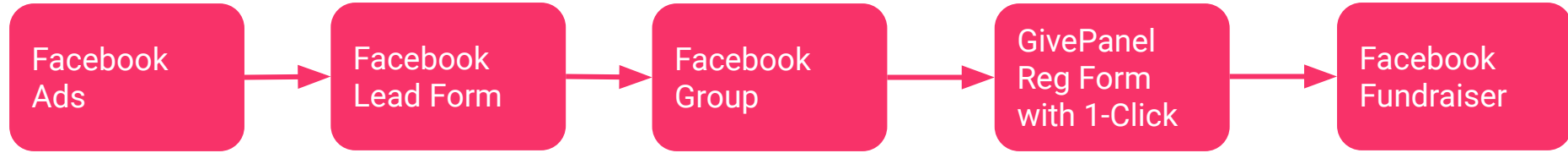
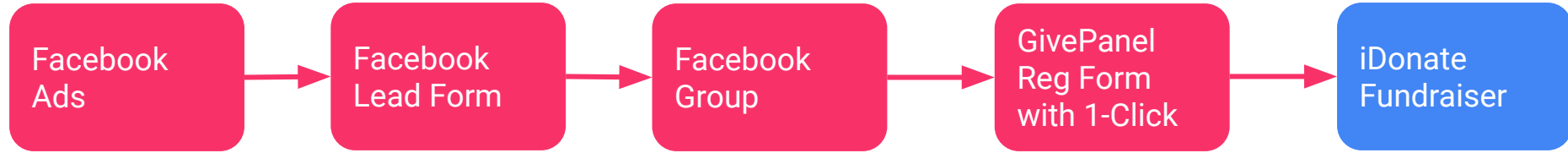


Part 2 - Understanding the “new” Facebook Challenge funnel (ie without Facebook Fundraising)

Original Facebook Challenge Funnel



New Irish Facebook Challenge Funnel



iDonate also means you can increase distribution to your campaign on Instagram



Instagram

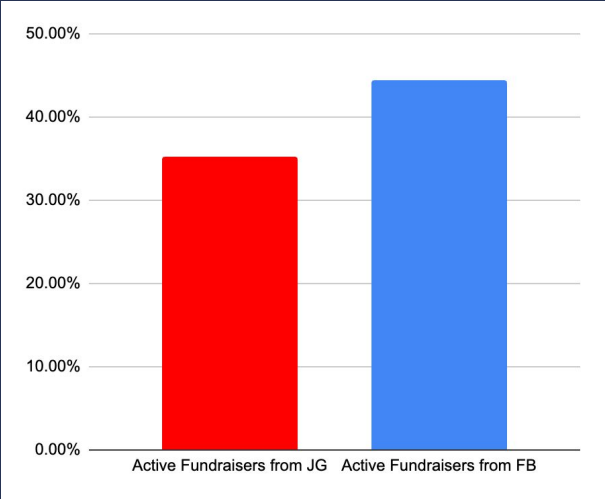


What is the **difference** between Facebook and iDonate fundraisers?

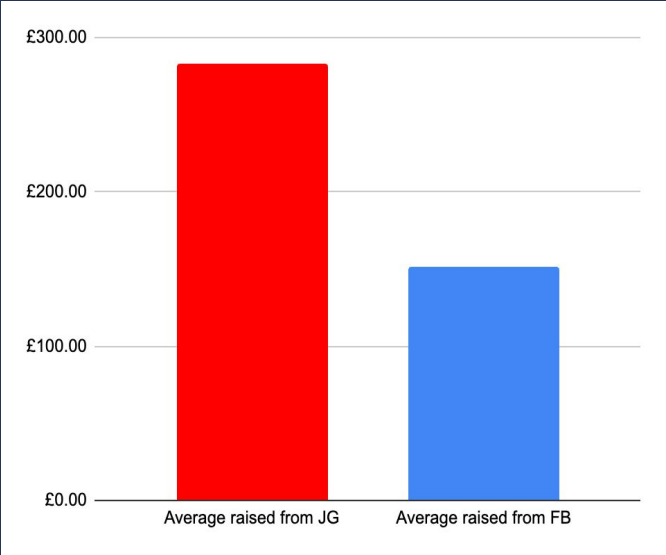
1. Facebook Fundraisers have **higher activation rates**
2. iDonate fundraises have **higher average raised**



Mid size cancer charity - 10,000 steps in Feb

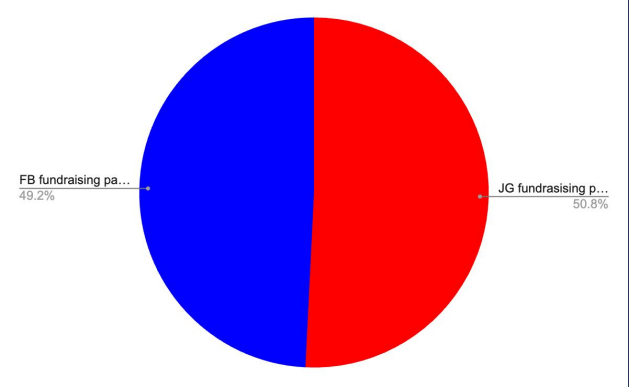
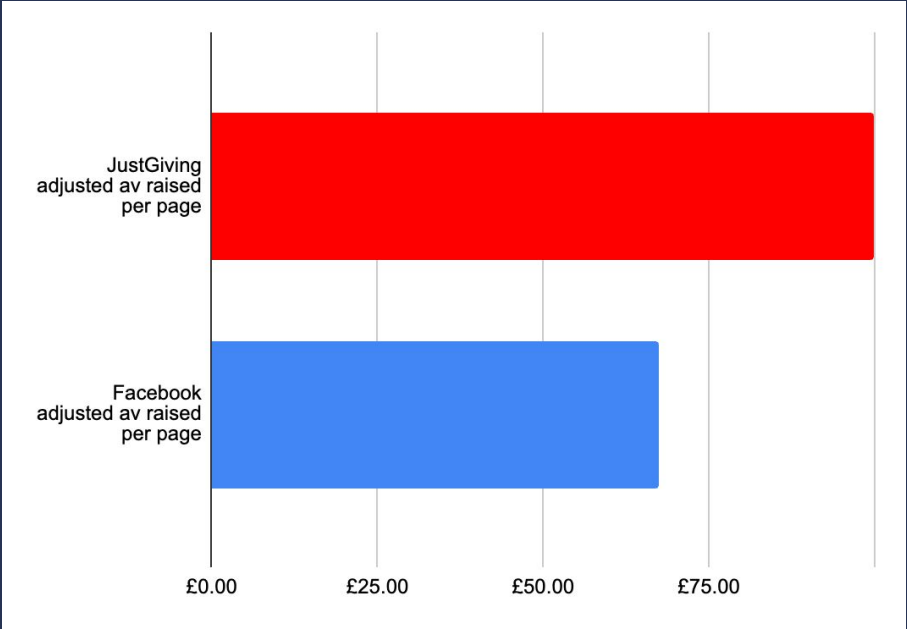


Activation Rate



Average Raised

Mid size cancer charity - 10,000 steps in Feb



Summary

1. iDonate has a high average raised than Facebook fundraising
2. You can extend your campaign to other channels like Instagram with better results
3. You need to focus on **Activation rates** using your stewardship journeys

