

# CASE STUDY: LEVERAGING FACEBOOK ADS FOR NON-PROFIT SUCCESS

# Results:

 Christmas campaign: spent around 2,000\$ within 3 weeks which resulted in 216 donors (9.44\$ per donor)

Halal donation campaign: spent around 3,000\$ within 1,5 months which resulted in 794 donors (3.76\$ per donor)

The last campaign is ongoing currently



#### Ad sets for 1 Campaign













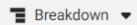
Rules ▼



View

Setup

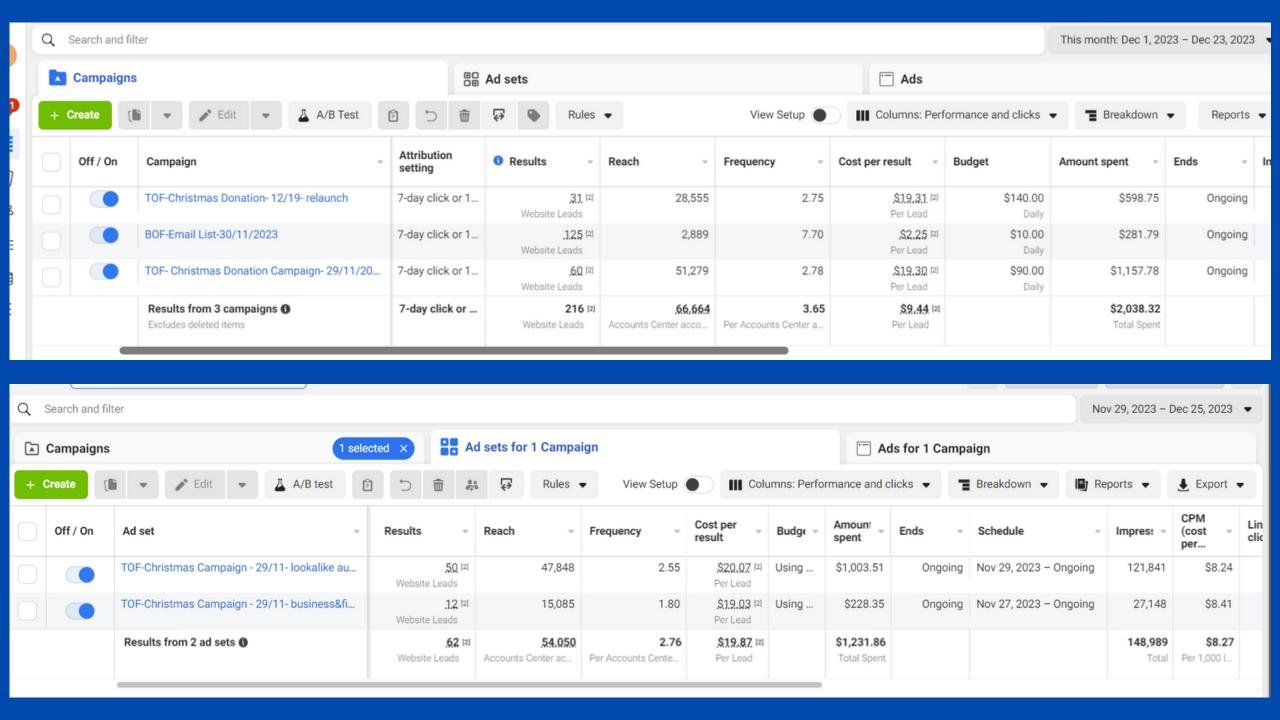


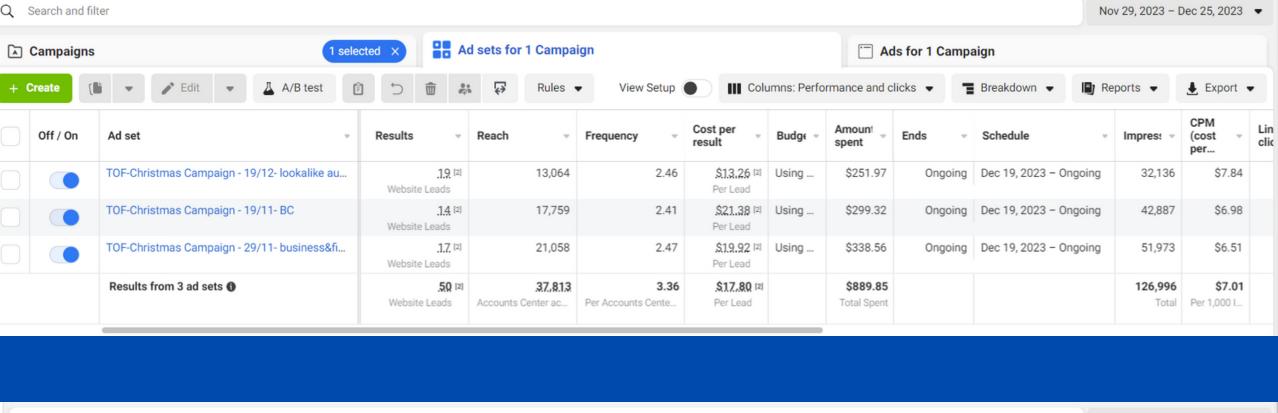


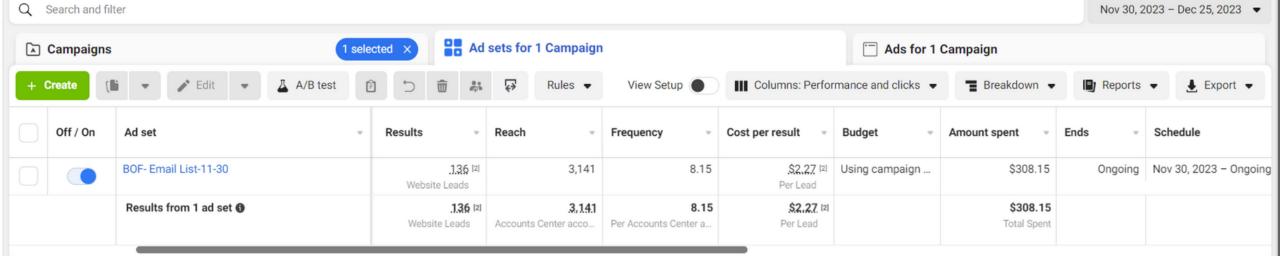


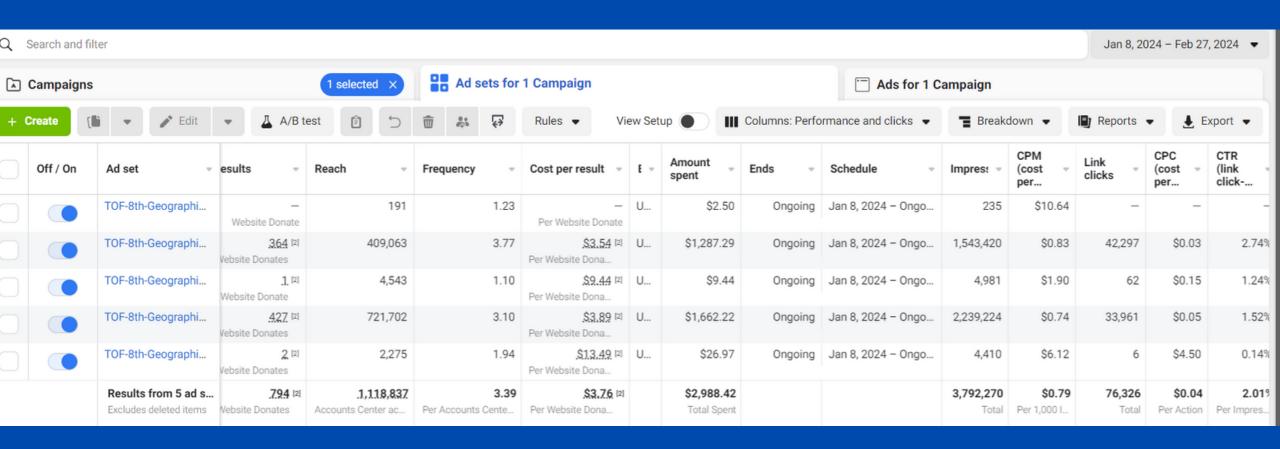


|    | Attribution setting | Results                              | Reach                           | Frequency                     | Cost per result                         | Budget         | Amount spent            | Ends    | Sch€  |
|----|---------------------|--------------------------------------|---------------------------------|-------------------------------|-----------------------------------------|----------------|-------------------------|---------|-------|
|    | 7-day click or 1    | Website Donate                       | 191                             | 1.23                          | Per Website Donate                      | Using campaign | \$2.50                  | Ongoing | Jan ŧ |
|    | 7-day click or 1    | 23 <sup>[2]</sup><br>Website Donates | 206,496                         | 2.08                          | \$11.23 [2]<br>Per Website Donate       | Using campaign | \$258.31                | Ongoing | Jan ( |
