

the creative block

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# HOW NONPROFITS CAN GET THE MOST OUT OF FACEBOOK ADVERTISING

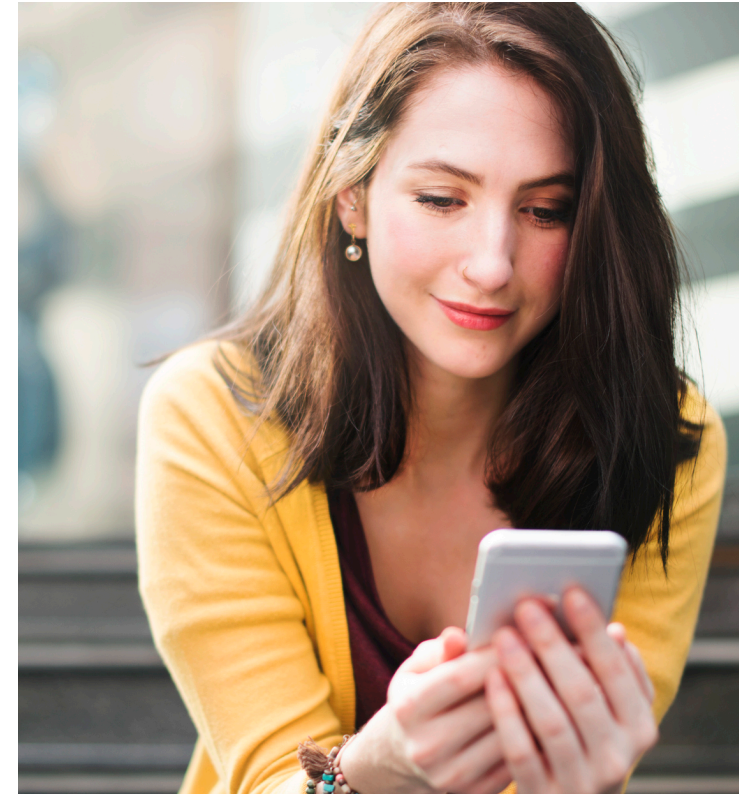
# Introduction

More than 1.8 billion people use Facebook every month. So it's **not surprising** that 98 percent of nonprofits have a Facebook page, or that 80 percent of nonprofits use Facebook as their primary social media vehicle.

From a nonprofit perspective, communicating with its own Facebook followers is akin to preaching to the choir: page posts provide a great reminder of the agency's mission, but provide limited help in spreading the message. That's where Facebook ads can help.

More than **half of all American adults** use Facebook—with 64 percent using it on a daily basis. With a large audience, its robust ability to target precise demographics, and the opportunity to create compelling messaging, Facebook advertising is arguably the easiest—and most cost-effective—way for nonprofits to promote their agencies.

To help nonprofits get the most out of their Facebook ads, we've compiled a list of practices for creating great content and maximizing return on advertising dollars.

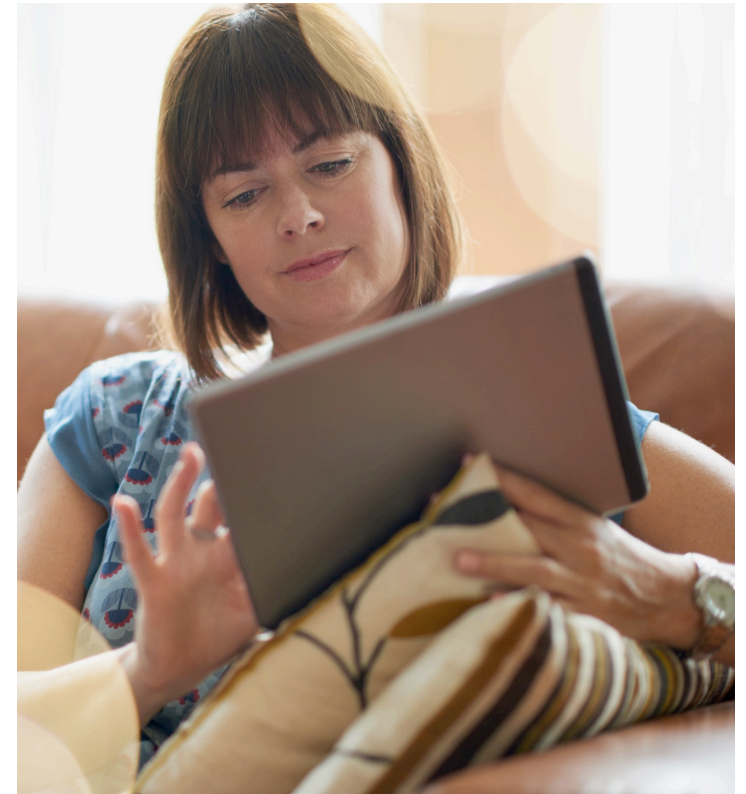


## Convey Your Mission Using the Rule of Thirds

When developing their strategies for posting content on Facebook, for-profit businesses often follow the popular “rule of thirds” approach. The formula calls for equally dividing posts between three subject areas: one-third about their company or brand, one-third about their industry, and one-third about their employees or customers. That balanced approach works well for a company’s regular posts, as well as posts boosted by ad dollars. Nonprofits would benefit by modifying the subjects.

Charities should **consider spreading** their Facebook messaging among the so-called “three A’s” categories: appreciation, advocacy, and appeals. In other words, Facebook ads should focus evenly on recognizing supporters and employees, advocating on behalf of issues affecting the agency’s mission, and driving donations and volunteer involvement.

