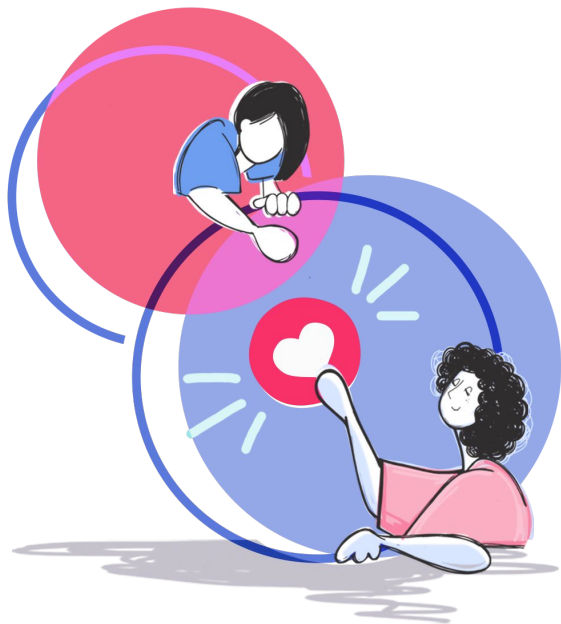


Heart Foundation

How GivePanel enabled one Australian charity to collaborate across teams and raise over AU\$100,000 in their first ever Facebook Challenge

givepanel



3000 Squats in April

Heart Foundation in Australia raised over AU\$110,000 in their first Facebook Challenge by finding a Challenge format that worked for them and activating their campaign through the Facebook community.

With a previous focus on website hosted peer-to-peer events, Heart Foundation found there was a disconnect between their website activity and Social Media Fundraisers created by supporters. By joining GivePanel, the team were able to view the data clearly and saw an opportunity to grow Facebook fundraising into a viable income stream.



Who is Heart Foundation?

Heart Foundation are an Australian nonprofit who for more than 60 years have been working to improve the lives of those with heart disease through prevention, research and support for all Australians. Since 1959 the charity has funded research projects worth over \$670+ million.

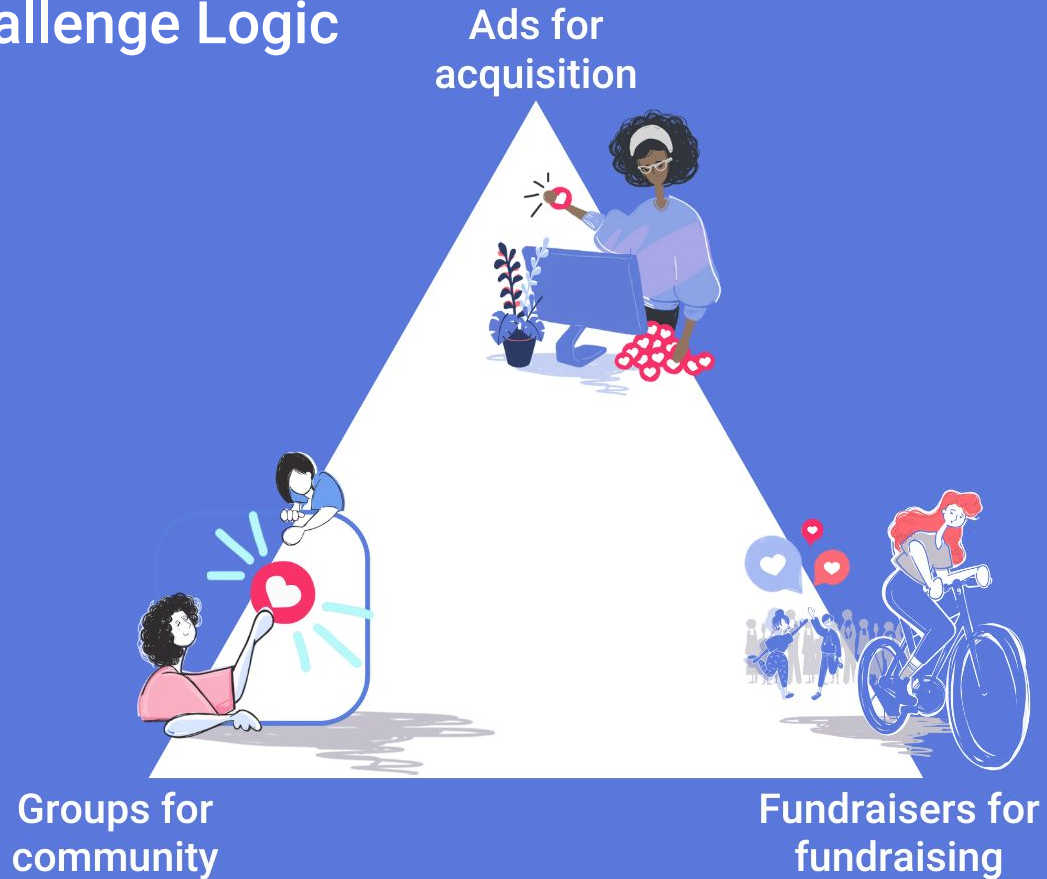
Jesse Lewis, social media lead at Heart Foundation, spoke to GivePanel about their first Facebook Challenge, 3000 Squats in April 2022.

