



GivePanel Academy

About GivePanel

GivePanel are the experts in Facebook fundraising. We are on the cutting edge of Facebook fundraising to help our nonprofit clients capitalize on this new channel, using both our “power tool” platform, strategic guidance and now implementation support. We are constantly innovating for our clients based on the needs and feedback we are receiving and new Facebook opportunities we are exploring.

What is the GivePanel Academy?

GivePanel is an amazing software tool for Facebook Fundraising. But the truth is software only gets you so far. Without knowing the strategies and tactics that will drive more fundraising income, your nonprofit won't raise nearly as much for your cause as you could.

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.

Attending the GivePanel Academy will save you time, the one thing we all need more of! We will teach you strategies you can share across your nonprofit to raise more.

Don't just take our word for it! One member raised over over £2,000,000 for their February 2021 Facebook Challenge ¾ of the way through the month! Think of the Academy like having an army of amazing consultants at your disposal without the high costs!

Another member has said:

"The academy has not only given me an extensive knowledge base behind Facebook fundraising, but also fantastic contacts from other charities that have helped us build our portfolio of FB fundraising this year. I would highly recommend being part of the academy if you want to grow your FB fundraising."

Why now?

We talk to our nonprofit clients every day. Being a fundraiser can be a lonely experience where you have to try and work out everything yourself. Especially when Facebook fundraising is so new and (honestly!) confusing with lots of moving parts.

There is so much knowledge we have amassed through helping nonprofits with Facebook fundraising we think this is the “missing piece” that nonprofit teams really need.



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. We want to be known throughout the nonprofit world for our amazing support. But the Academy is not tech support of the GivePanel platform. It's the Facebook fundraising strategies on top of the GivePanel platform.

How will it work?

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

- **An "always on" Community** of like-minded non-profits who have also invested in increasing their Facebook income. There will be an active Facebook Group where nonprofits can connect with each other and also our experts will hang out and respond to posts.
- **Monthly Coaching Calls** with GivePanel experts where you can ask any questions you want and see other nonprofits being coached on how to increase their Facebook fundraising success. Hosted on Zoom.
- **Monthly Training Webinars.** These will all be recorded and become a bank of incredible strategies only available to GivePanel Academy members, that you can employ to increase your Facebook fundraising. See example training calendar below
- **Awards.** We're going to be having some awards for the best Facebook Fundraising campaigns we are seeing from Academy members.
- More cool stuff that we will surprise you with!

What impact will this have on my income?

We can fully expect to increase your Facebook fundraising revenue significantly. By joining the GivePanel Academy and following our strategies you will...

- Raise £/\$/€ tens of thousands through Facebook Challenges
- Increase average raised per fundraiser by 30% through improved messaging strategies
- Acquire up to 50% of Facebook Birthday fundraiser contact details (lots of new fundraiser names for your organization)
- Increase non fundraiser Facebook income (Facebook donate) through innovative new campaigns

What would just a 10% increase of your current Facebook fundraising income be?



If I join the GivePanel Academy, will I become a Facebook Fundraising Expert?

Yes :)

How much does it cost?

Money you invest in the GivePanel Academy you will likely make back in 1 day of Facebook fundraising!

Your investment in GivePanel Academy is USD \$2,500 / EUR €2,500 / GBP £2,500 per year. This is \$208 / EUR €167 / GBP £167 per month - not far off the value of just one new Facebook fundraiser!

2 people (seats) in one organisation. Extra seats are \$/£/€ 500 per year

Seats can be transferred to other people in your organisation if necessary (ie if someone leaves your organisation).

How can I apply?

To apply visit givepanel.com/academy where you will find a button that links to the application form.



Appendix - "Training" Webinar Calendar

As an Academy member you will receive access to the recordings of all the webinars across time. Below is a mixture of sessions that have already happened and are available to watch right now (highlighted below) and some that are ideas and are yet to come.

