

DIGITAL ADS AND FUNDRAISING TODAY



Morgan Hart
Performance Marketing
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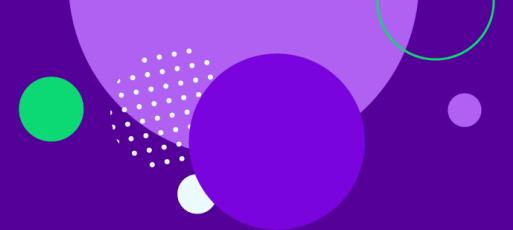


Kris Tan
Strategy Lead,
Platypus Digital



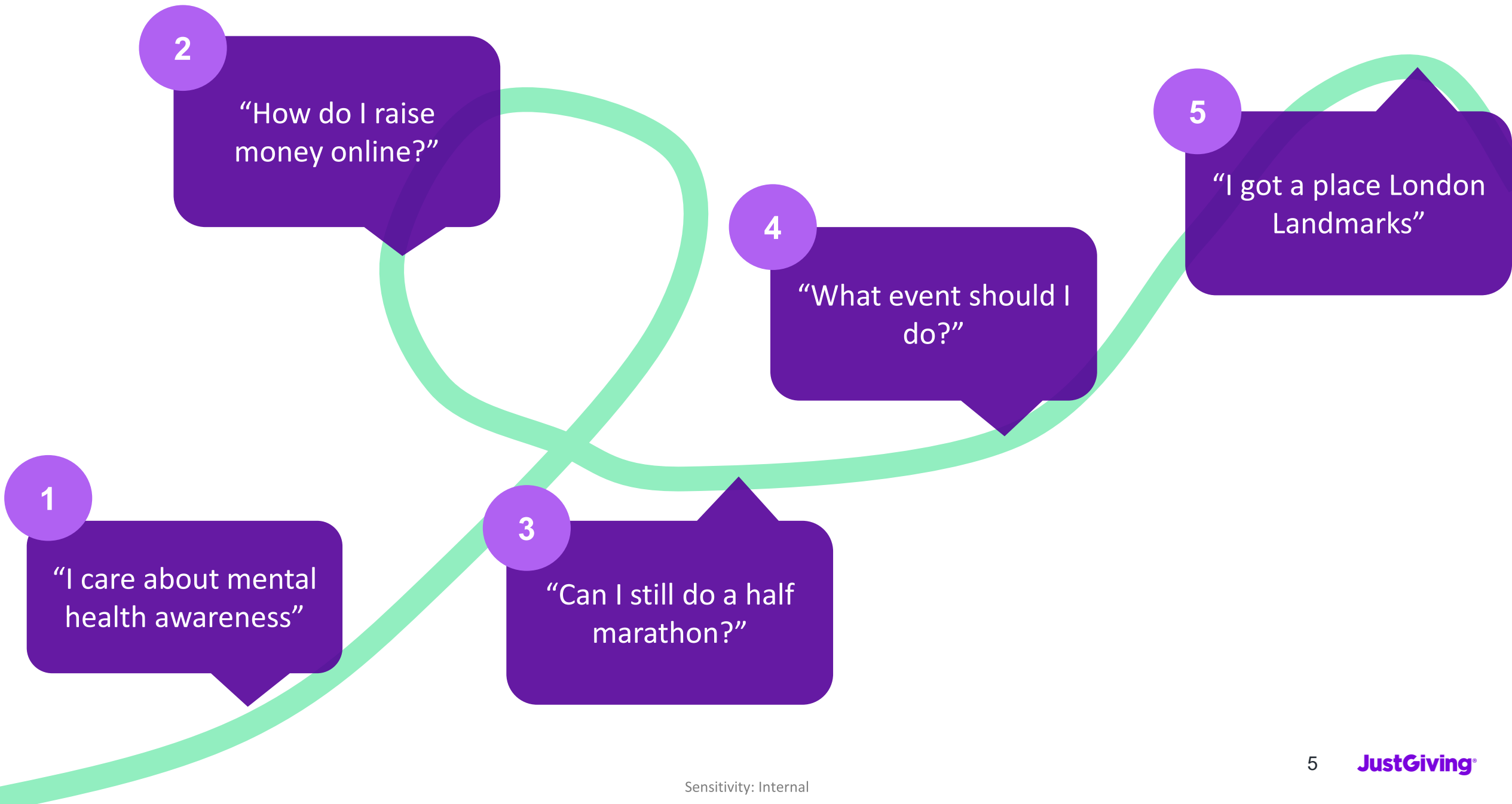
SESSION OBJECTIVE

You'll come away with a practical understanding of how digital ads can support fundraising today.



**SQUIGGLY
FUNDRAISING
JOURNEYS.**







740m+

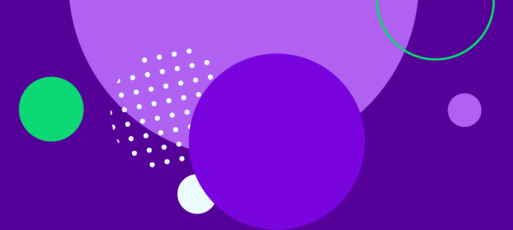
views of our digital
ads

5.5m+

visits to JustGiving

300k+

people raising
money



