagement	\$175.00
☐	March 2023: FB Post Elevation	\$175.00 Lifetime	7-day click or ...	24,165 Post engagements	52,897	96,997	\$0.01 Per Post Engagement	\$175.00

Campaigns			Ad sets for 1 Campaign			Ads for 1 Campaign		
Off / On	Ad	Ad Set Name	Budget	Attribution setting	Results	Reach	Impressions	Cost per result
☐	5/3	Warm + Lookalike Audience...	Using campaign...	7-day click or ...	1,797 Post engagements	10,394	12,360	\$0.01 Per Post Engagement
☐	5/22	Warm + Lookalike Audience...	Using campaign...	7-day click or ...	1,773 Post engagements	26,648	34,615	\$0.01 Per Post Engagement
☐	5/10	Warm + Lookalike Audience...	Using campaign...	7-day click or ...	1,762 Post engagements	28,544	35,818	\$0.01 Per Post Engagement
☐	5/2	Warm + Lookalike Audience...	Using campaign...	7-day click or ...	1,506 Post engagements	4,741	6,116	\$0.01 Per Post Engagement
☐	5/16	Warm + Lookalike Audience...	Using campaign...	7-day click or ...	1,383 Post engagements	6,490	7,848	\$0.01 Per Post Engagement
☐	5/18	Warm + Lookalike Audience...	Using campaign...	7-day click or ...	1,065 Post engagements	6,028	7,114	\$0.01 Per Post Engagement
☐	5/26	Warm + Lookalike Audience...	Using campaign...	7-day click or ...	871 Post engagements	2,182	2,471	\$0.01 Per Post Engagement
☐	5/11	Warm + Lookalike Audience...	Using campaign...	7-day click or ...	834 Post engagements	8,784	10,507	\$0.01 Per Post Engagement
☐	5/14	Warm + Lookalike Audience...	Using campaign...	7-day click or ...	764 Post engagements	3,466	3,789	\$0.01 Per Post Engagement
☐	5/9	Warm + Lookalike Audience...	Using campaign...	7-day click or ...	760 Post engagements	4,217	4,830	\$0.01 Per Post Engagement
Results from 27 ads					16,705 Post engagements	98,672 Accounts Center acco...	178,308 Total	\$0.01 Per Post Engagement



Sea Turtle Organizations (Top Post Comparison)

2,039 Facebook Followers

Are you celebrating a special occasion soon? If balloons are on your party list, we suggest other fun ways to decorate that don't contribute to ocean pollution, like solar-powered lights and paper lanterns.
Often time, balloons end up in the ocean where they could be ingested by sea turtles or other marine wildlife. Let's make sure our celebrations are eco-friendly and memorable!



Boost this post to reach up to 517 more people if you spend \$14. [Boost post](#)

1.9K 10 comments 59 shares

Like Comment Share

1,941 reactions
10 comments
59 shares

98.5% Engagement Rate

112K Facebook Followers

It is our first Nesting Season Update in 2023 🌿

Over the last month, LMC's research team has documented a total of 41 leatherback nests within the 9.5-mile stretch of beach they monitor so far this season!
As these nesting numbers continue to climb and we are soon joined by loggerhead and green sea turtles, it is crucial to remember the vital role these creatures play within our environment!



975 21 comments 156 shares

Like Comment Share

975 reactions
21 comments
156 shares

1% Engagement Rate

30,927 Facebook Followers

3 more leatherback nests over the last few days in Boca Raton brings our total nest number to FIVE!

Did you know that leatherbacks are the largest of all sea turtle species and have amazing adaptations which allow them to dive up to a mile deep and migrate thousands of miles across oceans?

digital drawing - Marine Turtle Specialist Allison Ragle



157 7 comments 16 shares

Like Comment Share

157 reactions
7 comments
16 shares

0.6% Engagement Rate



Engagement Ads - Retargeting

Ad Audiences* include:

- **Individuals 25-65+ years old in OUR COMMUNITY**

WHO ARE

- **Familiar with OUR ORGANIZATION (Warm Audiences):**
 - They've followed us on Facebook and/or Instagram, visited ourwebsite.org, engaged with content on Facebook or Instagram, are email subscribers, past event attendees, etc.

