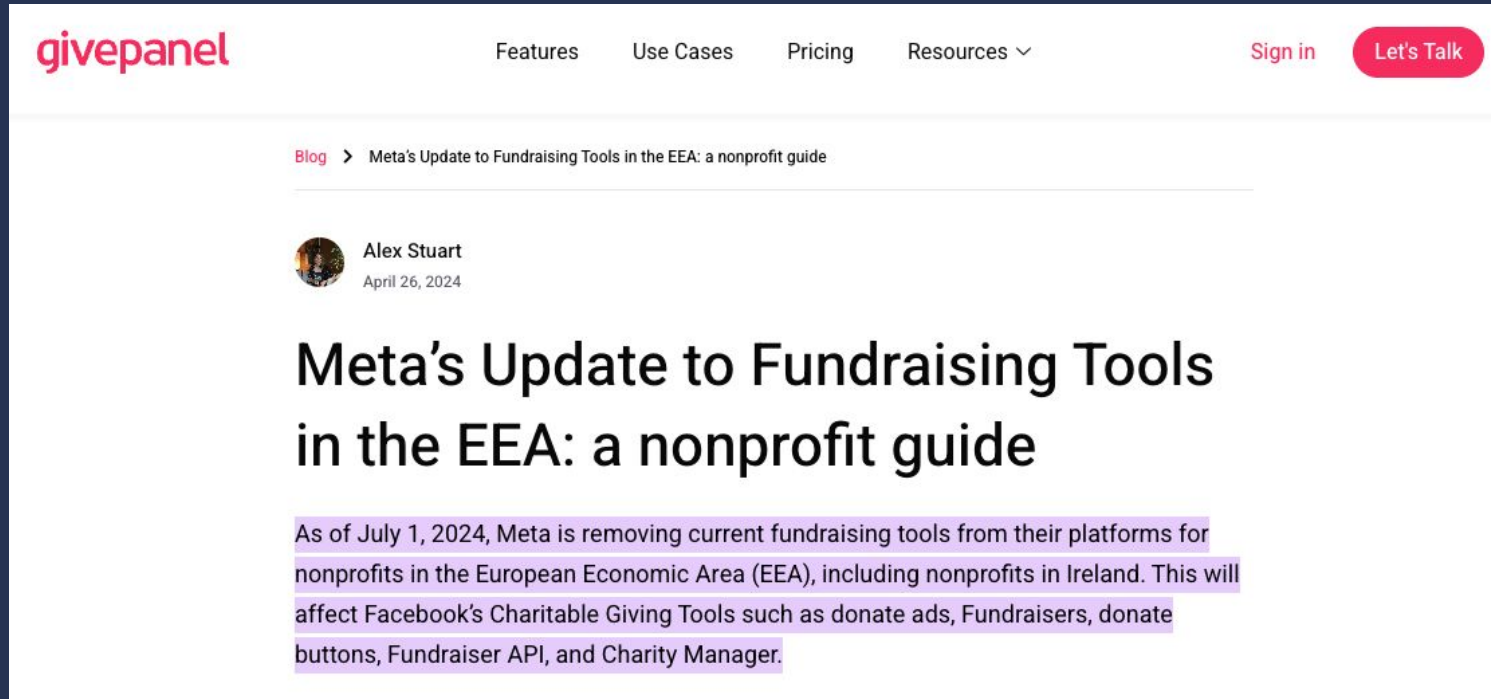


# Part 1 - what makes a REALLY successful Facebook Challenge in 2024?

# Meta EEA announcement




The screenshot shows the Givepanel website header with navigation links for Features, Use Cases, Pricing, and Resources. A 'Sign in' link and a 'Let's Talk' button are also present. The main content area features a blog post by Alex Stuart, dated April 26, 2024. The post title is 'Meta's Update to Fundraising Tools in the EEA: a nonprofit guide'. The first paragraph of the post is highlighted in purple and reads: 'As of July 1, 2024, Meta is removing current fundraising tools from their platforms for nonprofits in the European Economic Area (EEA), including nonprofits in Ireland. This will affect Facebook's Charitable Giving Tools such as donate ads, Fundraisers, donate buttons, Fundraiser API, and Charity Manager.'

givepanel

Features Use Cases Pricing Resources

Sign in Let's Talk

Blog > Meta's Update to Fundraising Tools in the EEA: a nonprofit guide

 Alex Stuart  
April 26, 2024

## Meta's Update to Fundraising Tools in the EEA: a nonprofit guide

As of July 1, 2024, Meta is removing current fundraising tools from their platforms for nonprofits in the European Economic Area (EEA), including nonprofits in Ireland. This will affect Facebook's Charitable Giving Tools such as donate ads, Fundraisers, donate buttons, Fundraiser API, and Charity Manager.