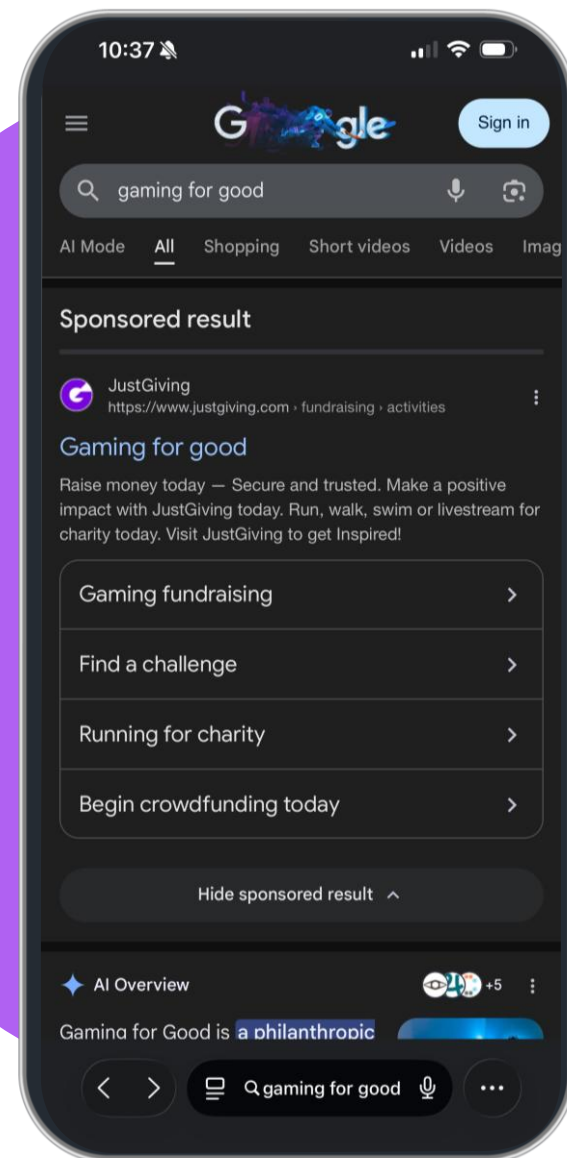
OUR APPROACH TO DIGITAL ADS.

The background is a light purple color. It is decorated with various social media icons: Facebook 'f' logos, YouTube play buttons, Google 'G' logos, TikTok logos, and an Instagram logo. There are also three red question marks and a black smartphone icon. In the top right corner, there are several overlapping circles in shades of purple, green, and blue, some with patterns like dots or polka dots.

**So where do we
show up?**

Where do we show up?

Google
Search



Where do we show up?