AND/OR ALSO

- **Meet higher income bracket/net worth requirements and/or certain buying behaviors and/or demographics (Exp: luxury goods, frequent travelers, etc.)**

Depending on the organic content we are supporting, **we may expand this** to include lookalike audiences as well.

**Note: We regularly A/B test and adjust ad audiences.*



Theatre Learnings

- ✓ Engagement campaigns can support sales/fundraising by building familiarity.
- ✓ Organic content can be the creative testing ground for paid ads.
- ✓ High-performing organic content often reveals what audiences care about.
- ✓ Retargeting people who already “know us” is more efficient for ticket sales than starting from cold audiences.

Phase	What We Are Measuring (KPIs)
Audience growth	Follower growth, profile visits, cost per new follower
Engagement support	Engagement rate, video views, reactions, comments, saves, shares
Sales conversion	Ticket clicks, purchases, cost per purchase, subscription inquiries
Long-term value	Repeat attendance, subscriptions, renewals, donations

Health & Human Services: Annual Event

(3 Month Timeline)

STEP #1 (audience)

Identify
Audience



STEP #2 (nurture)

Organic Posts
+ FB Event



STEP #3 (ask)

Ticket Sales
Campaign
(CPC)



Sat, Mar 28
9th Annual Mallets & Martinis
National Croquet Center
38 Went - 305 Interested

Step #1 – Identify Audience

Our supporters show up for us year-over-year!

- **Donors**
- **Volunteers**
- **Email Subscribers**
- **Corporate Sponsors**
- **Past Attendees**

Our goal is to make sure they remember to buy a ticket or table before we sell out.



Step #2– Raise Awareness

(Facebook Event + Organic Posts)

Timeline: 3 Months

Ad Budget: \$0



Post organic Facebook event when “save the date” direct mail pieces are sent. (This year’s event resulted in **305 organic event responses!**)

Organically post about event 2-4x/month for 3 months leading up to event (**blending with existing content strategy**).



Step #3 – Ticket Sales

(Retargeting Supporters)

Timeline: 2 Months
Ad Budget: \$1K

Return-on-ad spend (ROAS) gets better every year!

	Revenue	ROAS
Year 1	\$6K+	616%
Year 2	\$12K+	1,254%
Year 3	\$19K+	1,963%
Year 4	\$23K+	2,371%

Over **50% of ALL** event web traffic comes from paid social!

🔥 RSVP for our 9th Annual Mallets & Martinis event at the National Croquet Center!

📅 Join us on Saturday, March 28th for an evening of croquet, martinis, and live music.

🌟 A plated dinner will be followed by the opportunity to bid on live auction items and dance the night away.

💙 Proceeds from this event will support our Housing Program and Independent Living Services for local homeless youth.



vitanovalinc.org
Saturday, March 28th
#NoYouthHomeless

[Learn more](#)

👍👍 You, Peter Cui... 6 comments 15 shares

👍 Like 💬 Comment ➦ Share

Croquet for a cause on March 28th! Attend our 9th Annual Mallets & Martinis event to enjoy:

- 🏏 Croquet
- 🍸 Martinis
- 🎵 Live music
- 🍽️ Plated dinner
- 🏆 Live auction
- 💃 Dancing
- 🌟 And more!

*Proceeds from this event will support our Housing Program and Independent Living Services.



9th Annual Mallets & Martinis

▶ 0:02 / 0:10

vitanovalinc.org
March 28, 2026
RSVP Today!

[Learn more](#)

👍👍👍 24 5 shares

👍 Like 💬 Comment ➦ Share

💙 Croquet for a cause! Join us on March 28th at the National Croquet Center for our 9th Annual Mallets & Martinis event.

🍸 Wear your chicest white outfit and enjoy dinner, drinks, a live auction, and dancing.

🌟 Event proceeds will support homeless youth here in Palm Beach County.



vitanovalinc.org
March 28th
#NoYouthHomele...

