

Template: Facebook Challenge Concept Mindmap

Instructions in 4 easy steps:

1. Start off by brainstorming new communities you can market to that you haven't before. These should already exist on Facebook, so why not have a quick search for Facebook Groups by interest.
2. Think of activities that would relate to that community, i.e. a gaming marathon for gamers.
3. Color in the star in your activity box if you deem the activity to be self-sacrificing rather than self-actualizing for that community. You can refer back to our blog article to understand the difference between the two!
4. Take your starred activities and choose one to put a small budget behind and test as a Facebook Challenge.

Remember: Check each activity's suitability for content creation and write each one out using the format: "I'm [activity] for [charity name]".

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