

LauraLynn Children's Hospice

A case study on how dedicated group engagement resulted in a high average raised per fundraiser for an Irish charity

givepanel



280,000 Steps in February

LauraLynn saw success with a 2021 280,000 Steps in February and were looking to repeat the same results a year on.

Having joined GivePanel as one of the first customers, LauraLynn are no strangers to a Facebook Challenge and have trialled various formats, having ran their first one in 2019. The LauraLynn team saw success with a 2021 280,000 Steps in February and looked to see if they could repeat the same success in 2022.

By enlisting the support of GivePanel's [Managed Services team](#) and focusing on quality group engagement, LauraLynn managed to raise over 160,000 and achieved an average raised of €175.

Here's how they did it 👉



LauraLynn
IRELAND'S CHILDREN'S HOSPICE

Who are LauraLynn Children's Hospice?

LauraLynn, Ireland's Children's Hospice provides palliative care and support to children with life-limiting conditions and their families from all across Ireland.

Their five pillars of children's hospice care are:

1. Direct Care
2. Family Support
3. Symptom Management
4. End-of-Life Care
5. Bereavement Support

Ads for
Acquisition



Groups for
Community

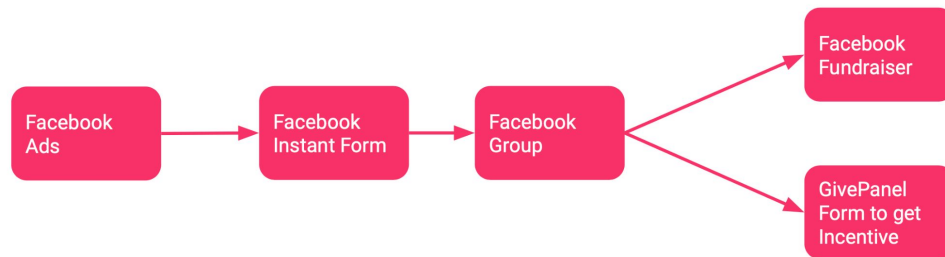
Fundraisers for
Fundraising

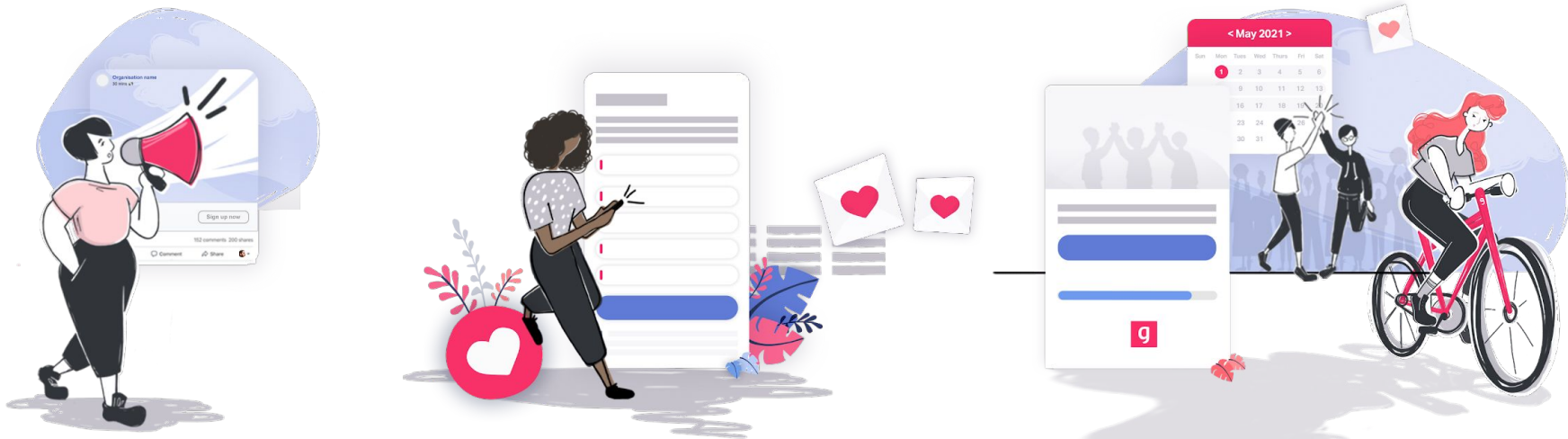
What is a Facebook Challenge?

A Facebook Challenge is a virtual event that runs solely on Facebook and leverages the power of social networking through ads, groups and fundraisers. This means:

- Lower acquisition costs
- More fundraisers
- And no fundraising platform costs!

The Facebook Challenge funnel looks like this:





How it works

Social Ad 👉 Lead Generation Form 👉 Short Email Journey 👉 Join Facebook Group 👉 Register for incentive 👉
Set up a custom Facebook fundraiser 👉 Take on the challenge with the support of a community

280,000 Steps in February

“280k Steps in February 2021 went really, really well. We had a really low cost per lead and we had a really low cost per fundraiser so it was a bit of a no brainer for us to do it again. For our 2022 challenge, we had a couple of repeat fundraisers in there who had done it the year before, who wanted to do something again for us.”