What actually is a **Facebook Challenge?**

A Facebook Challenge is a virtual event that runs solely on Facebook and leverages the power of social networking through ads, groups and fundraisers. This means:

- Lower acquisition costs
- More fundraisers
- Reaches 90% new fundraisers

Facebook Challenge Logic



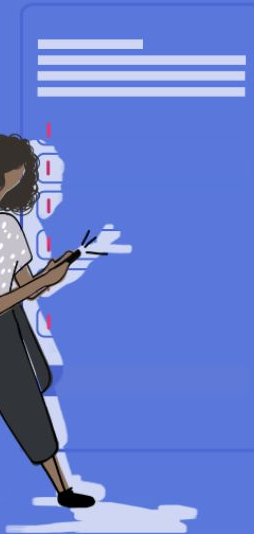
Facebook Challenge Journey

Facebook ads

GivePanel
custom
Fundraiser

Facebook
lead form

Facebook
group



Five Things to Know About 3000 Squats in April

- 01** Heart Foundation chose squats as their Challenge model after noting that squats were both accessible for their audience and one of the top performing UK challenge formats.
- 02** The team ran their own photoshoot for their Facebook ad creative, ensuring that the imagery was 'Challenge-first' but also reflective of their own brand.
- 03** They created a content schedule and used the photoshoot to gather content that would last throughout the Challenge and help keep supporters engaged, including Instagram reels and informative posts.
- 04** Volunteers supported the fulfilment of t-shirts to allow the team to focus on quality group engagement.
- 05** They found their group champions organically throughout the Challenge and onboarded them after seeing their enthusiasm for taking part.



How Heart Foundation Resourced their Facebook Challenge

01

One Digital Lead

Working as the Project Manager to oversee the Facebook Challenge campaign

02

Two Social Media Team Members

Managing advertising, group content, comment moderation and creative for the promotion of the Facebook Challenge. Responsible for the initial setup within GivePanel including messaging and custom fundraiser links

03

Three Community Fundraising Team Members

One lead, one manager and one coordinator managing group participation and stewardship of fundraisers

05

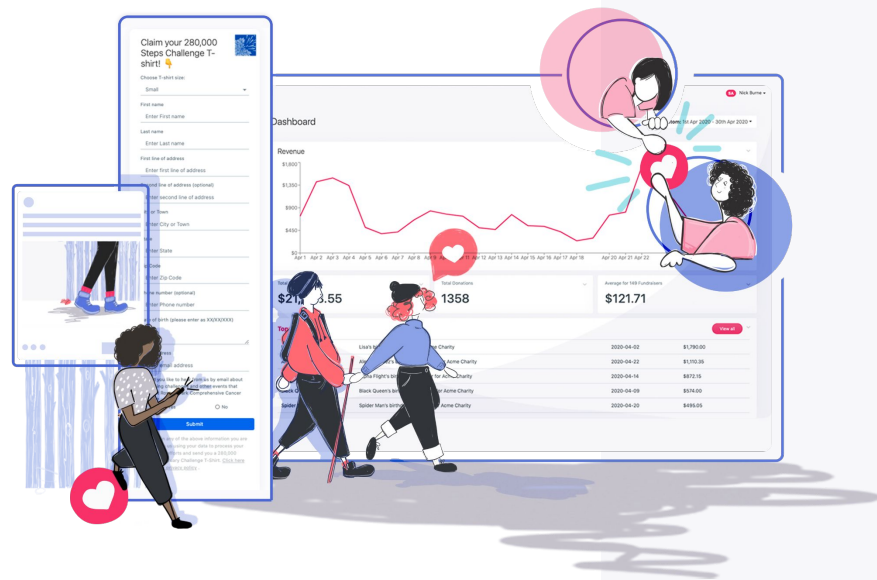
Five Volunteers

Responsible for the packing and sending of the Facebook Challenge incentives



3000 Squats in April





The Results

As well as gathering new supporters to their cause and connecting with supporters throughout their journey, Heart Foundation's 3000 Squats in April Facebook Challenge produced some incredible results:

1910

Total
registrations

630

Active Facebook fundraisers

AU\$12.70

Cost per active fundraiser

AU\$190.28

Average raised per active fundraiser

AU\$119,879.13

Total Raised

How did **GivePanel** support with this?