[Learn more](#)

👍👍👍 Peter Cruise and 5 others

👍 Like 💬 Comment ➦ Share



Cost-per-Click Ads - Retargeting

Follower Growth ad audiences* included:

- **Individuals 30-65+ years old in** COUNTY WE SERVE + SNOWBIRDS

WHO ARE

- **Supporters (Warm Audiences):**
 - They've visited ourwebsite.org, follow us on Facebook and/or Instagram, RSVP'd or interacted with our Facebook Event, engaged with event videos on Facebook and/or Instagram, are email subscribers, current or past donors, past event attendees, etc.

*EXCLUDING

- People who already purchased tickets/table
- People who have seen ads in the past 72 hours

This is key!

AND ALSO

- Were within the top 5-10% of income of geolocation(s)

**Note: We regularly A/B tested creative and adjusted ad audiences to optimize.*



Event Learnings

- ✓ Organic event promotion can power paid retargeting.
- ✓ Event engagement is a strong signal of intent.
- ✓ Not everyone who engages with an event will attend, but they may still give.
- ✓ The event campaign should include a “can’t attend, but still give” pathway.

Phase	What We Are Measuring (KPIs)
Organic event promotion	Facebook event responses, post reach, reactions, comments, shares, saves
Retargeting	Click-through rates (CTR), landing page views, cost-per-click
Event conversion	Ticket sales, tables sold, sponsorship inquiries
Fundraising	Event revenue, donations, auction participation
Post-event	Donor follow-up, repeat attendance, post-event gifts

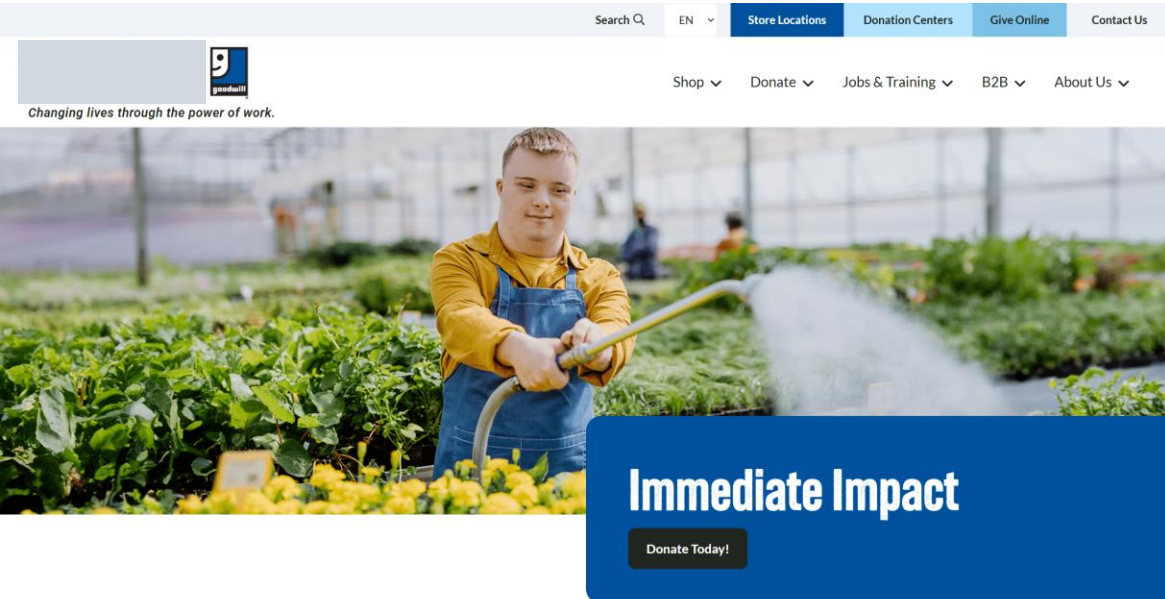
The background is a solid blue color with a pattern of stylized, 3D paper airplanes. Most are small and arranged in a grid-like pattern on the left side, pointing upwards. One larger paper airplane is positioned on the right side, pointing towards the top right. A dashed white line curves from the bottom left towards the larger airplane on the right.

Where Campaigns “Make or Break”

Common Drop-Off Points

- People engage but are **never retargeted**.
- Social content generates interest but send people to a **generic homepage**.
- **Donation pages are too long** or confusing.
- Mobile giving is clunky or has **slow load times**.
- There is **no follow-up journey** after the first gift.
- Social media/marketing teams and fundraising teams are **working in silos**.

