



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

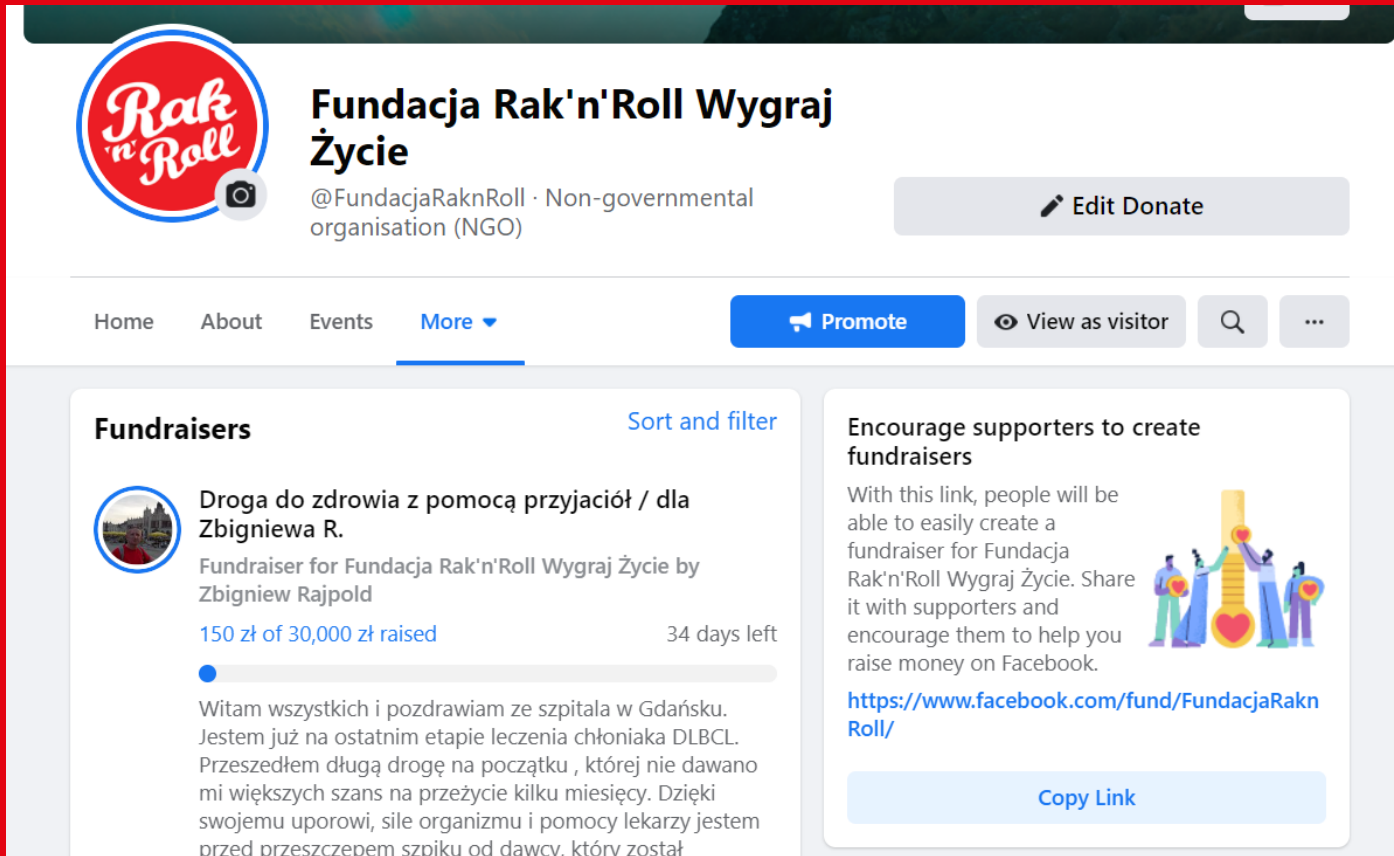


An application which will make thanking easier and will collect leads. We would like to be able to insert chosen photos and text when the collection is set up and after it ends. This application needs to be incorporated with Facebook