Monthly Training	<p>How to get more Facebook Fundraisers - 2 hour Masterclass</p> <p>In this rare, fast-paced 2 hour MasterClass, our Founder and CEO Nick Burne will unpack...</p> <ol style="list-style-type: none">1. The 2 core types of Facebook fundraising that are resulting in most revenue for our clients2. How to generate thousands of new Facebook fundraisers with a simple, low cost strategy that works even in lockdowns3. The core problem with birthday fundraising and how to solve it.4. How to handle more Facebook fundraisers without the hassle - thanking, engagement and data best practices <p>(Recorded and available in Academy)</p>
Monthly Training	<p>Planning your First Facebook Challenge</p> <p>In this training webinar Nick covers the key ingredients needed for creating a successful challenge and what you should consider when planning your first challenge. Including how to develop a great hook to entice NEW supporters all the way through to how you can "Size up your challenge".</p> <p>(Recorded and available in Academy)</p>
Monthly Training	<p>How to Create a Hyper-Engaged Community for your Facebook Challenge</p> <p>Our experts will take you through how to develop a Facebook Group for your event that becomes the core community and the key success of your challenge.</p> <p>They will share the key elements needed to set the culture and tone of the group, rock the newsfeed with post engagement and drive fundraising. You will come away with lots of examples from many different Facebook Challenge Facebook Groups that will inspire you for your own groups.</p> <p>(Recorded and available in Academy)</p>

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Monthly Training	<p>How to fill up your Facebook Challenge using Facebook Ads Part of running a successful challenge is mastering Facebook Ads to drive the right people at a low cost per lead into your event.</p> <p>In this session we will look at how to run Facebook Ads for Facebook Challenges including creative, audience targeting, ad manager configuration and more!</p> <p>(Recorded and available in Academy)</p>
Monthly Training	<p>How To Manage Stewardship, Data and Reporting for your Facebook Challenge</p> <p>In this session, Nick and Jill take you through advanced strategies of how to engage your Facebook challenge fundraisers, on their fundraising page and off it, tips on how to attribute them to the correct event, how to quickly sift through their fundraising data and a plan to regularly analyse and report on the success of your event.</p> <p>(Recorded and available in Academy)</p>
Monthly Training	<p>How To Deal With Difficult Situations In Facebook Groups</p> <p>As we know, Facebook Groups are the key to success for our Facebook Challenges.</p> <p>They are the community, the central hub, the place our Facebook Challenge participants socialise virtually and cheer each other on from the sidelines.</p> <p>Of course, when you run an event that is open to the public, it is possible to have trouble and negativity raise up. From complaints about not receiving their t-shirts to people taking offence at what others post.</p> <p>In this training session we will share with you the strategies and tools you can use to fend off these negative nellys and keep your group a fun and happy place for your supporters to be.</p> <p>(Recorded and available in Academy)</p>
Monthly Training	<p>How Bone Cancer Research Trust raised £2 Million through Facebook Challenges and captured the data of 18,500 Fundraisers</p> <p>Amy from Bone Cancer Research Trust shares her 5 key learnings that helped BCRT to achieve HUGE success with their Facebook Challenges.</p> <p>(Recorded and available in Academy)</p>
Monthly Training	<p>Facebook Fundraising Engagement Manager Business Case</p>

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	<p>Template How to build a business case to hire a Facebook Fundraising Engagement Manager for your organisation including a template job description.</p> <p>(Idea for the future)</p>
Monthly Training	<p>Facebook Fundraiser Stewardship Upgrade (Idea for the future) Advanced strategies for building relationships with your Facebook fundraisers.</p> <p>(Idea for the future)</p>
Monthly Training	<p>Generate more Birthday Fundraisers (Idea for the future) The secret strategies you can use to increase the number of birthday fundraisers your organisation receives.</p> <p>(Idea for the future)</p>
Monthly Training	<p>Fundraising Influencer Finder (Idea for the future) How to find influential fundraisers on Facebook and reach out to cultivate them.</p> <p>(Idea for the future)</p>
Monthly Training	<p>Corporate Facebook Fundraising Challenge (Idea for the future) How to run a successful corporate challenge on Facebook.</p> <p>(Idea for the future)</p>
Monthly Training	<p>Facebook Fundraising Annual Report Creator (Idea for the future) How to report on your Facebook Fundraising success for the year and share this across the organisation to get increased buy in.</p> <p>(Idea for the future)</p>