

## GivePanel.com

FOR IMMEDIATE RELEASE – Wednesday 20<sup>th</sup> February 2019

### **Nick Burne launches GivePanel – an online platform to help charities thank their Facebook fundraisers**

**Hundreds of thousands of people have set up “fundraisers” on Facebook for amazing causes but it’s hard for charities to contact and thank them. Fundraisers are left feeling unappreciated by charities at this critical time when charities need to love their supporters more than ever.**

*GivePanel is a new online service that makes it easier for charities to build relationships with their Facebook Fundraisers. We know if this is our core focus, we are sure we can help charities increase both short-term and long-term income through this new revenue stream. Charities can sign up to the [wait-list here](#).*

Facebook fundraising has taken off, raising over \$1 billion dollars for amazing causes around the world. “Donate your birthday” fundraising has been a big part of this as well as #GivingTuesday and supporters clearly love it with research suggesting that 88% of donors would give through Facebook again in the future. Facebook is continuing to invest in the tools having cut fees for charities to 0% and launching a new Instagram feature soon. However, with new channels come new challenges and many charities have been struggling with adapting their processes to the new tools.

*“We LOVE the Facebook Giving Tools. They have helped to raise a lot of money for large and small charities for free, but they’re not without their niggles. We spoke to one charity who had 16,000 supporters set up Facebook fundraisers (many of them new) but they hadn’t thanked a single one of them because they weren’t sure how to go about it and were worried about how long it would take. Many charities we talk to are getting called by supporters wondering why the charity has not reached out to them to thank them. This is both bad for the charity and the sector too. This is what inspired us to build GivePanel.”* Says GivePanel’s creator Nick Burne.

# givepanel

Nick is Managing Partner at Nick Burne Consulting where he is Lead Digital Strategist for the International Rescue Committee and UNICEF's international digital fundraising.

Nick supported clients like UNICEF since the tools launched in 2017 and set up a Facebook Support Group for charities using the tools.

*"We saw the need for more support for charities around the tool and decided on a whim to create a peer-to-peer support [Facebook Group](#). It's great to see so many charities helping each other and we have been able to see the problems charities are having."*



For the past 3 months Nick and his development team have been hard at work on the platform with Private Beta customers and they just opened the doors to a wait-list which can be [found here](#).

Version 1 will see the ability for charities to upload their Facebook CSV report, view a visual analytics dashboard and see a separate, filterable list of fundraisers. It will also allow charities to create custom labels to track which fundraisers they have thanked and how each has responded. A Chrome Extension will power a "panel" that sits alongside each specific fundraising page that will make it even easier to edit the labels and post templated messages to fundraisers.

For more information please [check our online press pack](#) or contact Harry, Content and Partnerships Manager:

Name of contact: Harry Gardner

Tel.: (+44) 754-328-9889

Email: [harry@givepanel.com](mailto:harry@givepanel.com)

Website: [www.givepanel.com](http://www.givepanel.com)

GivePanel

[mailto:hello@givepanel.com?subject=GivePanel Enquiry](mailto:hello@givepanel.com?subject=GivePanel%20Enquiry) | [www.givepanel.com](http://www.givepanel.com) |