



META SOCIAL IMPACT

Introducing Fundraiser Challenges for nonprofit organizations

Explore best practices and tips for creating and stewarding your Fundraiser Challenge on Facebook.

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02 [Challenge setup](#)

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This guide offers general guidance on how to set up a Fundraiser Challenge on Facebook. Nonprofit organizations can also choose to work with third-party developers such as [GivePanel](#) and [GoodUnited](#) for advanced support to optimize their Fundraising Challenges and other fundraising campaigns.

Your organization must be [onboarded](#) to Facebook Fundraising tools, and your organization's Facebook Page must be on [new Page experience](#) to use Fundraiser Challenges.



Introduction to Fundraiser Challenges

Why should I run a Fundraiser Challenge?

Fundraiser Challenges are a fun and lightweight way for supporters to raise money for your organization. Creating challenges can:

- **Attract new supporters** to your org
- **Let you easily connect with many supporters at once**, giving context and coaching them through the fundraising process
- **Let supporters connect with each other** where they can share individual experiences in a Facebook group



Create a challenge today by clicking [here](#) & choosing the 'Create a fundraiser challenge' button

What is a Fundraiser Challenge?

This new fundraiser product is the first *collective* peer-to-peer fundraiser product built on Facebook—now you can start multiple individual fundraisers under one umbrella fundraiser! A Fundraiser Challenge centers this collective fundraising around a time-boxed “challenge” activity (e.g., “Run 30 miles in September for a cause!”), with the challenge’s home base living in a Facebook group.



How does this new Fundraiser Challenge product work?

- You as a nonprofit organization use the new Challenges Fundraiser tool to set a fundraising goal and decide on an activity that supporters can engage in. They'll be able to easily fundraise on your behalf with their own individual fundraisers.
 - The challenge is time-bound and can involve a physical (e.g., running, walking) or creative (e.g., baking, reading) activity.
 - Challenge participants can set their own fundraising goals in the individual fundraisers that roll up to the organizational goal you set. Challenge participants can begin fundraising as soon as they join your challenge—even before the activity officially starts—and their fundraisers are active through your challenge end date.
- Next, you set up a corresponding Facebook group, and then connect the Fundraiser Challenge to the Facebook group. This group is for supporters to engage in during the course of the challenge. The group allows supporters to celebrate their progress, post updates and share inspiration with other challenge participants.

INTRODUCTION TO FUNDRAISER CHALLENGES

Why are we centering the collective fundraising efforts in a Facebook group?

- Facebook Groups are the best product to rally supporters around the challenge activity and your cause. Engagement in this group is a key way to encourage supporters to participate in the challenge activity and fundraise over the course of your Fundraiser Challenge campaign, as well as to attract new supporters for your organization. The group content provides context to new challenge participants, and the notifications and posts from the group in participants' Facebook Feed encourages their connection with your organization and fellow supporters, keeping the challenge activity and their fundraising top-of-mind. A key piece of the Fundraiser Challenge is to enlist and encourage participants to join the associated Facebook group.
- While we recommend using [Facebook lead ads](#) to drive awareness of the challenge to possible new supporters of your cause, traditional promotional methods like a post on your Facebook Page or linking to the group in an email to supporters, etc., can also drive awareness and challenge participation.



How do I set up a Fundraiser Challenge on Facebook?

This playbook will guide you step-by-step through the process of creating and connecting a Fundraiser Challenge page, a challenge group and a featured fundraiser card for your group.

- The Fundraiser Challenge page hosts information about your organization, the challenge activity and tracks your supporters' collective fundraising progress.
- Creating and linking a challenge-specific Facebook group to your Fundraiser Challenge page provides a space for you to interact with your supporter community and for your participants to connect with each other.
 - While most of the context and updates about the physical challenge and fundraising are posted to the Facebook group, the new Fundraiser Challenge surface needs to be created before attaching it to the Facebook group.
- Once you have created the group and connected it with the challenge, you can pin a Fundraiser Challenge “feature card” to the group's featured post section. This feature card formalizes the link between the Fundraiser Challenge and the group, making it easy for participants to create their own individual fundraisers that tribute to your organization's overall Fundraiser Challenge.

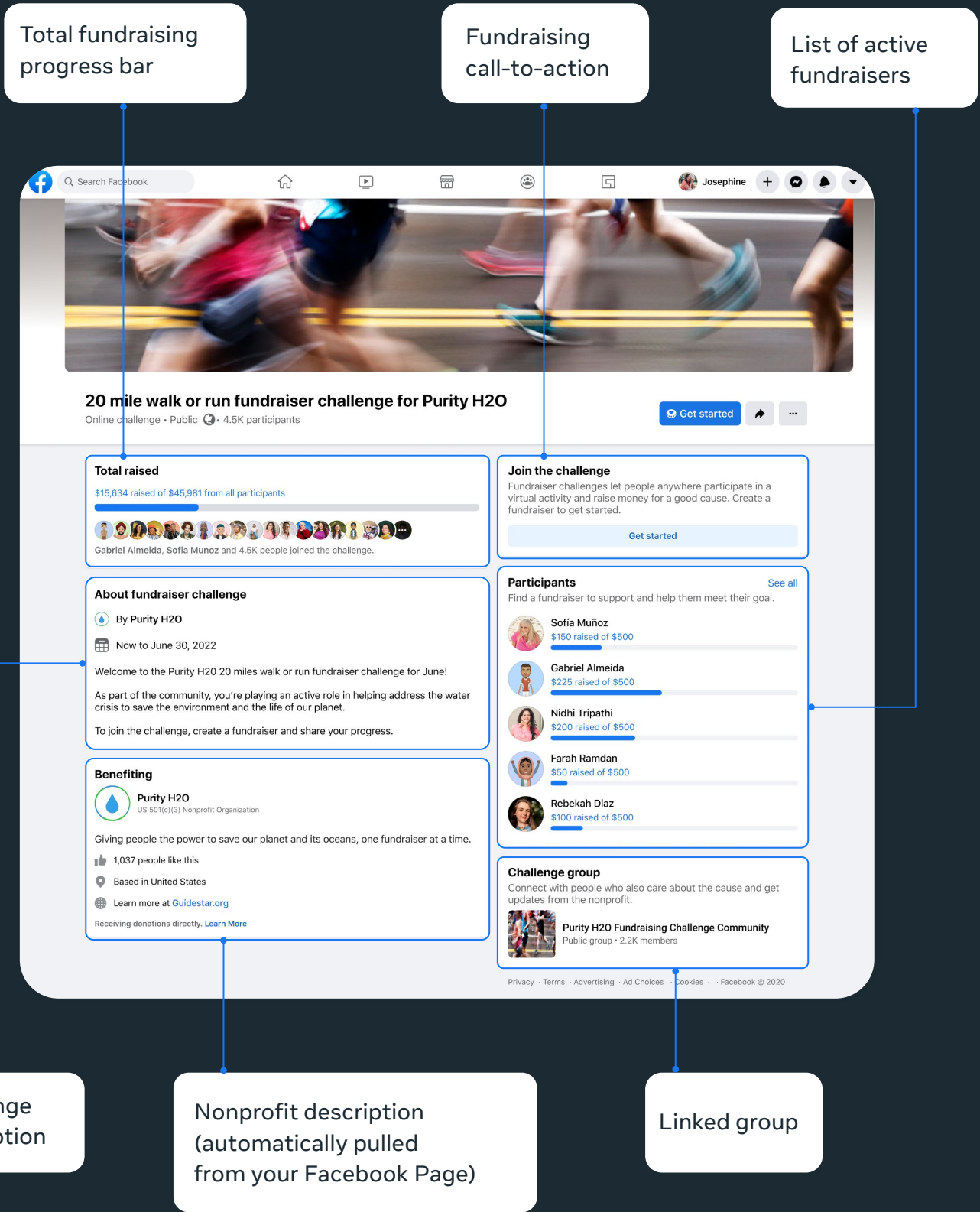
This playbook additionally provides some notes on how you can approach promoting and recruiting participants for your Fundraiser Challenge, as well as some tips for maintaining your challenge campaign.