# \$800m+ through GivePanel!

**Bluestep Solutions**  
2,330 followers  
1w · 🌐

🔥 Over £134K on your first ever Facebook fundraising campaign say WHAAAATTTTT! 🔥

The hugest of congratulations to [Emily Clayton](#), [Eliza Beaumont](#), and the kick-ass CALM team on an absolutely incredible first Facebook fundraising result, you guys have well and truly smashed it 🥳

🤖 How the fonk did this happen?! 🤖

We were so excited to partner with CALM to draw on our knowledge and best-practice to create a challenge that would appeal to their audience and engage their fundraisers. With [Helen Alderson](#) and the [Social AF](#) team providing top-tier moderation and [GivePanel](#) a world-class platform, we activated the full kick-ass Bluestep support package, looking after the complete campaign from scoping to creative, ad management, reporting, merchandise, fulfilment and daily reporting, all delivered with the ultimate love and care.

📄 The Stand Out Stats: 📄

Campaign Name: 62 Miles in March  
Target Attainment: 298.3% of target  
Group Numbers: 3,866  
Average Raised: £120  
Ad Spend: £10,000  
ROAS: 13.42x  
ROI: 2.65x  
TOTAL RAISED: £134,236

**GivePanel**  
4,584 followers  
2mo · Edited · 🌐

How important are partnerships in growing your fundraising? 🤔

[Prostate Cancer Research](#)'s journey shows just how impactful they can be, when they went from raising £50k to £1 million in Facebook fundraising income in 12 months, thanks to strategic collaborations. In a fireside chat-style session, we sat down with [Charlotte Brennan](#), Senior Events and Community Executive at Prostate Cancer Research, and [Helen Alderson](#), CEO of [Social AF \(previously Alderson Fundraising\)](#), to delve into the strategies that powered this remarkable achievement.

Find out more here ➡️ <https://bit.ly/3TgVDTg>

#Fundraising #Partnerships #TechForGood


 How Prostate Cancer Research grew their fundraising from £50k to £1 million in 12 months  
bit.ly

**AF Social AF**  
650 followers  
3w · 🌐

This morning we shared a snippet into the joy which was our March round of challenges. 20,690 people challenged themselves to walk, run, cycle, wheel and swim across the month to raise vital funds for a number of amazing charities. Collectively, they raised a phenomenal £1,127,620 🤖

Thank you to all our charity partners for continuing to put your trust in us with your group moderation. Results like this make all the hard work worth it 🥳

If you'd like to discuss your challenges or moderation needs, please visit our website or reach out to arrange a chat: <https://www.socialaf.co.uk>



**AF**

# Facebook Challenge success relies on


1. A great “hook”
2. A high conversion funnel
3. Creating a great participant experience



# A great “hook”

**LauraLynn – Ireland’s Children’s Hospice**  
Sponsored · 🌐

Plank routinely.  
Plank consistently, every day, until you hit your 3 minute  
... See more



**HOLD STRONG  
FOR LAURALYNN**  
30-DAY PLANK CHALLENGE


FORM ON FACEBOOK  
Could you plank everyday for 30 days? Try it! [Sign Up](#)

👍❤️ 252      32 comments 18 shares

**Mater Hospital Foundation**  
Sponsored · 🌐

Bring your friends, family and furry pals together to keep the memory of our loved ones shining bright.

Come together to remember on Sunday 26th November in St. Anne’s Park. Sign up for more info.



**REMEMBER me**  
COME TOGETHER TO REMEMBER

THE Mater Hospital FOUNDATION


fundraise.materfoundation.ie  
Come together to remember [Learn more](#)

👍❤️ 16      3 comments 2 shares

👍 Like    💬 Comment    ➦ Share

**Neimh McGlynn created a fundraiser for Pieta. Ending Suicide. Beginning Hope.** \*\*\*  
1 m · Fundraisers · 🌐

I've signed up for the November Cold Water Challenge because this cause is close to my heart. I want to take action and make an impact, and I would love your help. Whether you donate a lot or a little, every bit counts. I've set an ambitious goal because I know that with support from people like you, I can get there.  
... See more



**November Cold Water Challenge**  
pieta

**Neimh's fundraiser for November Cold Water Challenge**  
€0 of €200 raised

Be the first to donate! [Reach More People](#)