|    | 7-day click or 1    | Website Donate                       | 4,075                           | 1.09                          | Per Website Donate                      | Using campaign | \$8.11                  | Ongoing | Jan ŧ |
| \r | 7-day click or 1    | 32 [2]<br>Website Donates            | 81,341                          | 1.48                          | \$5.82 [2]<br>Per Website Donate        | Using campaign | \$186.22                | Ongoing | Jan ( |
|    | 7-day click or 1    | .1. [2]<br>Website Donate            | 2,274                           | 1.94                          | \$26.97 [2]<br>Per Website Donate       | Using campaign | \$26.97                 | Ongoing | Jan l |
|    | 7-day click or      | 56 [2]<br>Website Donates            | 295,316<br>Accounts Center acco | 1.89<br>Per Accounts Center a | <b>\$8,61</b> [2]<br>Per Website Donate |                | \$482.11<br>Total Spent |         |       |









## Want to see how we can help you?

Set up a free strategy call here - https://adanaad.com/bookatime

#### **Summary:**

THE SUCCESS OF THE FACEBOOK AD CAMPAIGN HAS NOT ONLY PROVIDED [NON-PROFIT WITH VALUABLE RESOURCES TO FURTHER ITS MISSION BUT ALSO ESTABLISHED A SCALABLE MODEL FOR FUTURE DIGITAL MARKETING EFFORTS

#### Goal:

TO URGE THE YOUTH TO SEE AND SHARE OUR CAUSE, HELPING US SPREAD HOPE WORLDWIDE AND GET VITAL DONATIONS

### **Accomplishments:**

CHRISTMAS CAMPAIGN: SPENT AROUND 2,000\$ WITHIN 3 WEEKS WHICH RESULTED IN 216 DONORS (9.44\$ PER DONOR)

HALAL DONATION CAMPAIGN: SPENT AROUND 3,000\$ WITHIN 1,5 MONTHS WHICH RESULTED IN 794 DONORS (3.76\$ PER DONOR)

#### **Challlanges:**

THE PRIMARY CHALLENGE WAS INCREASING VISIBILITY AMONG POTENTIAL DONORS AND ENGAGING WITH A BROADER AUDIENCE EFFICIENTLY