Instagram



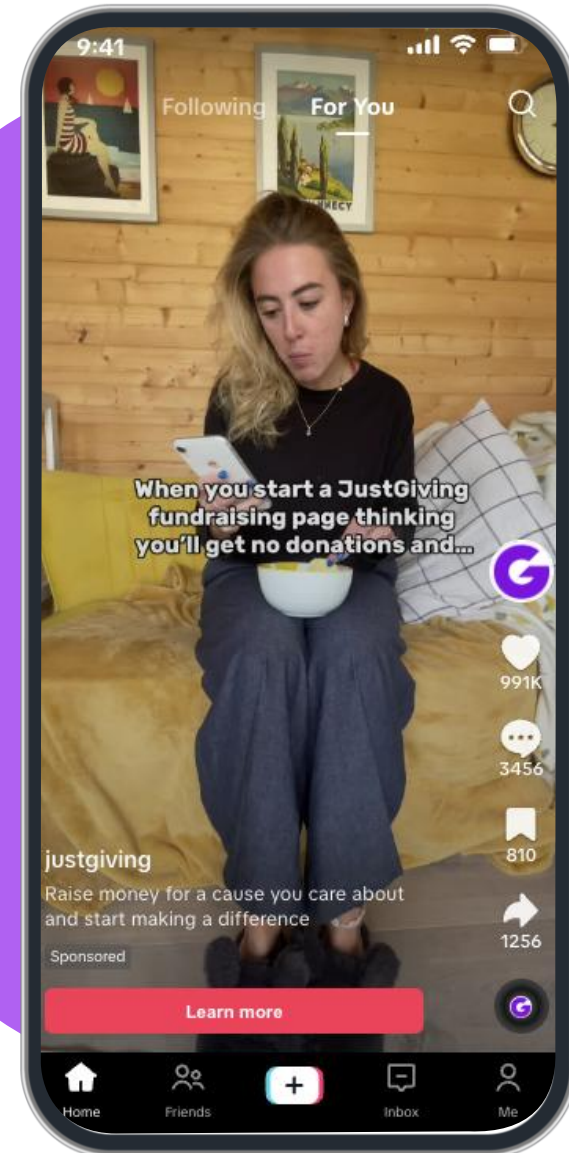
Where do we show up?

Facebook

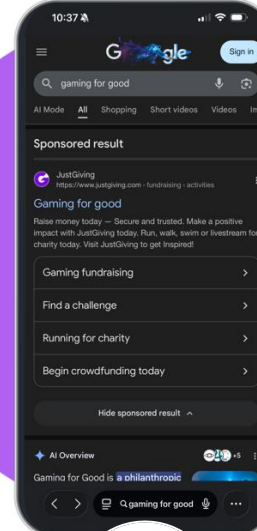


Where do we show up?