Pro tips are highly recommended but not required to run Fundraiser Challenges.



User view of the Fundraiser Challenge surface





Challenge setup

Recommended steps

- 01 Plan your Fundraiser Challenge.
- 02 Create a challenge from the [Fundraisers hub](#).
- 03 [Create a new Facebook group](#) and link it to the challenge.
- 04 Create a welcome message alongside a pinned Fundraiser Challenge card.
- 05 Pre-seed the group with supporters and relevant content.

1. Plan your Fundraiser Challenge.

The most successful challenges rally supporters around a meaningful cause. Try to use significant dates (e.g., Earth Day, Black History Month) to make your challenge timely and relevant.

Timeframe (~2 months): Approximately one month to recruit supporters to the group and one month for participants to complete the challenge

- Please check the [challenge promotion strategies section](#) of this playbook for tips on enlisting challenge participants.

Activity: Activities can be physical (walking, running, biking, swimming, etc.) or creative (baking, reading, etc.). Try and choose an inclusive activity to reach the broadest array of supporters or an activity related to your organization's cause.

Example Fundraiser Challenge campaign timeline



*See [promotion strategies section](#).

2. Create a challenge in the Fundraiser Hub.

Ensure you are logged in as your organization’s admin on desktop and navigate to the [Fundraiser hub](#) on Facebook (your organization must be using the [new Page experience](#) to access challenges). Select the option to **Raise money** for your organization and then select **Create a Fundraiser Challenge** as your fundraiser type:

Click here to create a challenge

Fundraisers

Search fundraisers

Explore fundraisers

Categories

About fundraising

Nonprofit Manager

Your activity

Donation settings

Insights

+ Raise money

We're here to help

Answers to common questions about fundraisers

How do nonprofits receive donations?

How are donations to a personal fundraiser received?

How do taxes work?

How do fees work?

Can I donate privately?



Make fundraising easier with Nonprofit Manager

Review and manage fundraisers, start a new one, and access donation reports and payout info — all from one place.

Go to Nonprofit Manager

Browse categories

Find a cause by browsing top categories



Popular



Animals



Arts and Culture



Business



Community and social action



Crisis relief



Education



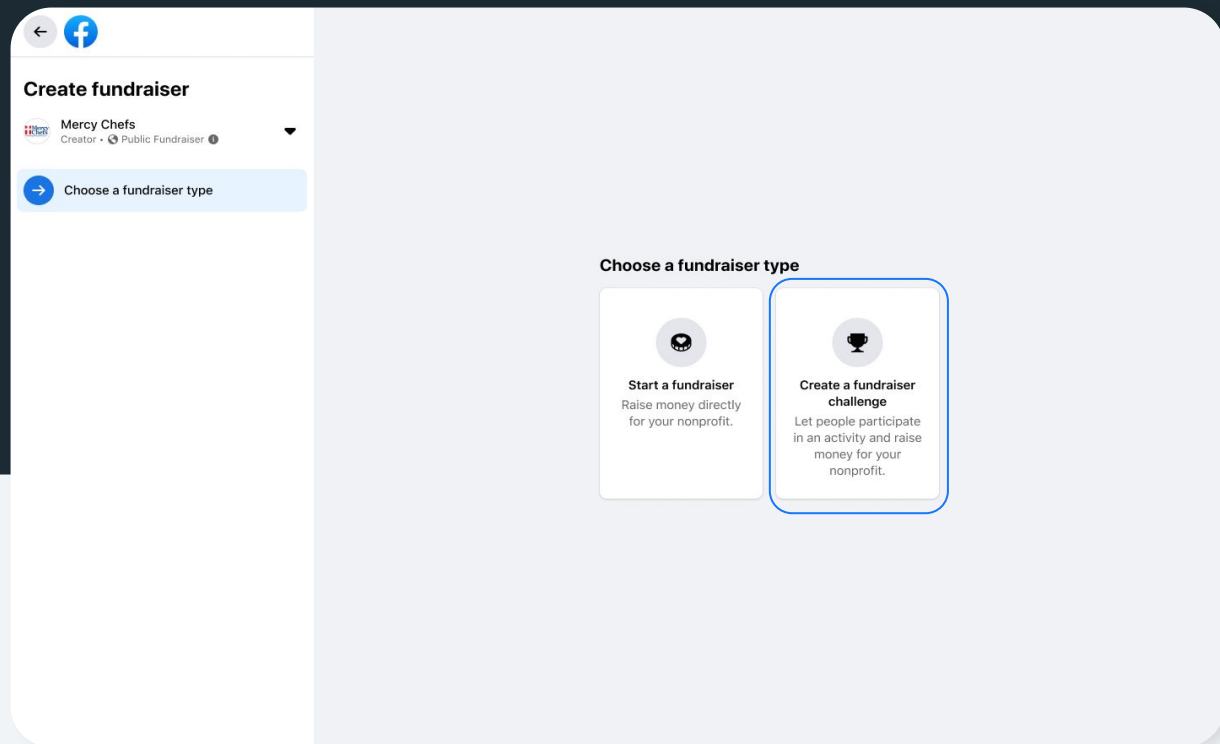
Environment

Nonprofit fundraisers

Fundraisers for nonprofits you may care about. Donations may be tax-deductible.

Title of Fundraiser	Title of Fundraiser	Title of Fundraiser	Title of Fundraiser
Fundraiser for Name/ Entity by Name of Creator	Fundraiser for Name/ Entity by Name of Creator	Fundraiser for Name/ Entity by Name of Creator	Fundraiser for Name/ Entity by Name of Creator
\$25 raised of \$200	\$25 raised of \$200	\$25 raised of \$200	\$25 raised of \$200
365 people donated.	365 people donated.	365 people donated.	365 people donated.

Challenges created will live here



Enter your challenge details including the end date, name and a short description of the event. End date, cover photo and challenge name will be prefilled for those who create their own fundraisers in support of the challenge.

- Fundraiser Challenge start and end dates = individual fundraiser start and end dates. The challenge surface itself will be visible publicly after creation in perpetuity.



Pro tip: The start date is prefilled with today's date, and this field is editable. If organizations decide to utilize [ads](#) to promote the challenge, they may find it helpful to set up and begin advertising the challenge three to four weeks ahead of the actual start date. This will allow sufficient time to recruit participants before the challenge actually starts.

Pro tip: You may want to extend the challenge end date a few days to a week after the official end of the challenge to allow fundraising dollars to continue to flow to participants' fundraisers.


Include relevant information (time of the challenge, activity) in the description about why the cause is important and how people can fundraise to show their support. Including the timing, activity and cause in the challenge title is also recommended. Highlight key milestones, goals and incentives. Select the cover photo.

- All details (fundraising goal, timing, etc.) of the challenge will be editable in perpetuity.

Enter details here.



This goal amount is the overall fundraising goal for all participants to ladder up to.

Click "Create" when complete. Your challenge page is now public! The challenge won't be surfaced to your supporters until you actively promote it.


