Fundacja Rak'n'Roll. Wygraj Życie!

# Communication with Facebook donors

Individual collections are now a major part of the Foundation's financing. The tool most used for this purpose is Facebook birthday collections. It is very important for us to thank each person that chooses to create such a collection as well as those who donated.

With each collection we do this twice - when the collection starts and after it ends. At present, the thanks are made manually, which takes up to about 8 h a week. Each month we handle over 2200 collections which mean 4400 posts.
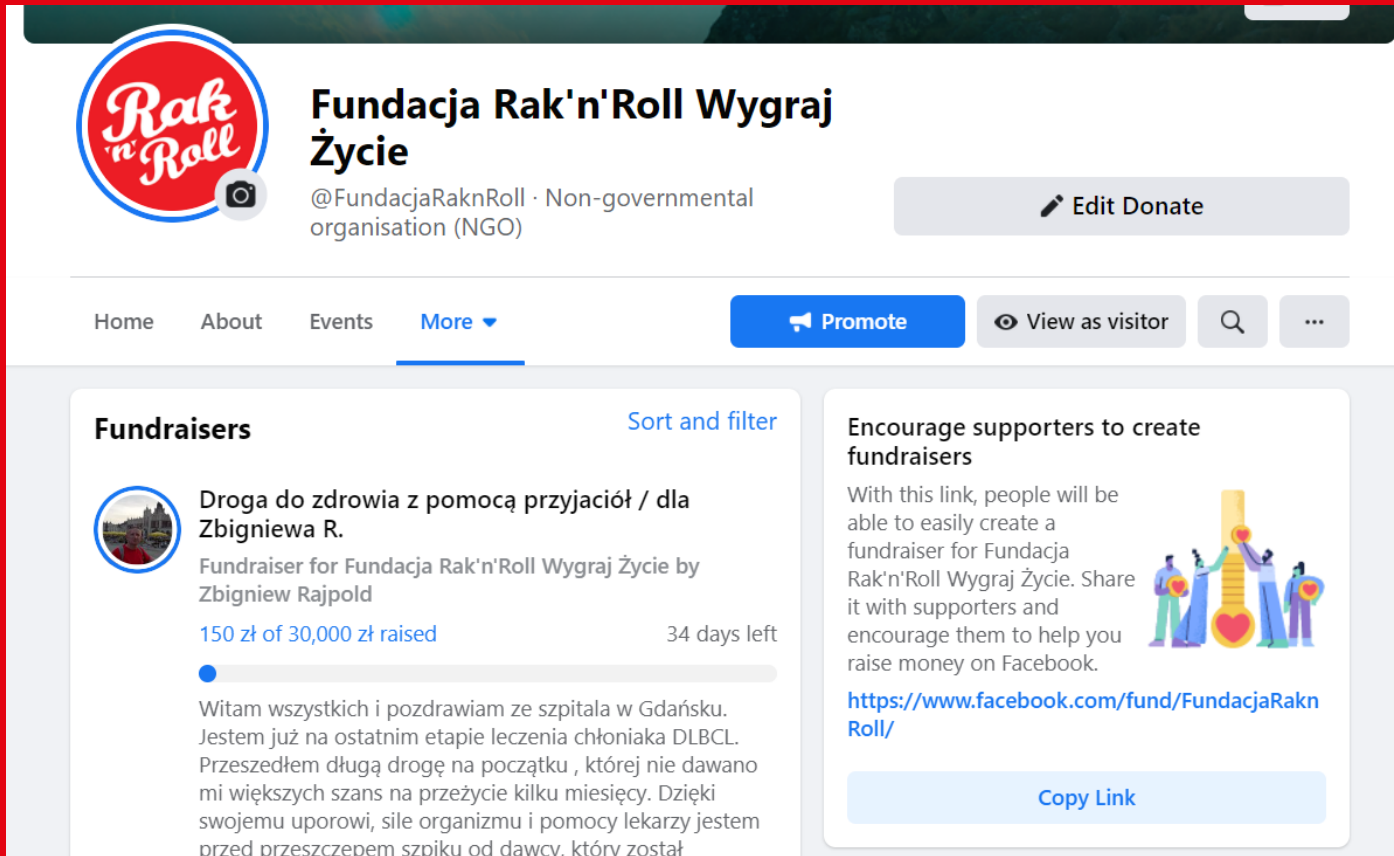
# The need



