



More Facebook fundraisers. Less hassle.

About GivePanel

GivePanel are the experts in Facebook Fundraisers, helping hundreds of nonprofit customers around the world establish and grow this exciting area of fundraising to raise more funds for their causes. Through our cutting-edge platform and expert support team, our Australian customers have created new income streams and raised in excess of AU\$1 million through Facebook Fundraising Challenges so far.

What is the GivePanel Academy?

The GivePanel platform takes the hassle out of Facebook Fundraisers but, the truth is, software only gets you so far. Without knowing the strategies and tactics that will drive more fundraising income, your organization won't raise nearly as much for your cause as you could.

The GivePanel Academy is the expert knowledge and hands-on coaching that, when combined with the power of the GivePanel software platform, will help nonprofits generate more Facebook Fundraisers, more income, more supporters, and more long-term loyalty.

You will have direct and frequent access to expert consultants at your disposal, without the high costs!

I already get support when I use GivePanel, don't I?

Yes you do - and this won't change.

Highly responsive support for GivePanel customers is a top priority for us and the Academy is not tech support for the GivePanel platform. It is focused on strategy and also peer-to-peer support and connections.

Academy members will also have access to a dedicated Facebook Group where they can reach out to experts and each other, to get support beyond the platform - from



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tips for increasing group engagement to how to target the best fundraisers via your Facebook Ads.

How does it work?

When you join the GivePanel Academy, you are joining a community experience where we all learn and share with each other. Here is what you can expect:

- **Monthly Training Webinars**, with a range of experts in the field of community and online fundraising. See example training calendar below.
- **Bi-monthly Results & Ads Surgeries**, where you will have the chance to submit your ad set up and results for review, to learn from the experience of others and discuss trends or Facebook changes.
- **An active Facebook Group**, where you can connect with each other and also our experts will hang out and respond to posts.

How much does it cost?

Organization seats are AU\$3200 per year, with additional individual seats charged at AU\$750 per person.

Training Webinar Calendar

As an Academy member, you will receive access to the recordings of all the webinars. You will also receive access to recordings and sessions from UK GivePanel Academy.

These are just some of the sessions we have planned for you:

Choosing the right Challenge and perfect planning

We will be taking you through the Challenge Funnel and breaking down the different stages of planning and the resources you will need. We will also be sharing



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examples from the huge variety of different challenge themes, to help you pick the perfect one for your cause.

Fundraiser ad content to help you stop the scroll

Looking at best content examples from a range of charities and causes, as well as what to avoid.

The key Challenge benchmarks and how to monitor them

How you can best monitor the performance of your Facebook Challenge (and make course-corrections). We will also share a template for measuring the performance of your challenge.

Optimizing your ads to CPA, instead of CPL (advanced training)

How you can optimize your ads to recruit the best fundraisers and the importance of focusing on CPA or CPL.

Fundraisers for emergency appeals

Ideas and case studies of how Fundraisers can be used to respond to emergencies, from natural disasters to conflict, top tips for managing FB groups to maximize engagement and income, and guidance on how to manage your group to boost engagement and income for Facebook challenges.

How to manage stewardship, data and reporting for your Facebook Challenge

We will take you through advanced strategies of how to engage your Facebook Challenge fundraisers, on their fundraising page and off of it, including tips on how to attribute them to the correct event, how to quickly sift through their fundraising data and a plan to regularly analyze and report on the success of your event.

How do I sign my nonprofit up?

To register your interest in joining the brand new GivePanel Academy in Australia, just [fill in this form!](#)