← 

Fundraisers > Fundraiser Type > Details

Fundraiser challenge details

 Purity H2O
Creator ·  Public

Fundraiser challenge for

 Purity H2O
Health · United States

How much in total do you want to raise?
5,000

Set an amount that all fundraisers can contribute to.

US Dollars (USD)

Start date
June 1, 2022

End date
June 30, 2022

Whats the name of the challenge?
Example: 30 miles in May run or walk for Purity H2O

What is the challenge about?

Fundraiser challenges are public, so anyone on or off Facebook can see them. Only people on Facebook can join. 100% of donations go directly to the nonprofit.

Create

Desktop Preview



Challenge name


Online challenge · Public

About fundraiser challenge

 By Purity H2O

 June 1, 2022 to June 30, 2022

Benefiting

 Purity H2O
US 501(c)(3) Nonprofit Organization

Giving people the power to save our planet and its oceans,

Add group

Engage your supp
existing group or c

Fundraiser page
Cover photo specs



CHALLENGE SETUP

3. Create a new Facebook group and link it to the challenge.

It is highly recommended that you **create a new Facebook group specific to your Fundraiser Challenge** rather than repurpose an existing group.

You can link your challenge to an existing group, but this can be confusing for new supporters who join the group, especially when the group is actively being used for other communications and/or the group name is not consistent with the challenge

The next section includes step-by-step instructions for how to create and link a group with your challenge.



WHY?

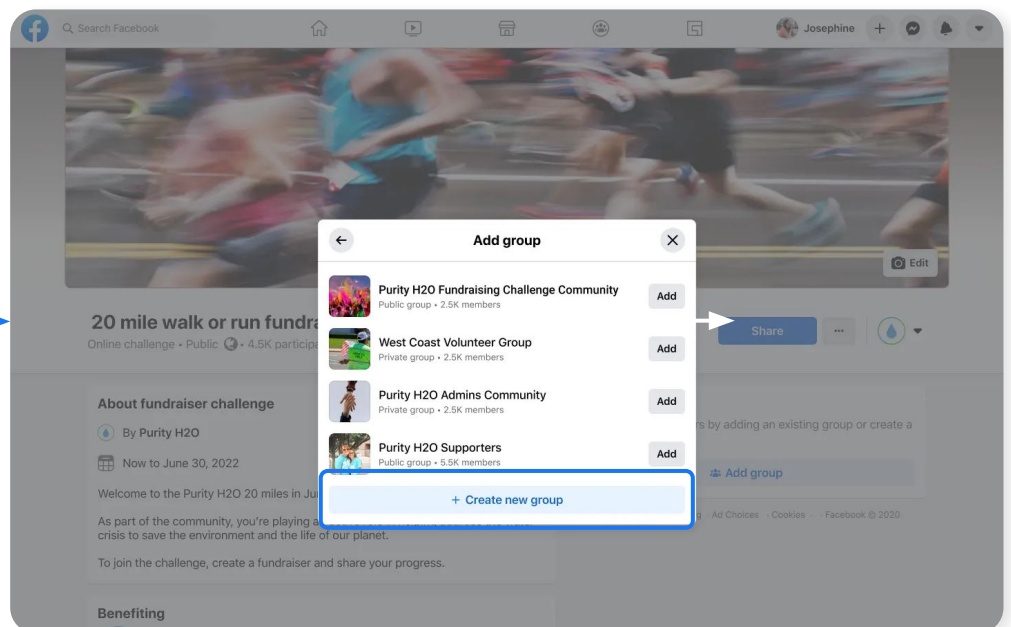
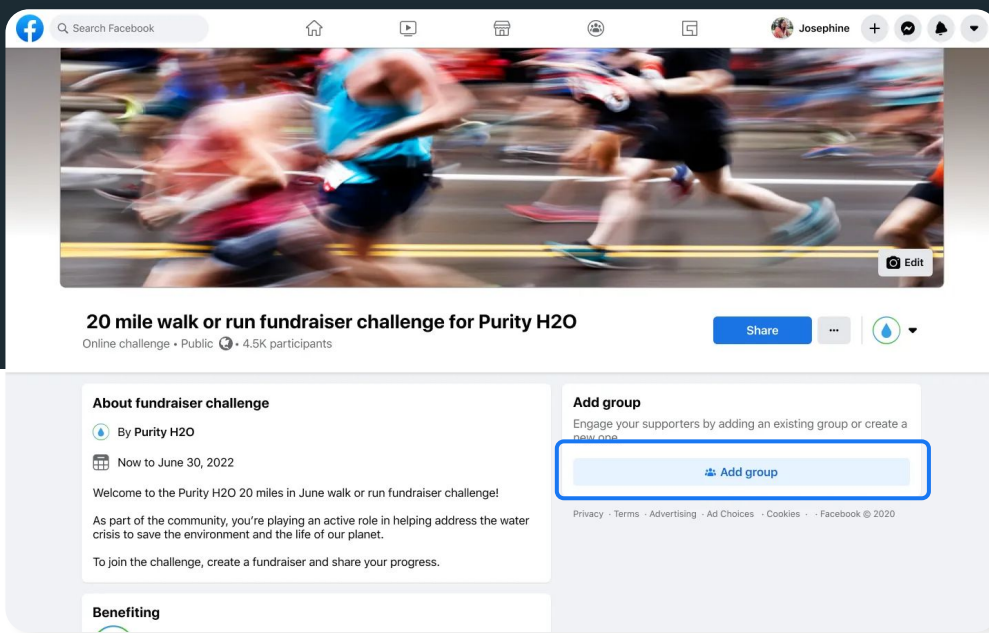
Creating a group creates a community for you to engage with challenge participants and for them to engage with each other. Creating a new, challenge-specific group (as opposed to linking the Fundraiser Challenge to other groups you might host) allows supporters to stay focused on a specific shared goal and timeline, and streamlines their challenge experience.



The following steps will guide you through how to create a group and link it with your Fundraising Challenge.

Group Step 1: Create a new group directly from the Fundraiser Challenge surface.

On your challenge page, click on the “Add group” button and select “+Create new group.” (If you already created a group for your challenge, you can locate it in the list and link it by selecting the “Add” button here.)



CHALLENGE SETUP

Group Step 2: Add group details.

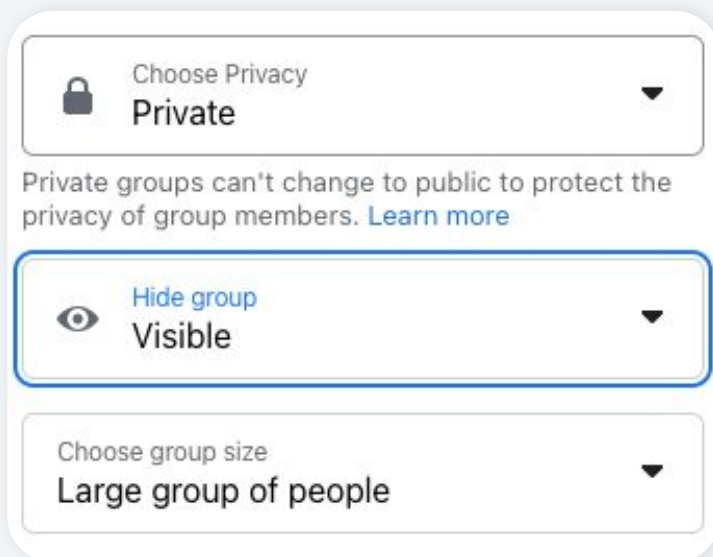
In the group creation tool, enter the group name and choose a privacy setting. Click “Create” when complete.