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



The screenshot shows the Facebook profile of 'Fundacja Rak'n'Roll Wygraj Życie', a non-governmental organization. The profile includes a logo with the text 'Rak n' Roll' and a camera icon. Below the name is the handle '@FundacjaRaknRoll' and the description 'Non-governmental organisation (NGO)'. There is an 'Edit Donate' button. The navigation menu includes 'Home', 'About', 'Events', and 'More'. A 'Promote' button and a 'View as visitor' option are also visible. The main content area features a 'Fundraisers' section with a 'Sort and filter' link. A specific fundraiser is listed: 'Droga do zdrowia z pomocą przyjaciół / dla Zbigniewa R.', a fundraiser for the organization by Zbigniew Rajpold. It shows '150 zł of 30,000 zł raised' and '34 days left'. The fundraiser description reads: 'Witam wszystkich i pozdrawiam ze szpitala w Gdańsku. Jestem już na ostatnim etapie leczenia chłoniaka DLBCL. Przeszedłem długą drogę na początku, której nie dawano mi większych szans na przeżycie kilku miesięcy. Dzięki swojemu uporowi, sile organizmu i pomocy lekarzy jestem przed przeszczepem szpiku od dawcy, który został'. To the right, there is a section titled 'Encourage supporters to create fundraisers' with an illustration of people holding a large heart. The text says: 'With this link, people will be able to easily create a fundraiser for Fundacja Rak'n'Roll Wygraj Życie. Share it with supporters and encourage them to help you raise money on Facebook.' Below this is a link: 'https://www.facebook.com/fund/FundacjaRaknRoll/' and a 'Copy Link' button.

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 and filter ✕

Sorting and filtering helps you find similar fundraisers. This feature is for admins

Sort By Creation Date: Oldest to Newest ▼

Filter By

Status Active Fundraisers ▼
Filter by active and ended fundraisers

Fundraiser Type All ▼
Filter by birthday and API fundraisers

Creator Description All ▼
Filter by personalized and generic descriptions

Thanked All ▼
Filter by thanked and non thanked fundraisers

Clear Save

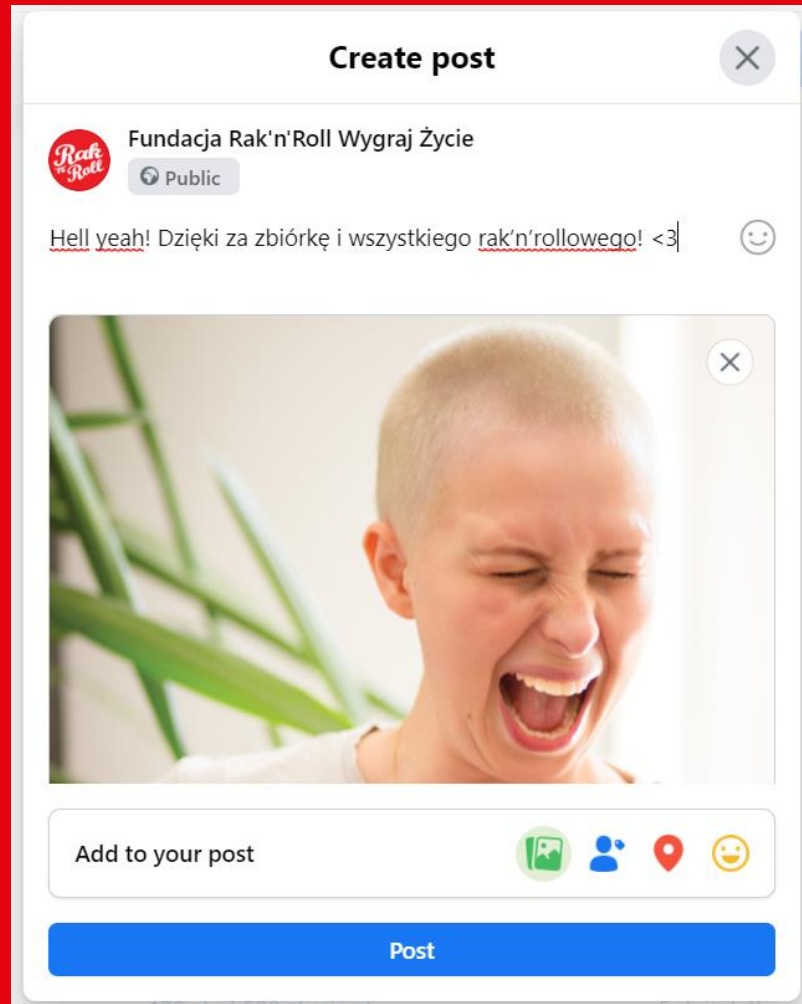
Sort by:

- 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 thanked 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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