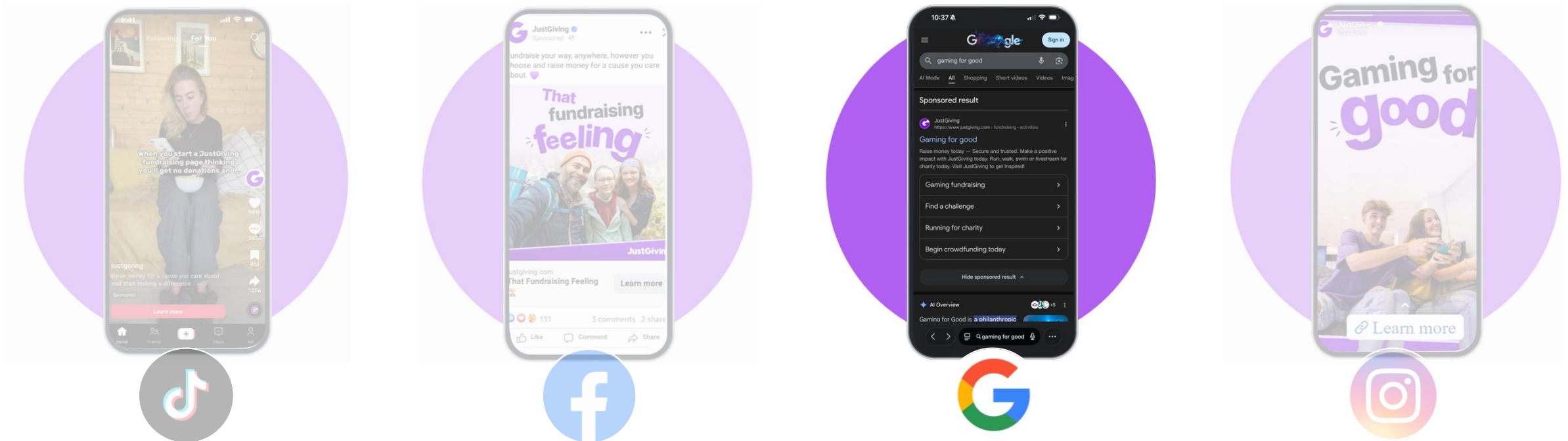
TikTok



Which channel drives the most pages?



Which channel drives the most pages?



Google Search is our main driver of page creations but is only one part of our overall marketing strategy, as we tackle an evolving digital landscape.

The State of Digital Media for Fundraising

Strategy Framework



Reach



How many potential supporters are you getting in front of?

Relevance

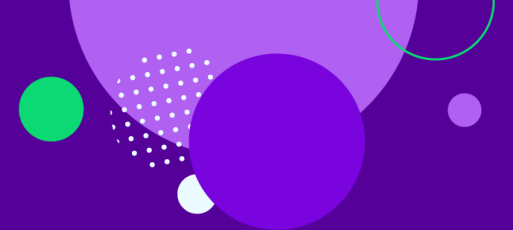


Whether the message resonates and earns attention

Return



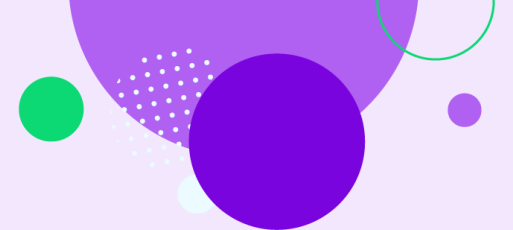
How many actions do we see off the back of this?



3

OPPORTUNITIES AND CHALLENGES

Challenge: Tackling Rising Costs



What are we seeing?

14%

Increase in CPA
seen in January
2026 vs 2025

More
platforms

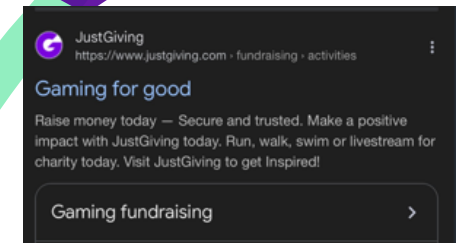
More
audiences

More
competitive
market

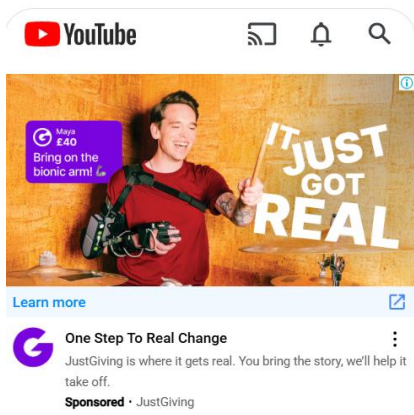
Visits our site but clicks away quickly



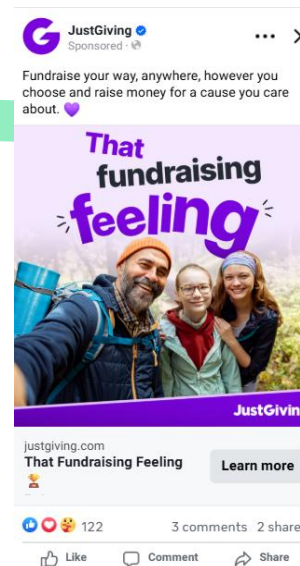
Actively searches for JustGiving, goes ahead and makes a fundraising page