Note about private challenge groups: Creating a private group will require you to manually admit supporters who request group access. Be sure to regularly check the group members list for supporters who are awaiting access in the lead up to and during the challenge period

If you decide to make your group private:

- Be sure to select “Visible” in the **Hide Group** dropdown menu, so that participants are able to find and request access to the challenge group.
- You can also set up [automated membership approval](#)

Select “Large” in the **Choose group size** dropdown so that you can access challenge-specific features for your group. Small groups do not have access to challenge features.



The screenshot shows a group creation interface with three main sections:

- Choose Privacy:** A dropdown menu with a lock icon and the text "Private".
- Hide group:** A dropdown menu with an eye icon and the text "Visible". This section is highlighted with a blue border.
- Choose group size:** A dropdown menu with the text "Large group of people".

Below the "Choose Privacy" dropdown, there is a note: "Private groups can't change to public to protect the privacy of group members. [Learn more](#)"



Pro tip: Make sure your challenge group either references or has the same name that you gave the fundraiser, so participants know that this group is affiliated with your challenge.

Pro tip: If you prefer to manage group membership more explicitly and/or expect that supporters may be sharing sensitive information (e.g., health information) due to the nature of your organization and/or the challenge, consider selecting the “private group” option.

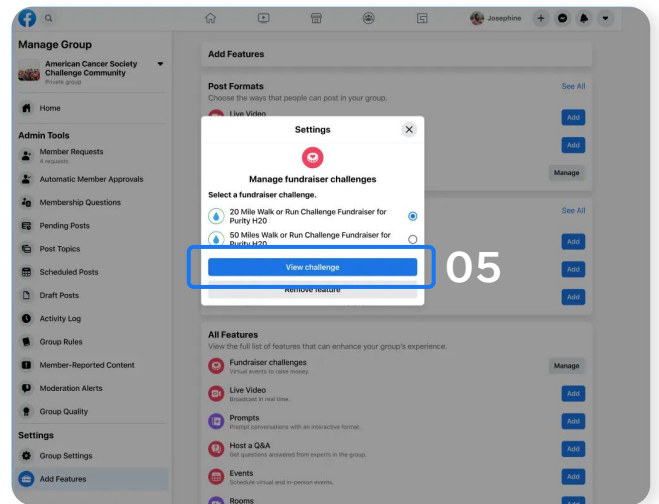
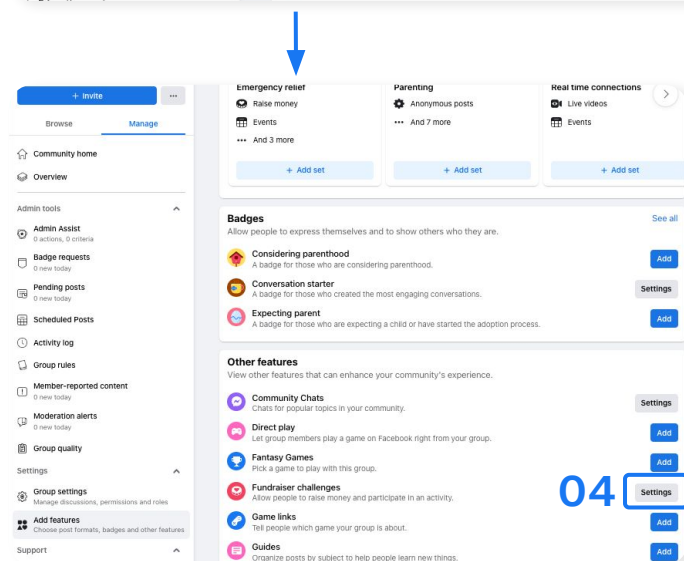
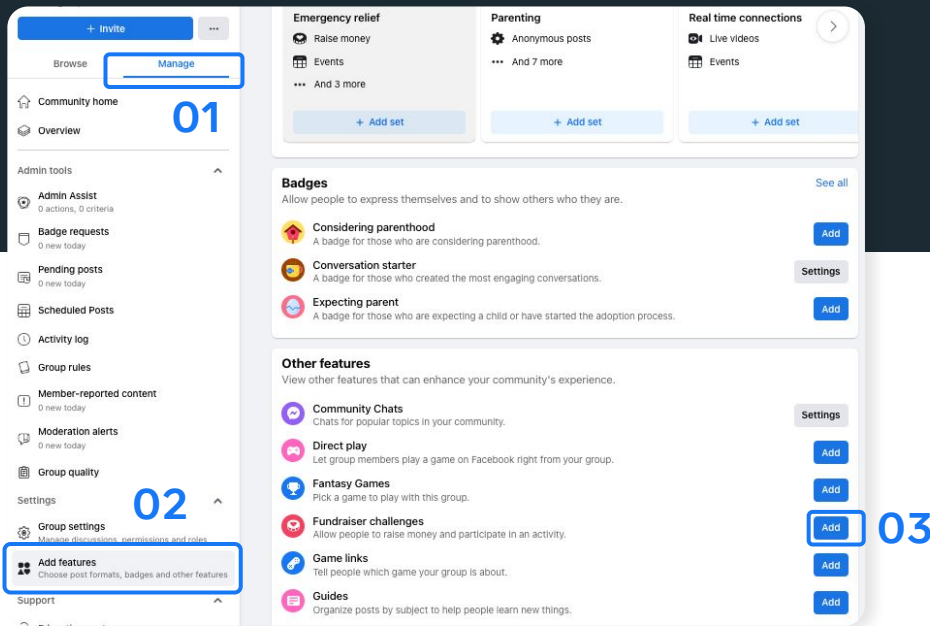
CHALLENGE SETUP

Group Step 3: Enable the challenge feature set in your group.

This step activates the challenge feature set for your group, which will allow you to add unique features to the group for challenges (such as the pinned Fundraiser Challenge feature card—see next page) and enables you to link the group to the challenge.

Navigate to the group admin tools (by clicking on the “Manage” tab underneath the “+ Invite” button) and scroll down to select the “Add features” menu. Scroll down to the “Other features” section to add the feature set to your group.

Once added, click the “Settings” button to view a list of your active challenges. Select the one you would like to link to the group, and click “View challenge” to proceed. This will land you back to your challenge page where you can finalize the link. You may need to refresh the challenge page to see any newly created groups.



Group Step 4: Link the group to your challenge.

On the challenge page, return to the “Add Group” button and locate the group you just created in the group selector list. Click the grey “Add” button. The group should now be featured in the challenge group section of your challenge page surface.

Group Step 5. Create a welcome message alongside a pinned Fundraiser Challenge card.