Heart Foundation joined GivePanel in 2021 in the wake of activating their Facebook Fundraising Tools. The charity felt that they needed a clear and understandable way to view their Facebook fundraising data across their teams and have a platform that allowed them to all interact with and manage the same campaign.

Additionally, the team also needed a method of stewarding their supporters and ensuring they could connect with their fundraisers throughout their journey with the charity. Here's what Jesse had to say about what he found GivePanel useful for with Facebook fundraising and in the running of 3000 Squats in April 🙌

Managing Data



"I like gathering the data and then making it palatable or figuring out, what is the story behind this data? What does it actually mean? And I think GivePanel gives us that ability. It's the ability to visualise all this complex data in one easy to understand dashboard and that is my favourite thing about it."

Supporter Stewardship



"We want to empower our audiences to fundraise. We thank the fundraiser, they thank their donors. It's their space, it's their energy. And we just wanted to activate that and give them the tools to be able to do that and I think Challenges is the way we need to do it."

Advice & Best Practice



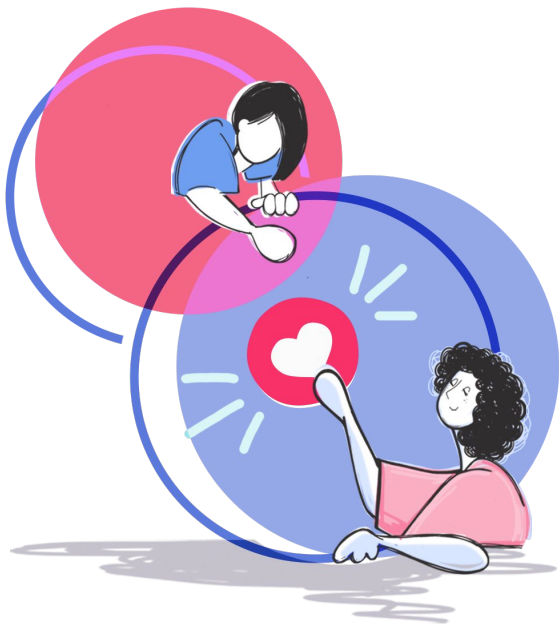
"We worked with GivePanel and Danni in particular, to identify some of the top performing challenges that happened in the UK of what people were doing."
"We had all these insights from GivePanel around what images work and what kind of messaging works and all that kind of stuff."

Illustrating the impact of Facebook Fundraising



"It's hard to sell that vision (of Facebook fundraising). I think as soon as we got GivePanel, everyone was like, "This is awesome, I can see everything that's happening." And that's when, as an organization, everyone started to get truly behind it because they could see what was happening in the background, it was really visual for them. So I think that solved a lot of not just platform and implementation problems, but behavioural problems (by) taking people through that journey."

"It's tools like GivePanel that enable us to tell that story more effectively, and make better decisions as an organization."



Final Thoughts

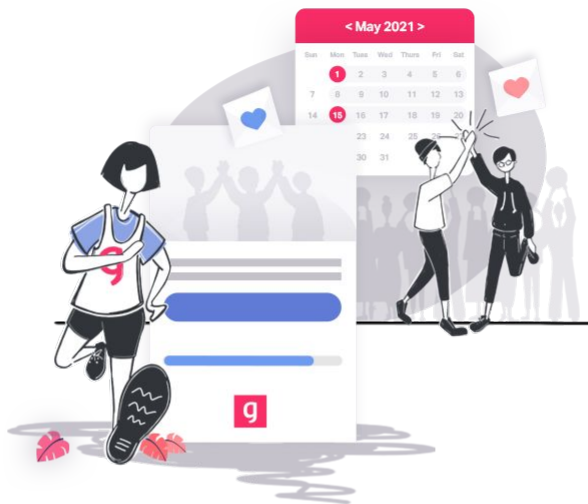
- Whilst 3000 Squats in April was an incredible success for Heart Foundation, the team note the importance of treating Facebook Challenges as a large campaign and resourcing them properly.
- Their attention on quality Facebook ad recruitment meant they required less budget for their ads than originally planned and were able to allocate more to the cost of incentives.
- Before committing to a second Facebook Challenge, Heart Foundation are keen to reflect and evolve their offering to their supporters to ensure they are meeting their needs and interests.