Watches gaming videos on YouTube



Visits our site again, browsing different ways to fundraise



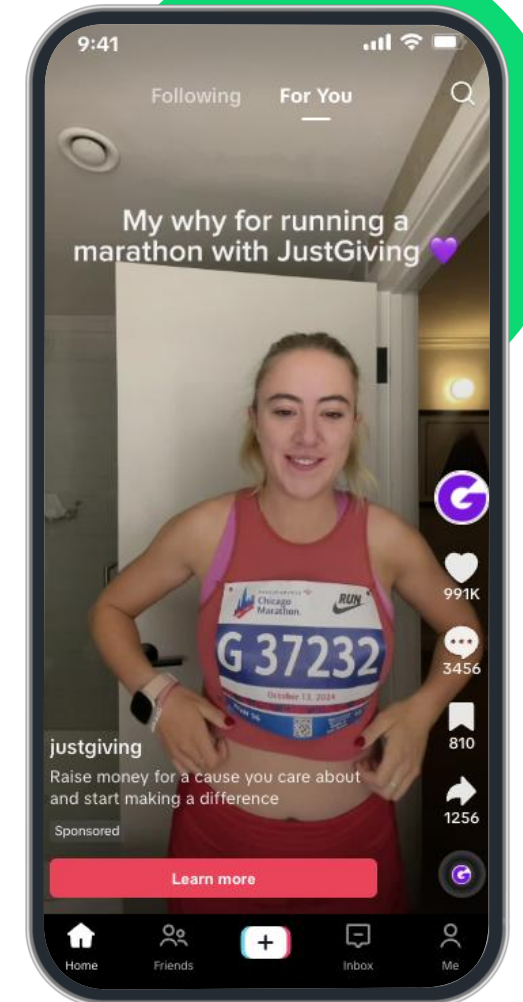
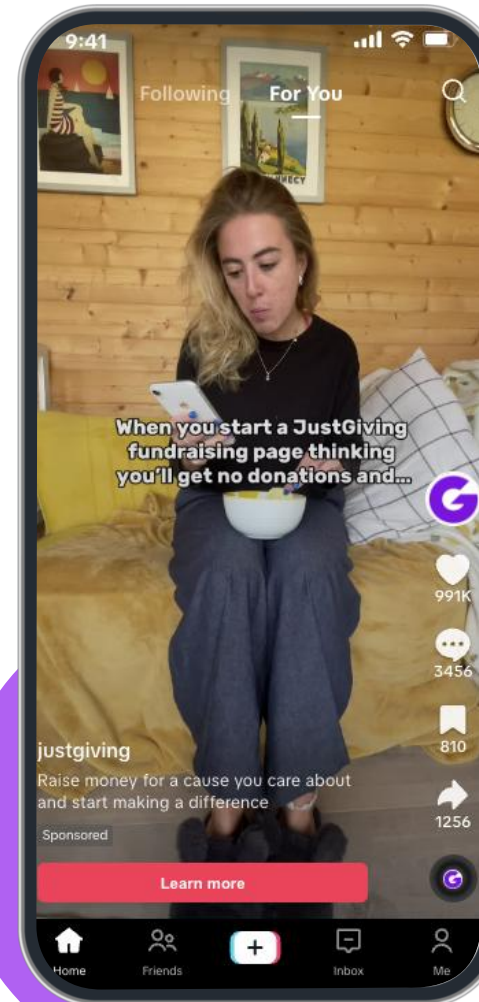
Opportunity: Engaging the next generation