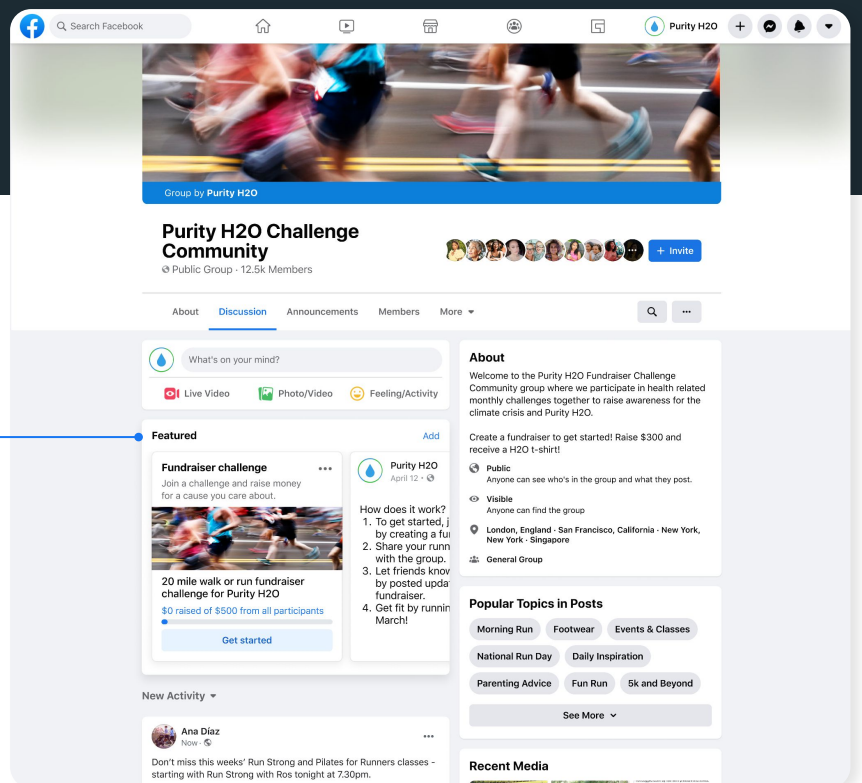
Return to your challenge group by clicking on the group linked on the challenge page.

Refresh the group page. Since you enabled the Fundraiser Challenge feature set in the group, you will see a **pinned Fundraiser Challenge card** that includes the challenge name, total fundraising dollars raised across individual fundraisers and a call-to-action for supporters to get started.

You can complement this card with a **pinned welcome post** explaining general guidelines for the challenge. You can also use this post to share a registration link for supporters to share relevant information to receive fundraising incentives if you’re offering one (e.g., “Register here to receive a t-shirt after raising \$100.”).

We recommend keeping the the **Fundraiser Challenge card** and a **pinned welcome post** as the first two pinned posts in the featured section, as shown below (you may need to constantly move the Fundraiser Challenge card to the “front” of the pinned posts as you add more pinned posts throughout the challenge).

New feature built for Fundraiser Challenges, based on partner feedback



Note: You will need to refresh the group page for the card to show up in the featured section.



Pro tip: Include the individual fundraiser creation URL in your welcome post.

In addition to the “Join” button on the new group feature card guiding participants to start a fundraiser for the challenge, you can add a direct link in your welcome post that will take participants to an individual fundraiser creation page. To find this link, simply click on the “Get started” button in the pinned Fundraiser Challenge card using your *personal* Facebook account. Once redirected, you can copy the URL from your browser address bar.

For example, [this](#) is a generic sample individual Fundraiser Challenge link.

Group Step 6. Pre-seed the group with members and relevant content.

It’s important to pre-seed the group with supporters and content before you begin advertising or promoting the challenge. We recommend reaching out personally to your closest supporters (such as board members or known volunteers) and other organization staff to act as early advocates by joining the group before challenge participant recruitment kicks off and posting (e.g., “I’m so excited to start this challenge!”).

You may want to ask these advocates to create individual fundraisers with at least one donation to set an example for new group members. New supporters are more likely to fundraise when they see a strong, engaged community doing the same.

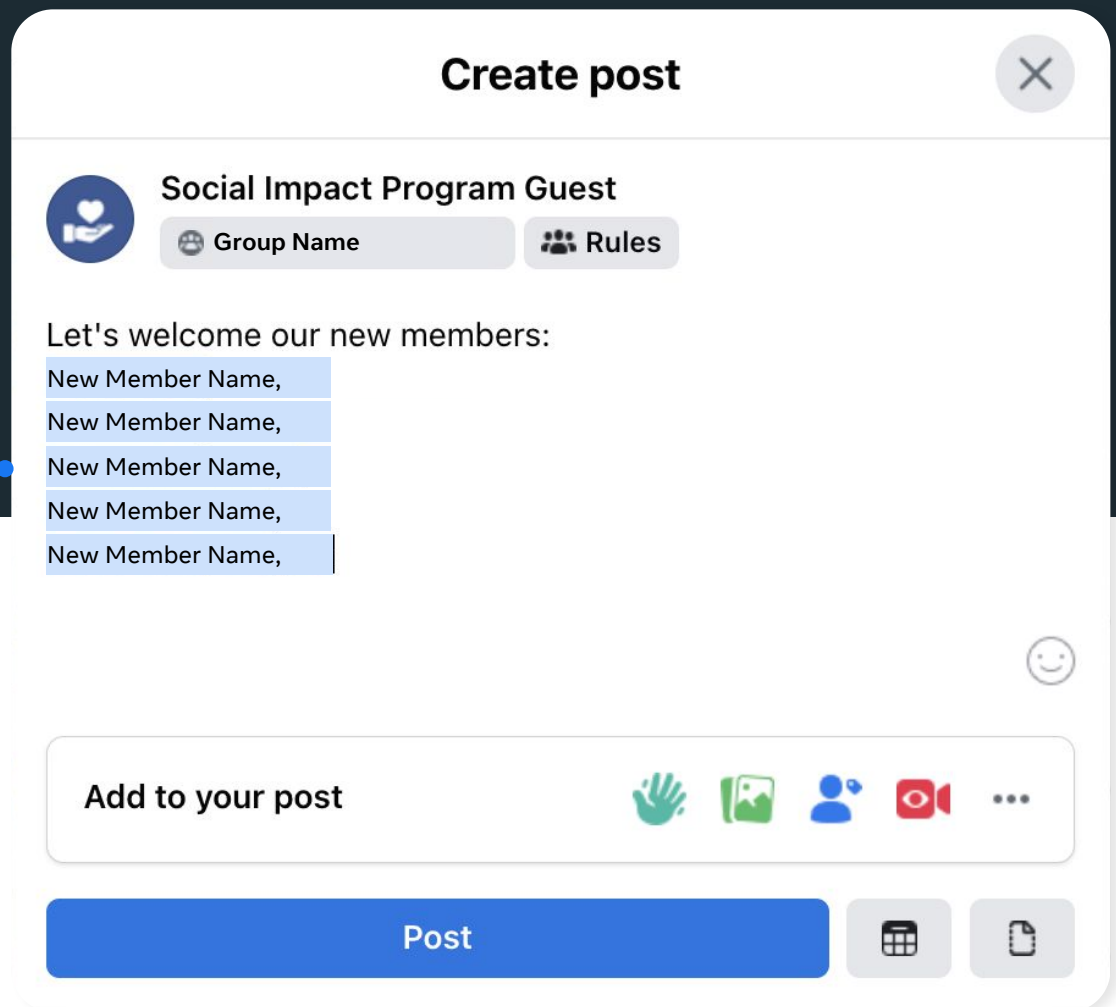


As people join the challenge group, you can create a daily welcome post to motivate participants to create a fundraiser.

Facebook group welcome posts can be used to automatically tag new group members and easily notify them shortly after joining the challenge to create a fundraiser to support their challenge activity.

We recommend making a daily or every few days welcome post to optimally encourage fundraising creation with all participants. Setup details can be found [here](#).

Welcome post automatically tags up to 300 most recent members.



Want to know what the challenge journey looks like for individual participants? Please see the [Appendix](#)



Challenge promotion strategies

Tips on how orgs can invite supporters to your challenge:

It has been observed that one of the best methods to recruit new supporters to your organization who may be interested in the challenge activity is to run [lead generation ads](#) on Facebook, with a landing page as the challenge Facebook group (more details on this setup on the following slides).