"We can't be afraid of failing at this point when it's this early. It's more about if it fails, why did it fail? Was it the content, was it the challenge, was it the incentive that we had? Was it the time of year, were there too many others in the market? Everything that we can learn from is going to make us more and more prepared."



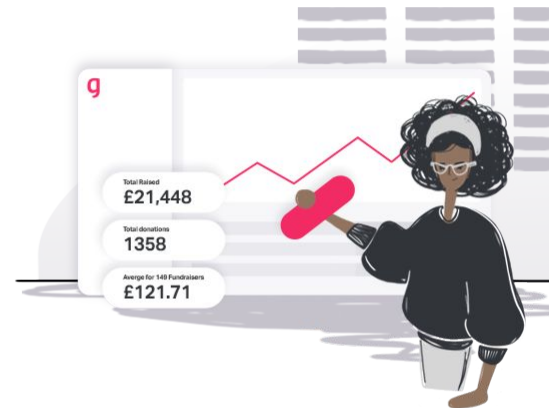
01

Capture more supporter data (and opt ins)



03

Run Virtual events entirely on Facebook using Facebook groups



05

Monitor performance with analytics dashboard

06

Save time with no more complex spreadsheets

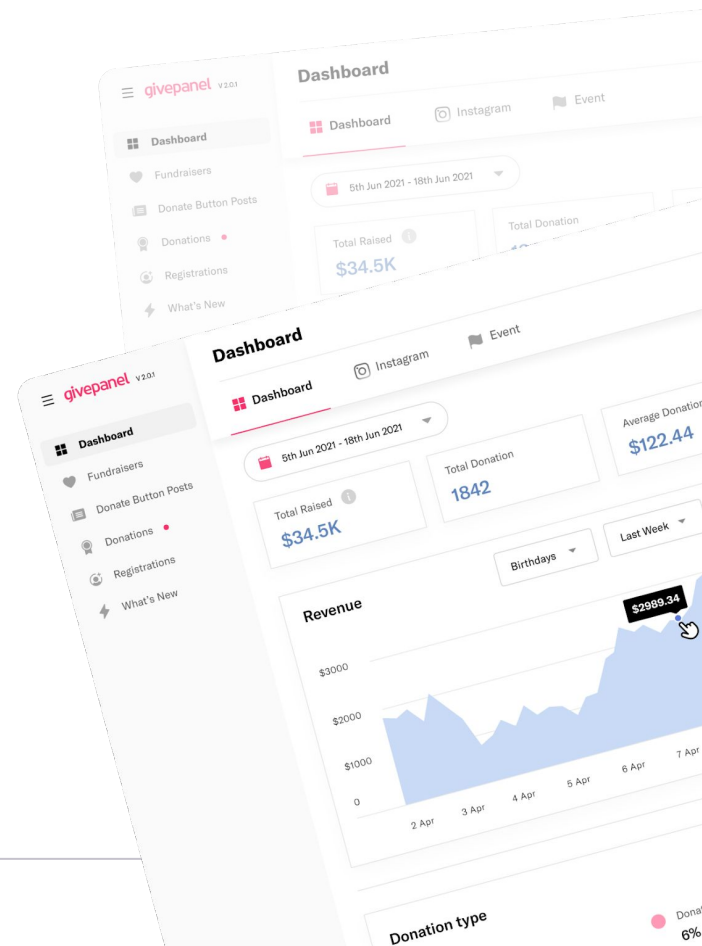
Why GivePanel?

With **GivePanel** you can run virtual events and challenges entirely on Facebook and manage all your data with ease. Our Facebook Group event registration forms sync with Facebook transaction data so that have all your data in one place. Our fundraiser engagement and messages tools mean that you can give Facebook fundraisers the experience they deserve resulting in more contact details collected and funds raised.

GivePanel gives you the analytics and reports you need to track campaigns and enables you to build custom imports for your CRM. All of this saves significant staff time, allowing you to focus on what matters – fundraising!

As well as our online platform, **GivePanel** offers a range of consultancy and outsourcing services for nonprofits to help them get to the next level with Facebook fundraising.

[Book a demo](#) today.



givepanel

More Facebook fundraisers. Less hassle.