Approach that
feels both
fresh and
authentic

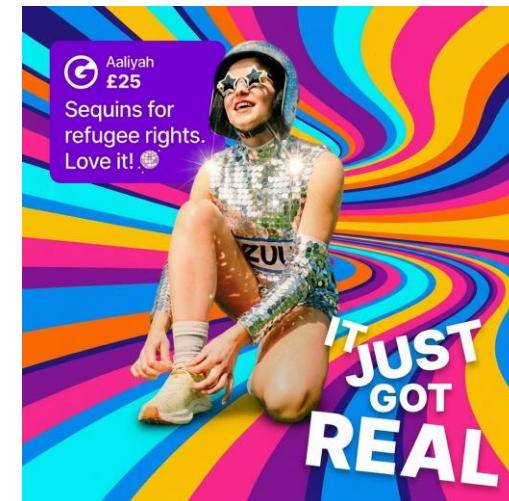
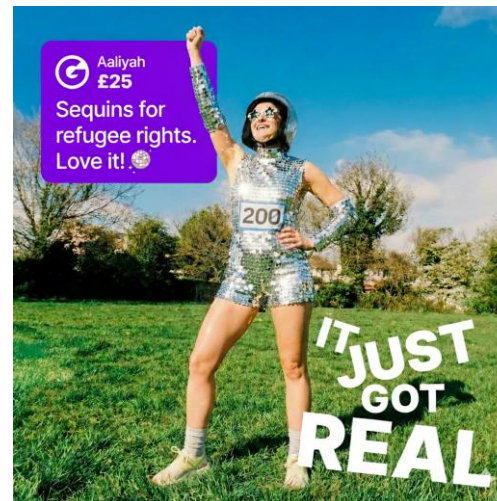
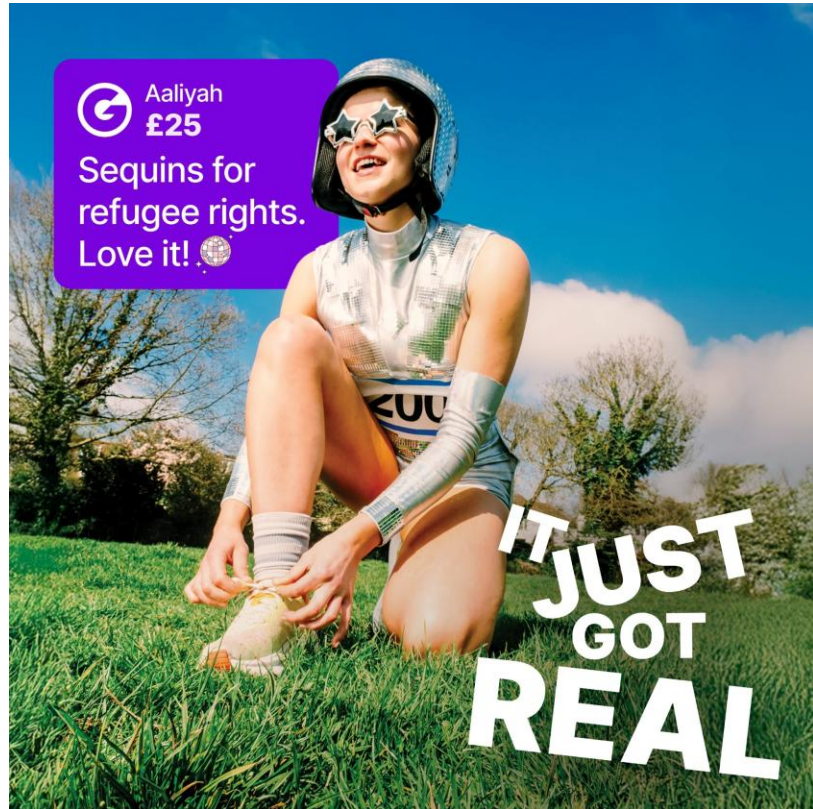
Simple,
text-light
messaging

Mobile-first
Creative

Meet your
audience
where they
are



Opportunity: Increasing Creative Output



Recap

The 3 Rs

3

Use the 3 R's to clearly outline your marketing goals

Rising Costs



Showing up at the right time and place to offset increasing costs

Next Generation



Meet the younger generation on their terms to build affinity

Creative Output



Utilise AI tools to alleviate creative bottlenecks & improve performance

IS META STILL WORTH IT?