- While these ads have a cost, the value of finding new supporters and ingesting new supporters' information through the lead gen ad format can partially offset the ad cost. Lead gen ads through Ads Manager have more targeting and other features than boosting a post.
- Fundraiser Challenges can also be promoted to possible new supporters through boosting an organic post.

Strong and proven tactics to drive awareness with existing supporters include adding a link to the challenge Facebook group in an email campaign, in a Facebook page post, in an Instagram grid or Story post or by including the Facebook group link in other traditional promotional methods!



Pro tip: You may want to offer incentives (t-shirts, hats, medals) to individuals that meet certain milestones, such as joining the challenge group or actively fundraising (\$X+ raised). While these incentives have costs and Meta is unable to support fulfillment or direct ingestion of fulfillment information of incentives, it has been observed that these costs can be offset by higher fundraising rates.

- **How can you collect fulfillment information?** You can include a registration link (to an offsite form) in your welcome post.



Ad campaign setup

Recommended steps

- 01 Develop creative.
- 02 Consider your targeting strategy.
- 03 Set up the ad campaign.

While ads are not required to run a challenge, we highly recommend running some paid promotion for this new type of fundraising campaign to help recruit new supporters for your organization and to help optimize fundraising success.

1. Develop creative.

There is no set number of ads that is required to run a campaign, but we recommend at least three creative variations. This will allow you to test different creatives and can help maximize your potential impact with your target audience.

Ensure you have both square (1:1) and vertical (9:16) aspect ratios. This can include photo and video assets.



Ads creation guidance:

1. [How to create a new campaign](#)
2. [How to create a new ad set](#)
3. [How to create a new ad](#)

2. Consider your targeting strategy.

There are many ways to design your organization's ad campaign. You can choose to re-engage existing supporters or to target broader audiences. Fundraising Challenges have historically been a good opportunity to attract new donors through broad targeting.

- For example, you can set broad targeting to reach audiences in specific regions or general interests like fitness, or keep the targeting as broad as possible to reach the most potential participants.

Consider targeting users who have a connection to your cause and/or challenge activity or fundraisers who have showed interest in fundraising in the past.

For more information, you can use this [guide](#) on advanced ad targeting best practices for nonprofit organizations.

3. Set up the ad campaign.

Create a [lead generation ad](#) that lands people at your Facebook group.

01 Go to [Ads Manager](#).

02 Create New Campaign > Leads

03 Click Continue.

01

The screenshot shows the 'Create new campaign' dialog box in Facebook Ads Manager. At the top, there are two tabs: 'Create new campaign' (highlighted with a blue box) and 'Use existing campaign'. Below the tabs is an 'Opt out' link. The main content area is titled 'Choose from 6 simplified objectives' and includes a 'Take tour' button. Below this is a section titled 'Choose a campaign objective' with six radio button options: Awareness, Traffic, Engagement, Leads (selected and highlighted with a blue box), App promotion, and Sales. To the right of these options is a circular graphic showing a person's profile and a document. Below the 'Leads' option, there is a 'Leads' section with the description 'Collect leads for your business or brand.' and a 'Good for:' section listing 'Instant forms', 'Messages', 'Calls', and 'Sign ups'. At the bottom of the dialog, there are three buttons: 'Learn more', 'Cancel', and 'Continue' (highlighted with a blue box).

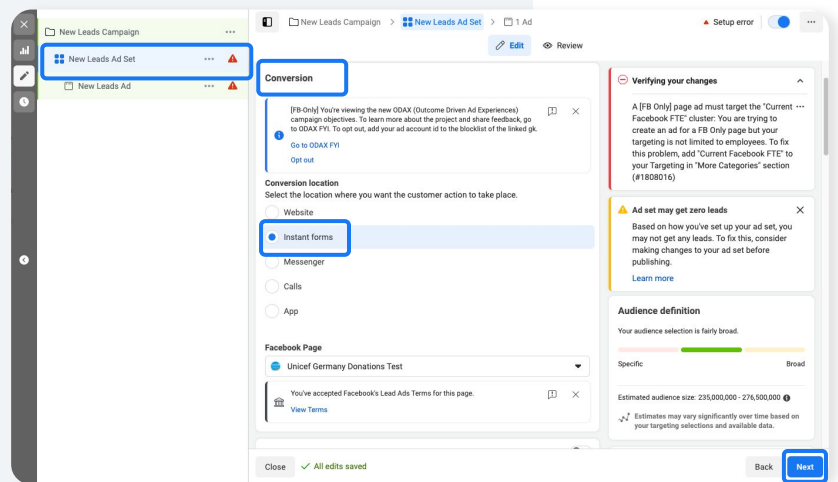
02

03

04

Under Ad set > Select Conversion location as “Instant forms”

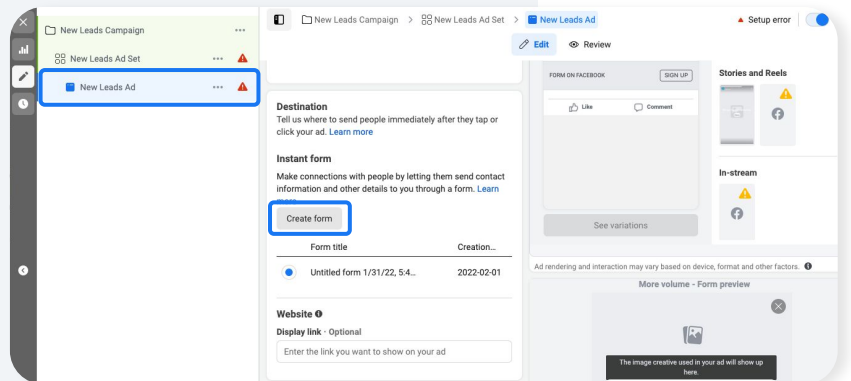
Click Next.



05

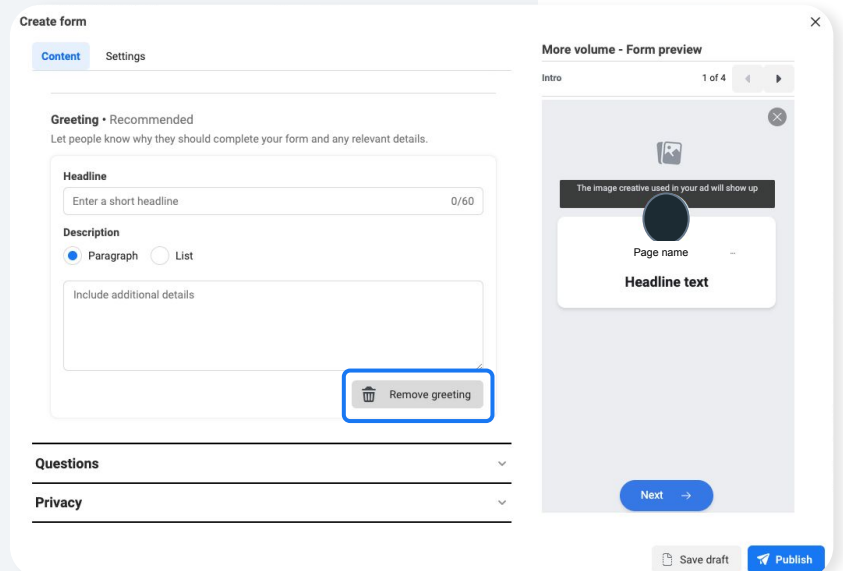
Under Ad > Select button “Create form” within the Instant form prompt.

Please note that once you create and publish an Instant Form that you won't be able to edit it. Instead, you'll need to create an entirely new form if you need to make changes.