The three-part method lets nonprofits create meaningful ad content that promotes all aspects of their missions.



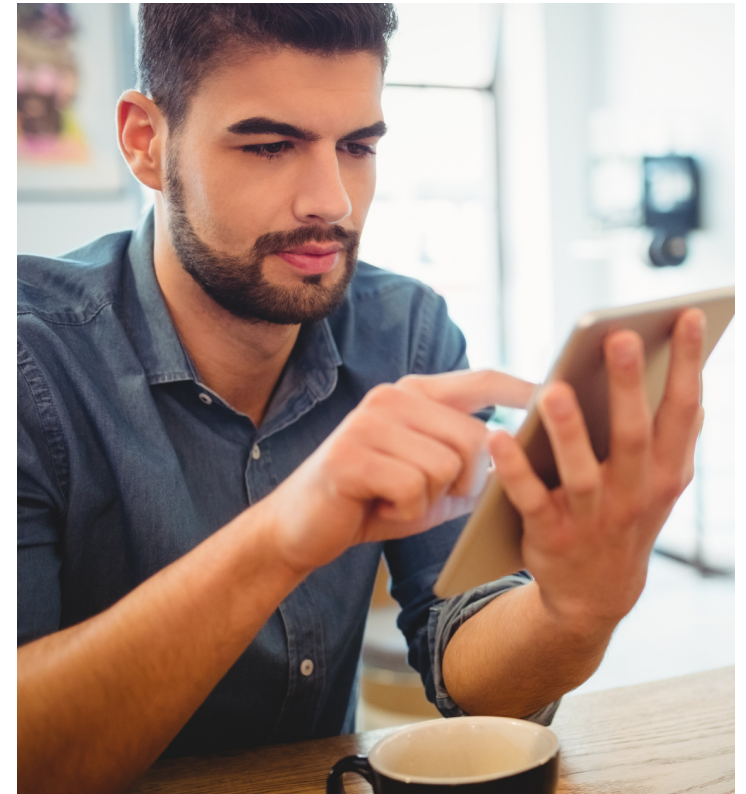
# Let People Donate Without Leaving Facebook

Nonprofit organizations can now **add a donate button** to sponsored Facebook posts that allows supporters to contribute funds while checking their newsfeeds.

Facebook's donation tools let American-based nonprofits collect financial donations directly through Facebook Payments—without requiring people to leave the social media site.

To **qualify**, organizations must have a 501(c)(3) status and complete an easy three-step application process.

By including a donate button with their heartstrings-tugging ads, not-for-profits can motivate donors to act immediately when a message moves them.





## Find Like-Minded Employees

When considering social media as an avenue for filling job openings, most organizations think about business-networking sites such as LinkedIn. But Facebook's demographic-targeting capabilities make it ideal for finding applicants.

Networking sites tend to attract active job hunters. But some of the best candidates are already working—and changing jobs **might not have crossed their minds**. On Facebook, even those not currently looking for new positions could learn about attractive job opportunities for which they qualify.

What's more, Facebook lets employers create emotion-stirring ads targeted to individuals who share their organization's values. For example, rather than simply listing a job description for an administrative assistant, a sponsored Facebook post might feature a photo of a child and pose the question, "Are you ready to help us feed needy schoolchildren?"



## Put a Face to Your Organization

Facebook and photos go hand-in-hand, and that's true for nonprofit pages, too.

Photos highlighting an organization's employees and volunteers—and stock images portraying the clients it serves—help **illustrate** a nonprofit's good work. Sponsored posts featuring behind-the-scenes photos show the organization in action—and ensure donors that their financial support is being put to good use.

Of course, including photos in Facebook ads requires having photos to post. Therefore, always make certain someone has a camera-including mobile device handy to capture special events and interesting activities.



## Increase Event Attendance

Another benefit of Facebook's targeting power is the ability to effectively promote fundraising events. Having a black-tie dinner gala with a high cost of admission? Target boosted posts to Facebook users in nearby affluent neighborhoods. Need participants for a half-marathon road race? Target users living within 25 miles of the course, who like running or taking part in other participatory sports.

Facebook makes it easy for people to find events that interest them, and to see which of their friends are planning to be there.

As their event dates approach, Facebook's flexible scheduling and pricing makes it easy for nonprofits to adjust their ad spending in relation to ticket sales.



## Do More Outreach

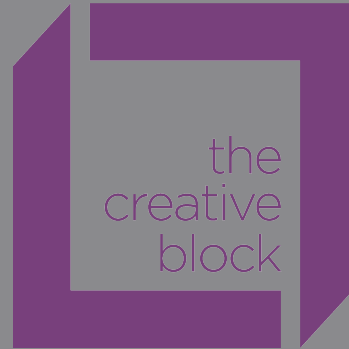
For any not-for-profit agency to fulfill its mission, it must provide services to those who need them most. Of course, it's not as simple as opening the doors each morning.

**Organizations must** build awareness that they exist, increase the public's willingness to use their services, and teach people how to access those services. Facebook advertising is a low-cost way for nonprofits to enhance their outreach efforts.

Sponsored Facebook posts let organizations get their messaging in front of page followers and non-followers, alike. But Facebook ads can do more than promote that services are available; they can also provide calls-to-action that streamline access to those services. Whether directing users to an agency's website or soliciting feedback on client experiences, Facebook ads let nonprofits engage with their audiences.







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When it comes to designing a brand, people usually know what they like – and what they dislike. However, few know what actually works.

Our job at The Creative Block is to design and implement branding that looks great while meeting your marketing expectations. Or, put another way, to know what you like and to know what works.

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