Kris Tan
*Strategy Lead,
Platypus Digital*

IS META STILL WORTH IT?

The Meta landscape

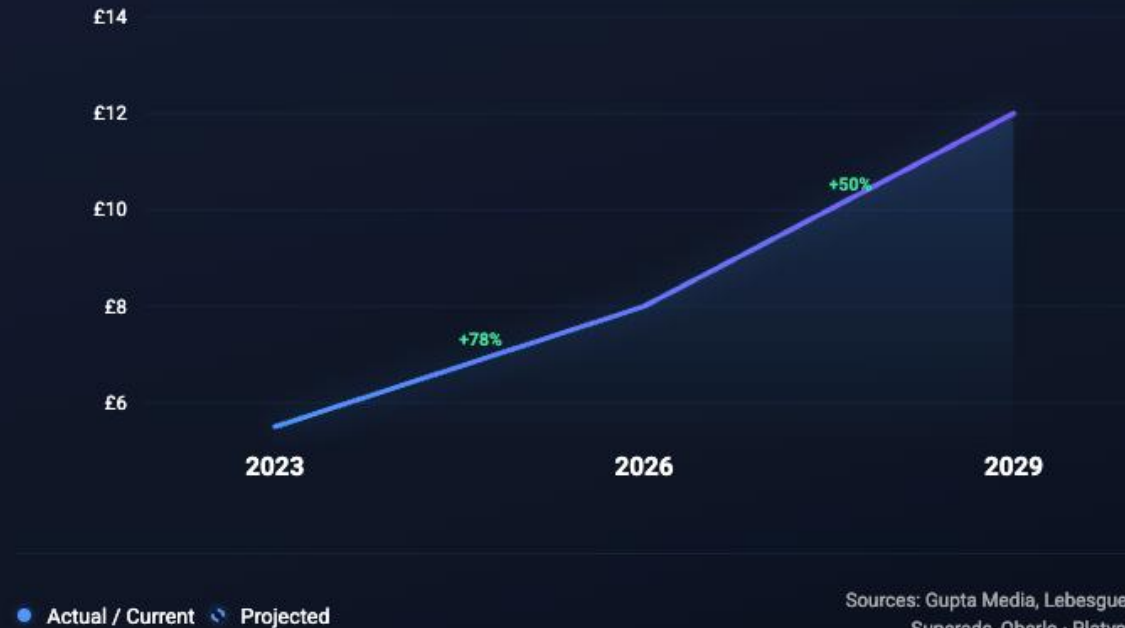
- CPMs increasing
- Health charity restrictions
- Competition increasing
- Is Meta still worth it for fundraiser acquisition?

IS META STILL WORTH IT?

Where are CPMs going?

Average Meta CPM — UK Market

Cost per 1,000 impressions (£ GBP) · 2023 actual → 2029 projected



Sources: Gupta Media, Lebesgue, Statista, Superads, Oberlo · Platypus Digital

IS META STILL WORTH IT?

How most organisations recruit fundraisers on Meta

Audiences	Interest-based
Funnel stage	Bottom of funnel
Channel choice	Exploratory
Timing	When you need them
KPIs	CPA only
Creative	Small variations
Ad budget	Static



Audiences

**Stop
targeting
all of the
UK**



- Everyone targets all of the UK
- Build audiences from brand activity (video, web visitors, engaged users)
- Grow email lists for a more responsive, owned audience
- Do this outside peak acquisition times
- Expand placements & add exclusions to reduce CPMs
- Use value-based bidding if you know average amount raised

IS META STILL WORTH IT?

Hit different stages of the funnel

Top (awareness)

← Focus here

**Middle
(engagement)**

← Focus here

**Bottom
(conversion)**

Why top and middle funnel works

- Lower CPMs v conversion campaigns
- Captures intent before commitment
- Builds a pipeline for conversion campaigns
- Works within health ad restrictions



IS META STILL WORTH IT?