Revenue is often lost **between interest and conversion**, not because people do not care, but because the next step is unclear or difficult.



Did you know

Goodwill is one of the most cost-effective nonprofits in the U.S., with 95% of expenses going directly toward funding programs.

Empowering people with disabilities and other barriers to employment through training, job opportunities, and placement services.

Changing lives through the power of work for over 65 years.

WHY THIS DOESN'T WORK:

✓ Vague Messaging

✓ Impact Unclear

✓ No Urgency

**Most people visiting this page are already planning to give.*

The Message Match Principle

Do not break the promise of the click!

If your post says, "Help provide winter coats for children," the landing page you send people to shouldn't be your generic "Donate" page.

INSTEAD:

- ✓ **Post:** "\$35 provides a winter coat for a child."
- ✓ **Landing Page:** "Give a child a warm coat this winter."
- ✓ **Donation Amount:** \$35 preselected or suggested

The more consistent the message,
the easier the decision feels!



Hunger Doesn't Take a Summer Break

While school's out for summer, hunger is not.

80,391 children in Palm Beach County rely on free or reduced-price lunches during the school year.

But when the last bell rings, many kids lose their most reliable source of nutrition - and there's nothing to take its place.

Instead of fun and freedom, summer brings stress, uncertainty, and empty plates for thousands of local families.

You can help change that.

Just \$1 provides 5 nutritious meals to children in our community. With your support, we work alongside trusted partners like the Palm Beach County School District, Summer BreakSpot, and public libraries to get meals to the kids who need them most.



Local kids need your help now more than ever!

[Sign In](#)

Choose Your Gift

One Time

Monthly

Donate 175 Meals	\$35
Donate 250 Meals	\$50
Donate 500 Meals	\$100
Donate 1,250 Meals	\$250
Other	

Multiply your impact. Make it Monthly!

☐ Add a little extra to help with fees

Donate

Powered by bloomerang

WHY IT WORKS:

- ✓ Mobile Optimized
- ✓ Consistent Messaging
- ✓ Giving Tiers Equate to Impact
- ✓ Monthly Giving Option

**Ads drive to this campaign specific landing page.*



KPIs & Proving ROI



***You should be tracking where your web traffic and conversions are coming from!**

- Meta Pixel
- LinkedIn Insight Tags
- Google Analytics (GA4)
- Google Tag Manager
- Tracking Links

(bit.ly, Google URL Campaign Builder, etc.)

Key Performance Indicators (KPIs)

Stage	Useful Metrics
Awareness	Reach, impressions, video views
Engagement	Reactions, comments, shares, saves
Traffic	Link clicks, click-through rate (CTR), landing page views
Conversion	Donation conversion rate, cost per donor
Revenue	Total revenue, average gift, return on ad spend (ROAS)
Retention	Second gift rate, monthly donor conversion
Lifetime value	Donor lifetime value, retention rate, giving frequency

Stop asking, “Did social raise money?”

Instead ask questions like:

- ✓ Did social grow the **right audience**?
- ✓ Did **engagement increase** among likely supporters?
- ✓ Did organic content **create retargeting pools**?
- ✓ Did first-time donors **give again**?
- ✓ Did retargeted audiences take **higher-value actions**?
- ✓ Did ticket buyers **become subscribers** or donors?
- ✓ Did event attendees **stay connected** after the event?

Many social media efforts are a long-term investment!

Social Media ROI (Beyond \$ Raised)

- Value of a new volunteer
- Volume of donated goods
- Value of a new donor (*hint: wealth screen*)
- Lifetime donor value

Metcalfe's Law = the financial value or influence of a social network is proportional to the square of the number of its connected users (n^2).



Stay Accountable

- At least once a month, take time to analyze your results!
- What is working? What isn't?
- Use this data to make informed decisions about future content/strategies.





"It's a dialogue, not a monologue [...] social media is more like a telephone than a television." - Amy Jo Martin



2026

Year End

Fundraising Planner

Download for FREE!



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