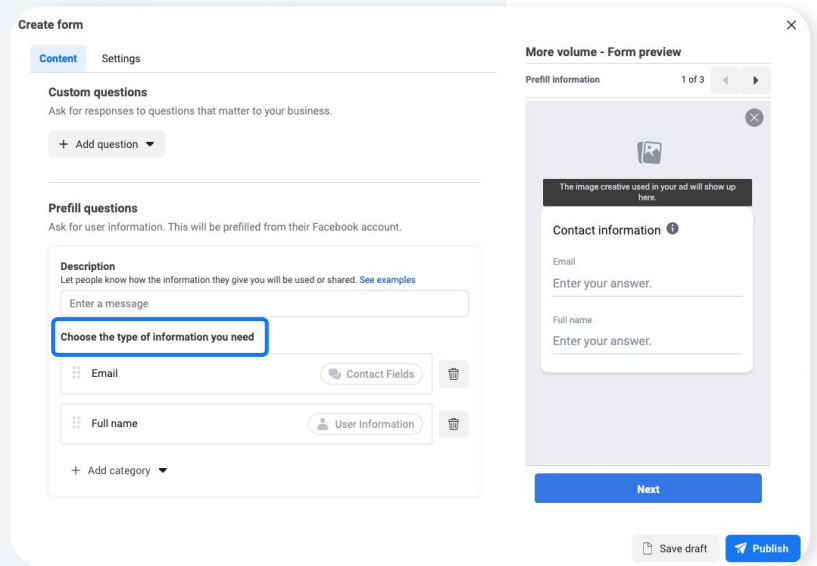
06

Remove greeting (the less screens, the better) by selecting the "Intro" menu and scrolling down to the "Remove Greeting" button.



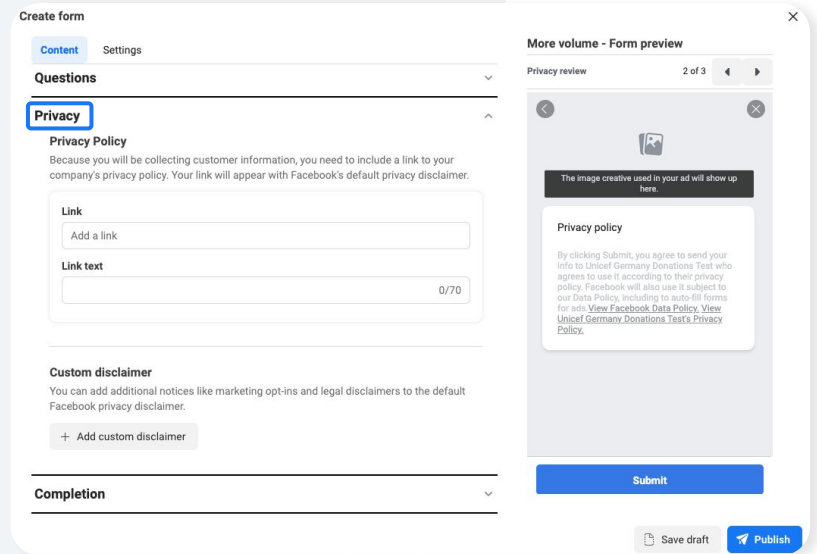
07

Select the “Questions” menu (below “Intro”) and continue with Email and Name questions.



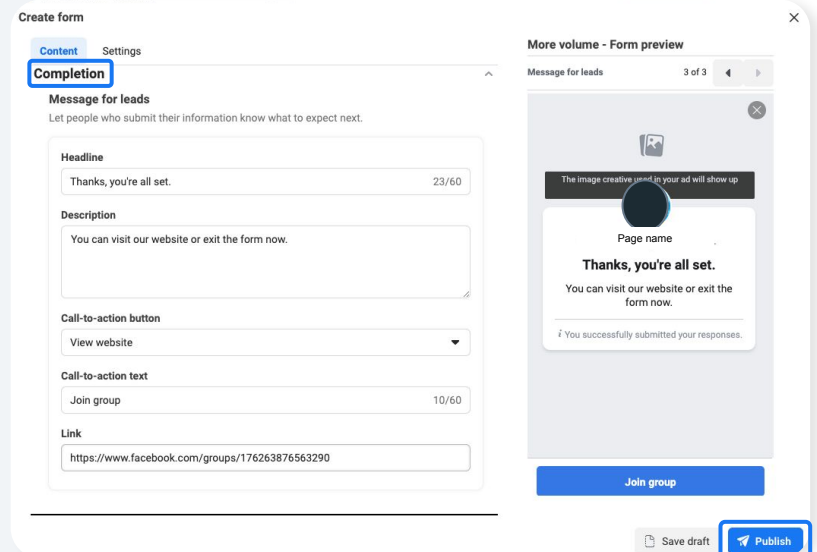
08

Select the “Privacy” menu and add your privacy policy link.



09

Select the “Completion” menu and change call-to-action button text to “Join group” or “Join challenge” and update the link with your challenge group link.

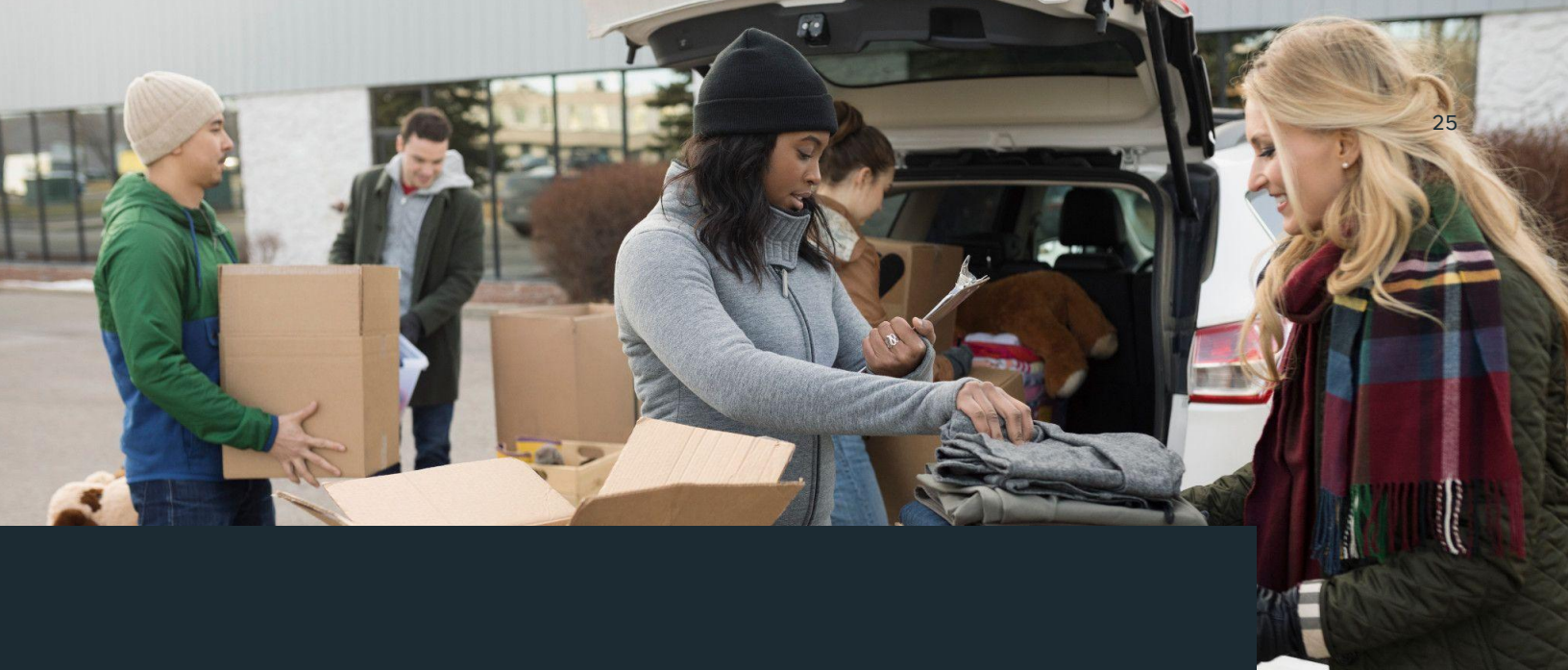


10

Publish form.