# What makes a great HOOK?


1. Different / Unusual
2. Desirable - they want to do it
3. Seasonal
4. Not too complex or difficult

# A high converting funnel

Home > [Donor Dashboard](#) > [Blogs](#) > [Apply for a BHF Charity Place](#)

## Sign up for an event

[Your details](#) | [Event Location](#) | [Review](#) | [Payment](#) | [Confirmation](#)



**TCS London Marathon 2025 - Application form**

Type: Marathon  
When: April 2025  
Where: London

Fields marked with an asterisk (\*) are mandatory

### Your details

Title \*

First name \*

Last name \*

Date of birth \*

### Email

Email address \*

### Address

Postcode \*

Address line 1 \*

Address line 2

Address line 3

Town or city \*

County

Country \*

### Telephone

Please enter a daytime telephone number in case we need to contact you.

Telephone \*

### Join the fight

Thank you for signing up for TCS London Marathon 2025 - Application form. We will be in touch with you regarding the event very soon.  
How would you like to hear from us?

We would love to send you information on our life saving research and how you can help us to keep more hearts beating through fundraising, events and volunteering opportunities.  
Please tick below to tell us how you want to hear from us:

Yes No

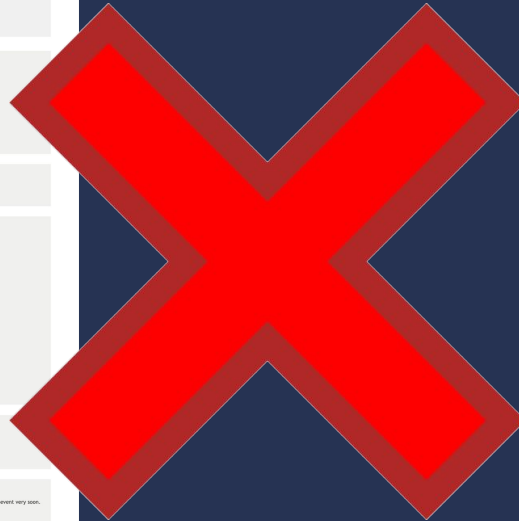
Email \*

Text \*

Post \*

Phone \*

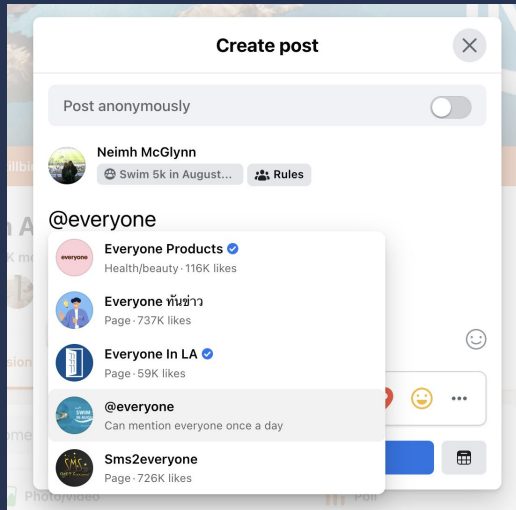
We take your privacy seriously and will never sell or pass your details with third parties. You can withdraw your consent to be contacted at any time by calling 0300 330 3332 or by emailing [formhelp@bhf.org.uk](mailto:formhelp@bhf.org.uk). Information about how we protect and use your personal data will be in our privacy policy at [bhf.org.uk/privacy](#).



# Don't forget it's all about the experience

Most of these people will be *NEW*

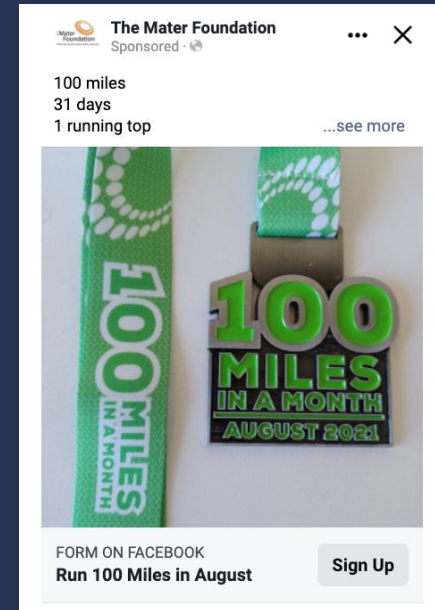
## COMMUNITY



## MERCH



## MEDALS





**Host** a great experience for your  
**guests** and the fundraising will  
follow. Don't be transactional.

# Summary

1. A great “hook”
2. A high conversion funnel
3. Creating a great participant experience