Cathy White, Community Fundraising Executive

280,000 Steps in February in Photos



280,000 Steps in February in Numbers

Facebook Leads

3,714

Fundraisers

1,225

Group Members

2,835

Registrations

2,548

FB Income

€162,650

Average Raised

€175


wow!

€175 Average Raised

“I try and focus a lot of time on the group stewardship, setting up fundraisers and really kind of honing in on people setting up their fundraisers. I would do a lot of videos in the group and sharing my screen how to set up a fundraiser”

Cathy White, Community Fundraising Executive

How did LauraLynn encourage active fundraisers?

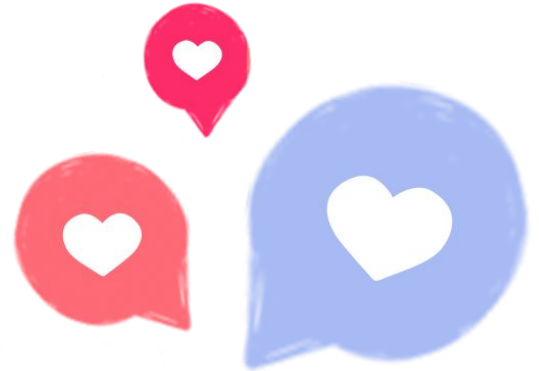
- They repeated a challenge format of 280,000 Steps in February which they knew had previously engaged their audience and achieved positive results.
- LauraLynn trialled a different way of acquiring Instagram users and found it beneficial to their Facebook Challenge acquisition strategy.
- They created engaging content for the group including video messages of how to set up a fundraiser.
- LauraLynn worked with GivePanel's Managed Services team to produce a messaging strategy to help steward fundraisers throughout their journey.



If the wheel ain't broke, don't fix it!



Top tip!



GivePanel's Managed Services

For their 2022 280,000 Steps in February Challenge, LauraLynn enlisted the support of GivePanel's Managed Services team to assist with their stewardship and data management. The support included:

- Developing a messaging strategy for LauraLynn's supporters appropriate to the event stage and their progress by using a "Welcome Message", "Zero Message" and a "Top Fundraiser Message" to specific segmented fundraiser groups
- The creation of all content for on-page messaging
- Management and delivery of on-page messaging to all active fundraisers taking part in the challenge, including labelling and internal coding
- Daily management of Event Attribution for all non-attributed fundraisers by name checking the Facebook Challenge group and assigning fundraisers in GivePanel records
- Regular statistic reports throughout the challenge
- An end of challenge wrap-up report



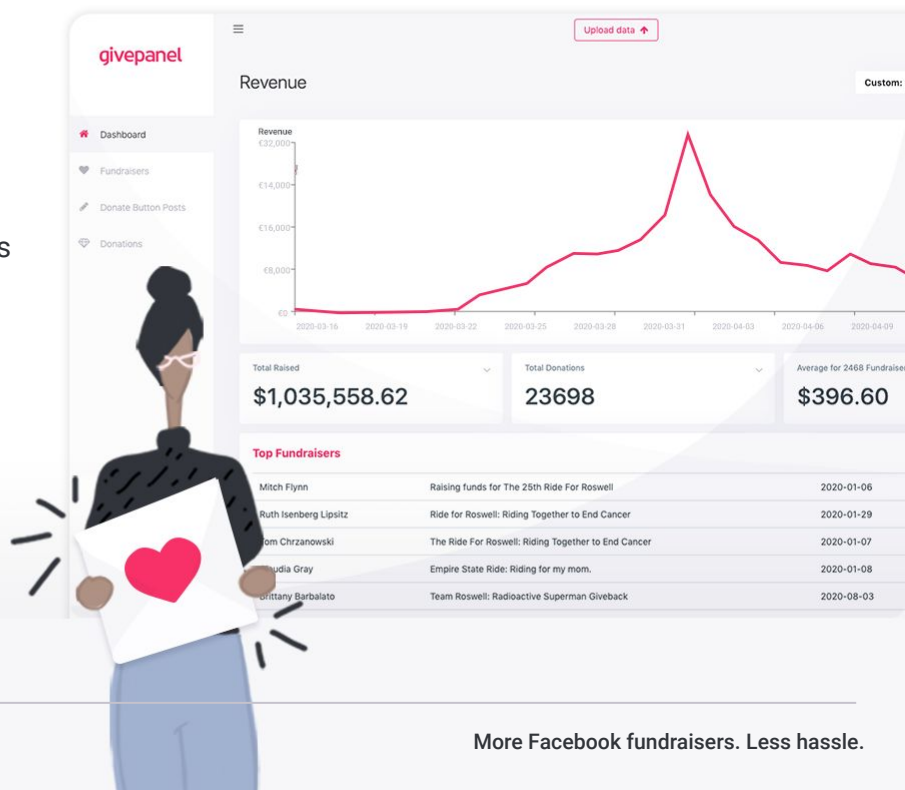
From 2021 to 2022

“It's still a lot smarter for me to be spending my time on virtual challenges, on Facebook fundraising. (...) It's kind of a no brainer for me from my point of view. And also, it's the ease, it's the accessibility. I can get anyone in Ireland to do a challenge. Whereas if I'm doing an event in Dublin, I can get people maybe in a one hour catchment area? So there's a bit more flexibility with it. ”

