

5 Easy Ways to Fundraise with Facebook Advertising

Facebook solutions for Jewish non-profits



My Jewish Website

Have questions? Reach us at shalom@myjewishwebsite.com.



Jewish Geography

Despite our level of affiliation, where our ancestors came from, or where we live now, there are common interests and values that we hold as a Jewish people. And one of them is a sense of *peoplehood*. We very much strive to keep our culture thriving from generation to generation. Staying true to our roots and our heritage, we celebrate holidays and create connections to our culture through traditions and mitzvot. We honor our ancestors, emphasize education, create a sense of belonging within our community and work towards tikkun olam.

Reach your target audience on Facebook

In order to reach your target audience on Facebook, it's important to look at not only geographical locations, but also to consider how your audience is interacting online. Is your audience interested in Jewish holidays, lifecycle events and traditions? What about certain newspapers, cultural icons and organizations? It is possible through Facebook Advertising to reach broad, specific and local Jewish audiences through a combination of selecting interests and using lookalike audiences, contact lists, analytics research and re-targeting.

In reaching out to your audience for contributions, follow these guides: >>

CHECKLIST

Contribution Guidelines

- Use symbolic reference to chai (\$18) for donation intervals
- Create purpose through mitzvot, tzedakah and tikkun olam (social good)
- Clearly identify the details of the donation's allocations
- Create an emotional response and connection to the community

Connect with your target audience on Facebook

In order to connect with your audience on Facebook, it takes more than just getting to know them. It requires steps to develop a genuine relationship with your audience built on trust, common interests and goodwill. Consider what you have in common with your audience members and how you can support their passions. Listen to your audience and determine how your organization can bring their vision to life. You're helping people help others.

While connecting with your audience, listen and learn in order to provide relevancy: >>

CHECKLIST

Questions to Consider

- What Facebook Pages do your audience members show interest in online?
- What key words and phrases come to mind when you think of your audience?
- What is your audience passionate about?
- Do you have a marketing strategy in place for your audience members?

Easy strategies to help you quickly attract your first 1,000 fans

While loaded with all kinds of features to increase your following, Facebook is best used as a tool that enables your community members and donors to share your fundraising campaigns, upcoming events, blog posts, website articles and online publications with their contacts.

Your key goals to exponentially increase your reach are: >>

CHECKLIST

Community Outreach

- Organize or sponsor an event (seminar, concert, marathon, workshop, gala)
- Encourage your event guests to share photos and invite their friends, too
- Empower your donors to share your fundraising campaign with their friends
- Provide resources that are easy to share and create an incentive for sharing

In addition to improving your organic reach, you can also harness the power of Facebook ads and greatly expand your audience. >>>



CHECKLIST

3 Ways to Improve Your Reach

- Run Facebook Ads on \$5-10 a day per ad set and try out many different ads to see which receive the best response.
- Experiment with different sets of interests. Try interests in Jewish groups or summer camps. Maybe lifecycle events or newspapers?
- Run ads for at least a week to allow Facebook's optimization to work.

Let's say you're part of a Jewish day school that provides care for toddlers. Your target audience is expectant moms or parents of infants and/or toddlers.

Consider what you would need to say to them in your ad or Facebook post (perhaps linking to a blog post with more information) that would make them trust you? What would you say that would make them want them to know more about your service?

In order to create an ad or posting that resonates with your audience, show them that you understand what they are looking for and explain how your service meets their needs. Keep it interesting and easy to understand.

Then, go ahead and start promoting and boosting! >>

 **CHECKLIST**

Promote and boost reach

- Set up 5-8 audiences to compare
- Set up 4-6 ads to compare
- Experiment with different budgets per day
- Experiment with different timing

Remember that all of your social channels work together. So, keep posting on Twitter and Instagram to drive traffic to your Facebook campaign and website.

Improving Your Engagement on Facebook

Be genuine and show what your organization offers. Start conversations and respond to your audience. Provide relevant and informative information, and, especially, information that they can use!

Try these tips: >>>

CHECKLIST

Relate to your audience

- Promote your events through Facebook and encourage your audience to tag friends
- Encourage staff to help promote your posts and even provide additional sample posts that they can share.
- Develop relationships with social media influencers who would be willing to help promote your posts.
- Include sharing opportunities on your donation pages, blog posts and online publications
- Use Facebook Advertising to promote ads and boost posts during optimal days and times.
- Listen to your audience, monitor engagement, respond quickly to comments and further the conversation.

Steps to create a successful online fundraising campaign

In order to really engage with your audience, talk to your audience as someone they can relate to, rather than someone who is trying to market information to them. You're representing your organization. But, ultimately, you're somebody just like them who's trying to help others.

Try these tips: >>

 CHECKLIST

6 Steps to Success

Step 1

Have a fundraising goal for your campaign

Step 2

Explain how the donations are allocated

Step 3

Add a strong call-to-action to donate

Step 4

Suggest donation amounts

Step 5

Ask donors to subscribe to your email list

Step 6

Thank your donors for their generosity

Strategies to tie together everything into a proven strategy that really works!

In addition to using Facebook Advertising, you can also incorporate Facebook Fundraising Tools. With these free tools, you can cast a very wide net and connect with your community members and supporters who care. You can also further engage and empower people already in your network. When one of your supporters donates to your organization, they are encouraged to share and invite others to take action. It becomes easy for others to give once inspired.

These are our 10 tips for Fundraising on Facebook: >>>



CHECKLIST

10 Strategy Tips

1. Have a clear vision and goal
2. Have a fundraising timeline
3. Share your organization's goals
4. Suggest donation amounts
5. Incorporate a consistent theme
6. Create trust through Facebook LIVE
7. Share photos and (LIVE) event videos
8. Create Facebook Fundraisers
9. Track campaign progress, provide updates
10. Share your story and encourage others to do so, too

Your donors can donate to your organization quickly and easily without even leaving Facebook. Talk about reaching your audience where they already are! Facebook can use saved payment information that users have in their Facebook account settings to improve the donation experience. The users are able to click a Donate Now button that you can set up on your page or post that will take them to a donation window where they can make a contribution, which is immediately paid to the organization. There is great potential in this system because of the ability to possibly pay through other digital payment systems. For instance, Apple Pay and Google Wallet...

Not only are you enabling your audience to immediately give when they feel inspired and providing a tool for your supporters to fundraise on your behalf, but you're also empowering your current donors and discovering potentially new donors through your expanded reach.



From My Jewish Website to Yours...



Naomi Lantzman

Hi there! The one BIG thing we hear from fundraisers, marketers and community professionals is that their fundraising efforts aren't producing results or that they have no idea where to start!

That's exactly why we are offering you the opportunity to make a major difference in your fundraising online.

Schedule a free strategy assessment today and we will review your website and Facebook fundraising strategy.

Naomi and Jared



Jared Lantzman

Schedule an Assessment

 myjewishwebsite.com/begin