11

Publish ad and set it live.



Ongoing stewardship and best practices

Recommended steps

- 01 Regularly engage the community.
- 02 Assess fundraising activity.
- 03 Wrap up and thank supporters.

1. Regularly engage the community.

Your organization should designate one or more employees to act as an ongoing group/community manager. This individual should encourage fundraising (by commenting on fundraisers and by commenting in the Facebook group), be available to answer questions in comments, engage with supporters' posts and regularly post new motivational content.

The following resources offer a wealth of knowledge on best practices for building community for nonprofit organizations on Facebook:

- [Meta Blueprint course](#) on engaging and moderating a community
- [How to create and optimize a Facebook group for nonprofits](#)

2. Assess fundraising activity.

Use the midpoint of the challenge to check in on fundraising activity and overall group health.

Review key metrics to assess if your organization is meeting its fundraising goals. You can find details on donations in your Facebook Transaction Report. *While these donations will not yet be noted as coming from a Fundraiser Challenge,* you can search for donations related to your challenge using the “Fundraiser Title” field, or on the challenge surface itself.*

You can also view total funds raised by navigating to the native challenge surface at any time.

While we see most fundraising activity at the beginning of (ads) promotion and at the end of the challenge month as participants complete their challenges, there are steps you can take to ensure fundraising is on track:

- Make reminder posts about incentives for reaching fundraising milestones.
- Encourage people to post photos and videos directly to their individual fundraisers, and to post these individual fundraisers into the main challenge group.
- Consider reaching out to participants who have started a fundraiser but have not received active donations to offer tips and inspiration (you can filter to \$0 fundraisers in [Nonprofit Manager](#) (while logged in as your org’s Facebook page) to streamline \$0 fundraiser discovery).

*While this Transaction Report update isn’t available today, we hope to update this in Q4. Please keep an eye out for this Transaction Report update over the next few months!



EXAMPLE METRICS

Community

group members

posts/group member

posts/week

Fundraisers

Fundraisers/
group members

% active fundraisers

Total and average
value raised

ROI

Total spend
(ads + incentives)

Return on ad
spend (ROAS)

Return on total spend



3. Wrap up and thank supporters.

After the challenge concludes, make sure to wrap up and thank supporters. You can use the [thanking tool](#) or sort through Fundraiser Challenge participants in the Supporter List tab within [Nonprofit Manager](#) to quickly show appreciation and post to individual fundraisers.

The group admin should also make a **wrap-up post** to:

- Thank supporters for the money they have helped raise.
- Provide details on how the money will be used, if possible.
- Offer more ways for supporters to stay involved with your organization, whether through email lists, recurring donor programs, other Facebook community groups or future challenges.

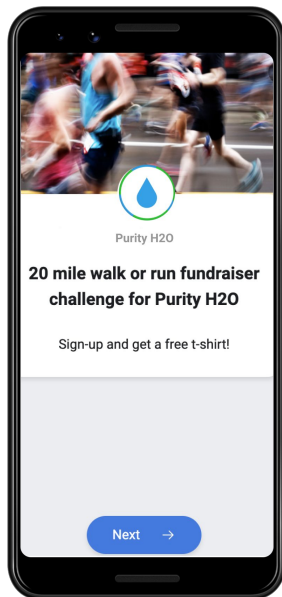
After thanking your supporters and offering ways for them to stay involved, we recommend archiving the Facebook group after the Fundraiser Challenge concludes to end community management/moderation needs. You can re-open the group for future challenges or to alert group members to a future event.

Appendix

What does the user challenge journey look like?

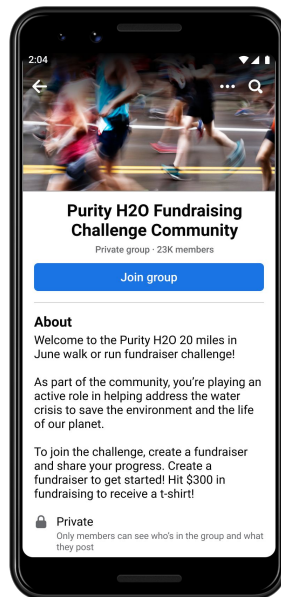


User sees an ad on Facebook or Instagram, or an organic post from your organization's page, etc., encouraging the user to join the Fundraiser Challenge and linking them to the challenge Facebook group.

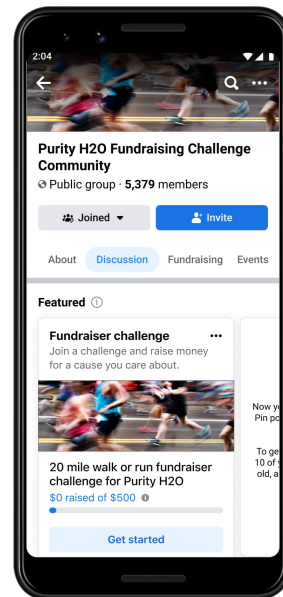


If clicking through a Lead ad, the user fills out the Lead form (supplying whatever contact/other user information requested when creating the ad campaign); completing the form then sends them to the challenge Facebook group.

If clicking through an organic post that links to the challenge group, the user will skip this step and proceed directly to the challenge Facebook group.

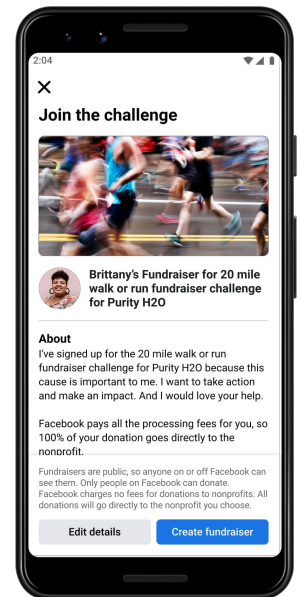


User lands in the challenge Facebook group where they learn more context about the challenge and may follow through on the call to join the challenge group.



After the user joins the challenge group, he or she can now see the Fundraiser challenge feature card and the collective fundraising total, as well as the optional pinned welcome post directing them how to create their individual fundraiser (using the 'Get Started' button in the feature card).

After joining the Facebook group the user can also see and begin engaging with posts shared by the group administrator and challenge participants that include activity updates, fundraising updates, and other engaging content.



After the user clicks on the 'Get started' button on the Fundraiser challenge feature card in the group, he or she can then create their own individual fundraiser for the challenge!

The user will complete a fundraiser setup form that includes pre-filled information about the challenge, and prompts the user to set an individual fundraising goal. They will also be encouraged to share the fundraiser with their network.

From there, the challenge participant can be an active member of the Facebook group and challenge by posting their own activity and fundraising updates. Their fundraising progress will be automatically included in the running cumulative total for your organization's challenge.