An application which will make thanking easier and will collect leads. We would like to be able to insert chosen photos and text when the collection is set up and after it ends. This application needs to be incorporated with Facebook

# Current situation

- since december 2017, over 827 000 euro were raised for Rak'n'Roll on Facebook,
- Facebook users organized for us 22 991 fundraisers ended with at least 1 donation,
- we estimate that 80% of all fundraisers ended without any donation made, so due to this reason, we decided to post twice on each fundraiser - first post includes instructions what to do, to make a fundraiser more effective plus photo, second one is to thank each fundraiser as well as people who donated.

# Facebook tool



Some time ago FB made posting on fundraisers a bit easier. They created special tool which allows us to sort and also filter them.
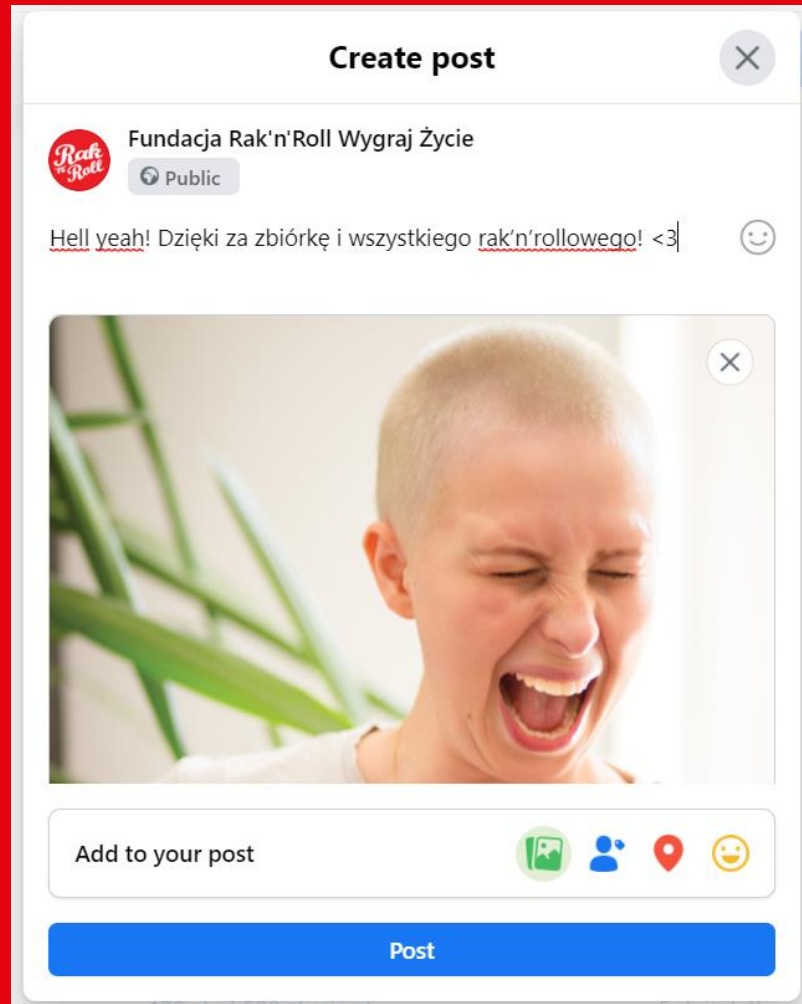
# Sort & Filter options



**Sort by:**
- creation date: newest to oldest or oldest to newest,
- amount raised: lowest to highest or highest to lowest.

**Filter by:**
- status: active fundraisers, ended fundraisers or all,
- fundraiser type: birthday, non-birthday, API, non-API or all,
- creator description: generic, personalized or all,
- thanked: thanked, not thaned or all.

# Posting on Facebook fundraisers



Before posting on Facebook fundraisers for the first time, we need to sort them by creation date (newest to oldest) and filter them by status (active). Then we can see all the newly created fundraisers and we are all set to make a first post.

With second post it's a bit harder. So far, we were writing down in excel sheet permalinks of fundraisers which already contained first post and then we were thanking on them bypassing FB tool.

# Our expectations?

We are open to any suggestions and even if you are able to create application allowing us only to make 1 automate post instead of 2, it will be huge help to us.

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