



How nonprofits and causes use Facebook to grow

Case studies



Raising awareness and membership

Their Goal

Create a swell of awareness for safe drinking water, and convert people into members and donors.

Their Solution

People were directed on Facebook to flashfloodforgood.org, where they were asked to connect to Facebook to pledge their support for clean water. By connecting to Facebook, people agreed to allow Flash Flood for Good to post the pledge on their Timeline. Flash Flood for Good posted at the same time for all supporters, which created a swell of Facebook Posts at once.

Their Success

- 377M total people reached on Facebook (69% of total reach)
- 11x return on 2013 ad spend from Facebook
- More than 83k Facebook interactions
- Membership grew by over 200% during the Flood with the majority of accounts (62%) coming through Facebook
- Facebook was a top 3 traffic source, accounting for 9% of total site visits, 10% of total donations (highest of all social media traffic sources), and 12% of new memberships

Post that was shared on People's Profiles



Learn more about technical integration:
developers.facebook.com/products/sharing

Learn more about the cause:
facebook.com/FlashFloodForGood
flashfloodforgood.org

Celebrities supported the Flood on Facebook



Raising money for kids with a hashtag

Professional skateboarder Rob Dyrdek worked with Make-A-Wish® America to visit a group of children whose wish it was to meet him. The children spent a day with Rob on the set of his TV show Fantasy Factory and Rob shared photos throughout the day, both on Instagram and Facebook. He tagged relevant Make-A-Wish® America accounts and used the hashtag: #dayinthelife.

Their Goal

The goal of this #dayinthelife was to increase awareness for Make-A-Wish® by leveraging Rob's large fan base (1.1M on Instagram, 5M on Facebook) and give them content to kick start their Instagram account. For Rob Dyrdek, the goal was to introduce his fans to his work with Make-A-Wish®.

Their Solution

Make-A-Wish® and Rob Dyrdek both posted 11 photos on their respective Instagram accounts and included #dayinthelife on each post. Make-A-Wish® shared each individual photo on Facebook, again using #dayinthelife, and tagged Rob's Facebook account.

Rob posted one individual photo on Facebook and tagged it with Make-A-Wish® and #dayinthelife. He then followed this up with a photo collage thanking Make-A-Wish® and shared a photo album of the day.

Their Success

Both participants saw an increase in average new page Likes.

Rob Dyrdek

- 7% increase of new fans
- High engagement on #dayinthelife post (21,504 Likes, 459 comments, 349 shares), and photo album (19,810 Likes, 510 comments, 219 shares)

Make-A-Wish®

- 46% increase of new fans than average day
- Promoted post received highest engagement of all individual posts.

Results on Instagram

- Make-A-Wish® grew its followers by 111% on the day of the event.

Rob Dyrdek

- 1,589 total comments and 385.2k



Likes on #dayinthelife posts

- 144 comments per post, and 35k Likes per post

Make-A-Wish®

- Grew from 27 to 2700 followers in 24 hours
- 40 total comments and 2,498 Likes on #dayinthelife posts



A grass-roots idea raises funds for cancer

Their Goal

People began sharing photos of themselves wearing no makeup on Facebook and Instagram marked by #nomakeupselfie to support cancer awareness. Although Cancer Research UK didn't start the trend, it responded to an audience call to get involved and had 3 major goals for the campaign.

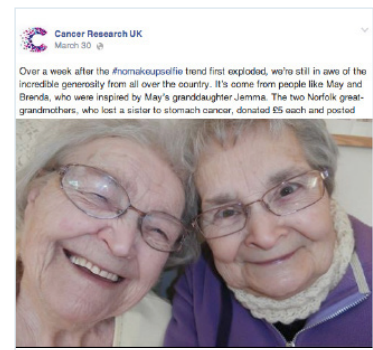
- Reach large numbers of people with the message that they could use their “selfie” for good.
- Drive donations by using text to donate to keep the process simple and mobile.
- Increase engagement with the campaign by creating content to thank, inform and assist people who wanted to take part/had taken part.

Their Solution

- The creator of the No Makeup Selfie Facebook Page prompted people to post no makeup selfies in support of cancer awareness, as well as to donate to Cancer Research UK via JustGiving (a UK-based platform that enables donations).
- Cancer Research UK directed people to its website for details on how to get involved as well as donate.
- Cancer Research UK also created its own “selfie” with a text to donate code and posted that to its Facebook page.
- The organization also thanked people for their donations by posting more selfies on Facebook.
- They promoted two of these thank you posts.