Cathy White, Community Fundraising Executive

Five reasons the Facebook Group Challenge model works for LauraLynn


- 01** Facebook Challenges allow LauraLynn to reach and connect with large audiences that wouldn't be possible through large events.
- 02** In this challenge alone, LauraLynn collected over 2500 supporters' contact details to add to their supporter database.
- 03** It makes their fundraising more inclusive and flexible and opens up their challenges to all abilities.
- 04** By using GivePanel, LauraLynn have found they have the visibility of data and a range of tools available that help make Facebook fundraising easier.
- 05** Through testing various challenge formats, LauraLynn have found challenge concepts that works for them and their supporters.



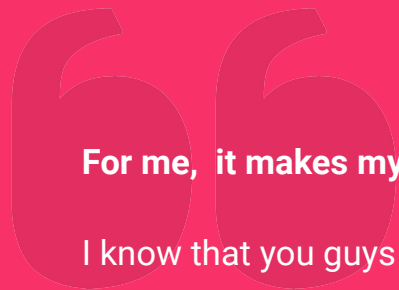


LauraLynn
IRELAND'S CHILDREN'S HOSPICE

Final Thoughts

 *Thanking is key!*

- Focus a LOT of time and energy on engaging your Facebook group and don't forget to thank your fundraisers throughout!
- Make sure you have the time and the ability within your team to run a Facebook Challenge before getting started!
- Use GivePanel's expert [Managed Services team](#) to deliver a winning stewardship strategy to all active fundraisers.



For me, it makes my life as a community fundraiser **easier**.

I know that you guys are always looking to **improve** what you can do, and hearing from the team and asking what would benefit us. I know that you are always trying to improve the system, which is great to hear. Because we know that you're listening to us so generally, I would always **recommend**.

Cathy White, Community Fundraising Executive
LauraLynn

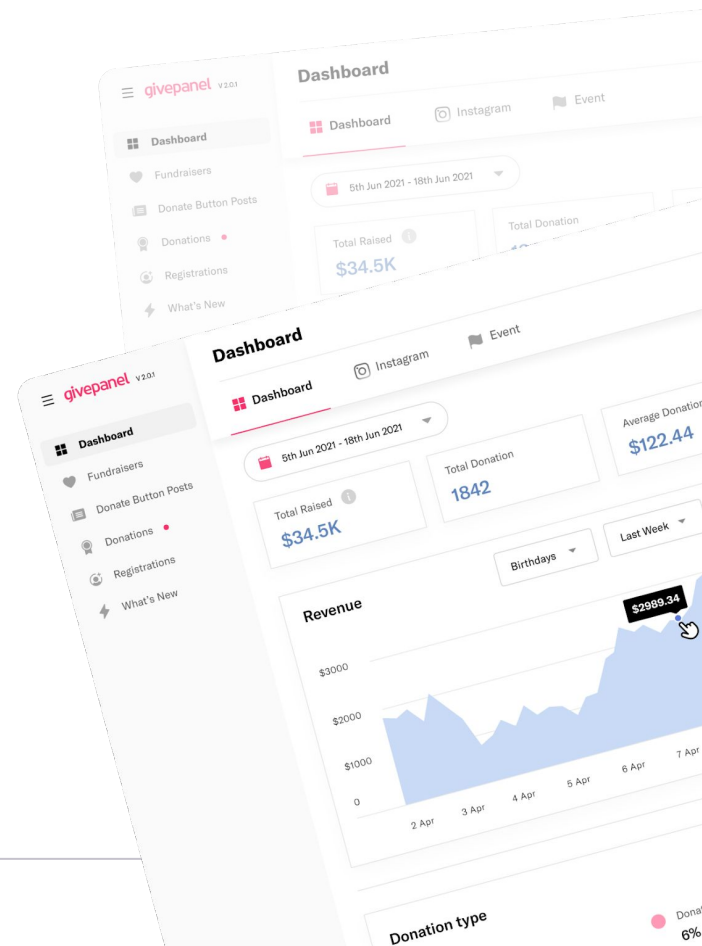
Why GivePanel?

With **GivePanel** you can run virtual events and challenges entirely on Facebook and manage all your data with ease. Our Facebook Group event registration forms sync with Facebook transaction data so that have all your data in one place. Our fundraiser engagement and messages tools mean that you can give Facebook fundraisers the experience they deserve resulting in more contact details collected and funds raised.

GivePanel gives you the analytics and reports you need to track campaigns and enables you to build custom imports for your CRM. All of this saves significant staff time, allowing you to focus on what matters – fundraising!

As well as our online platform, **GivePanel** offers a range of consultancy and outsourcing services for nonprofits to help them get to the next level with Facebook fundraising.

[Book a demo](#) today.



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More Facebook fundraisers. Less hassle.