Channel choice



- Higher CPAs
- Video takes longer to create
- Needs new LTV modelling
- Best for young people's charities

IS META STILL WORTH IT?

Double down on Meta

Top (awareness)

← Focus here

**Middle
(engagement)**

← Focus here

**Bottom
(conversion)**

← (but not so much here)

JANUARY	FEBRUARY	MARCH
APRIL	MAY	JUNE
JULY	AUGUST	SEPTEMBER
OCTOBER	NOVEMBER	DECEMBER



IS META STILL WORTH IT?

Move to better metrics

CPA / CPL

Cost to acquire

Starting
point,
not the
whole story

**Conversion
to FR**

% who become
fundraisers

The real
quality signal

**Avg.
Amount
raised**

£ per fundraiser

Lifetime
value

IS META STILL WORTH IT?

Increasing conversion to FR and average amount raised

- Charity-branded run clubs
- Online zoom warm-ups
- Drop in sessions
- Training days
- Group Q&As



IS META STILL WORTH IT?

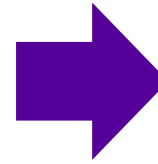
Lower CPMs through better creative

Creative

Meta's
algorithm
rewards
diverse
content

Before

Small tweaks
(photo with banner
vs without)



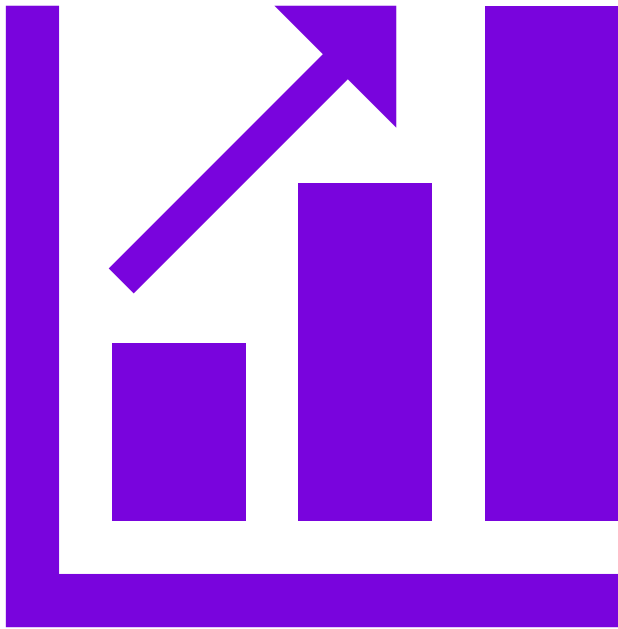
Now

Totally different
videos, formats
& messaging

Test beforehand to learn your creative strengths, then go big with genuinely different concepts.

IS META STILL WORTH IT?

Ad budgets still need to go up



- The UK had the highest CPM globally in early 2024 (Metricool/Statista data)
- Global digital ad spend is forecast to grow at roughly 6.8% annually through 2027–2028 (Oberio)
- Budget for at least 10% increase year on year



IS META STILL WORTH IT?

Real world results

Charity A

Email lead via Meta lead form

£9.44

per lead (lower CPMs)

Used Meta's native tools
→ kept costs down

Charity B

On-page sign-up (external landing page)

£343

per lead (friction, drop-off)

External page = wait, read, decide
→ massive cost inflation

Lesson: use Meta's native tools where possible to
keep CPMs and CPLs down

IS META STILL WORTH IT?

The shift you need to make

	✗	✓
Audiences	Shown interest already	Broad Audience
Funnel stage	Bottom of funnel	Top and middle
Channel choice	Exploratory	Still Meta
Timing	When you need them	Year round
KPIs	CPA only	Conversion to fundraiser, average amount raised
Creative	Small variations	Bigger tests
Ad budget	Static	10% increase minimum YoY



Q&A