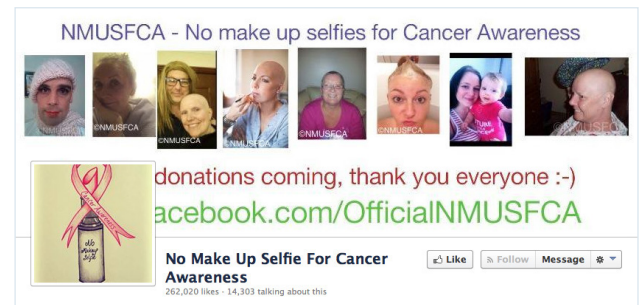
Their Success

- Over £8M raised for Cancer Research UK in less than 1 week
- 41M #nomakeupselfie Posts in News Feed
- 1 million mentions of #nomakeupselfie on Facebook and Instagram in 2 weeks
- More than 210,000 new Cancer Research UK Page Likes



- Over 3 main campaign days, Cancer Research UK Site traffic up
- 370%, 289% and 187%
- 10 new clinical trials funded
- Promoted Posts:
 - Total Reach: 10M
 - Total Clicks: 405K (4% CTR)
 - Total actions: 958K (9.6% CTR)
 - Generated 75,000 direct landings to website

No Makeup Selfie Campaign Page



The screenshot shows the Facebook page for 'NMUSFCA - No make up selfies for Cancer Awareness'. The page header includes the name and a row of nine selfie photos of people without makeup. Below the header is a post with a pink ribbon icon and the text 'donations coming, thank you everyone :-)' and the URL 'facebook.com/OfficialNMUSFCA'. The page name 'No Make Up Selfie For Cancer Awareness' is displayed in bold, with 262,020 likes and 14,303 people talking about it. Interaction buttons for 'Like', 'Follow', and 'Message' are visible.

Mustaches and awareness for men’s health

In 2012, Movember raised \$141.5 million USD, with over one million Mo Bros and Mo Sistas participating around the world. Through Facebook, participants raised more than \$17.6 million USD and drove awareness for Movember and men’s health issues.

Their Goal

Movember is a grassroots advocacy movement that challenges men to grow – and women to support – moustaches every November. The movement raises awareness and funds for men’s health, specifically prostate and testicular cancer initiatives. Facebook empowers Movember participants (Mo Bros and Mo Sistas) to become ambassadors for Movember by spreading awareness and sharing information about their commitment to the cause. This helps the movement raise more funds, but more importantly, gets more people talking about the topic of men’s health. In 2012, more than 1.1 million Mo Bros and Mo Sistas participated in the movement, raising \$141.5 million USD worldwide. Movember used Facebook to encourage participants to share photos, videos, and details about their individual Movember journey.

Overall Goals:

- Increase year-over-year campaign participation and funds raised
- Encourage Movember “chatter” on Facebook
- Use Pages – and get Mo Bros and Mo Sistas to use Timeline– to bring the community

Their Solution

In 2011, Movember employed lightweight tactics and launched apps like “Recruit-A-Mo” and “Adopt-A-Mo” with the specific objective of encouraging fundraising. In 2012, Movember used individual Pages in different regions around the world to share information, spread the word about the movement, and spotlight 2012 participants. Movember also launched the “Leaderboard App”, which allowed participants to track progress at the country- and team-level.

- Movember Leaderboard App gave participants a boost of confidence as they tracked themselves against other fundraisers and watched teams rise in the rankings
- Movember 2011’s Recruit-A-Mo helped to socialize the process of encouraging friends to join the Movember movement by posting on their Facebook Timelines



GLOBAL SUMMARY	NO MAP	TEAM LEADERBOARD	INDIVIDUAL LEADERBOARD	NETWORK LEADERBOARD
PLATINUM CLUB MEMBERS				
GLOBAL SUMMARY				
COUNTRY	REGISTRATIONS	AMOUNT RAISED (AUD)		
CANADA	173,430	AUD \$32,745,983		
UNITED KINGDOM	255,415	AUD \$32,649,892		
UNITED STATES	219,943	AUD \$25,032,395		
AUSTRALIA	122,552	AUD \$24,008,510		
IRELAND	17,321	AUD \$3,279,917		
NETHERLANDS	15,869	AUD \$1,463,348		
NORWAY	21,761	AUD \$1,420,529		
NEW ZEALAND	13,739	AUD \$1,338,352		
HONG KONG	2,510	AUD \$834,121		

- Mo Bros and Mo Sistas used Facebook Pages to spark authentic conversations about men’s health and, on average, posted 12 times on Facebook during Movember (e.g., photos, status updates and videos). On average, Movember participants had 258 friends on Facebook.

Their Success

- \$17.6 million USD raised through Facebook in 2012 – a year-over-year increase of 26% in funds raised
- The average donation amount was \$27 , a 13% increase over the 2011 average donation amount
- 60% of Mo Bros and Mo Sistas used Facebook to tell people about their involvement with Movember
- On average, participants posted 12 times on Facebook during Movember, most commonly a photo, status update, or video
- Facebook drove over 10M visits to Movember.com during the month, a 37% increase year-over-year
- Facebook drove 30% of traffic to Movember.com (2nd-highest referrer)

“In 2012, 1.1 million Movember participants raised \$141.5 million to change the face of men’s health. Our integration with Facebook enabled our community to easily share their Mo-vement journey, raise awareness about the health issues men face and request donations resulting in \$17.6 million raised through the platform. Continuing to integrate Facebook with the Movember technology platform remains an essential part of our future strategy.”

—Adam Garone, CEO & Co-Founder, Movember