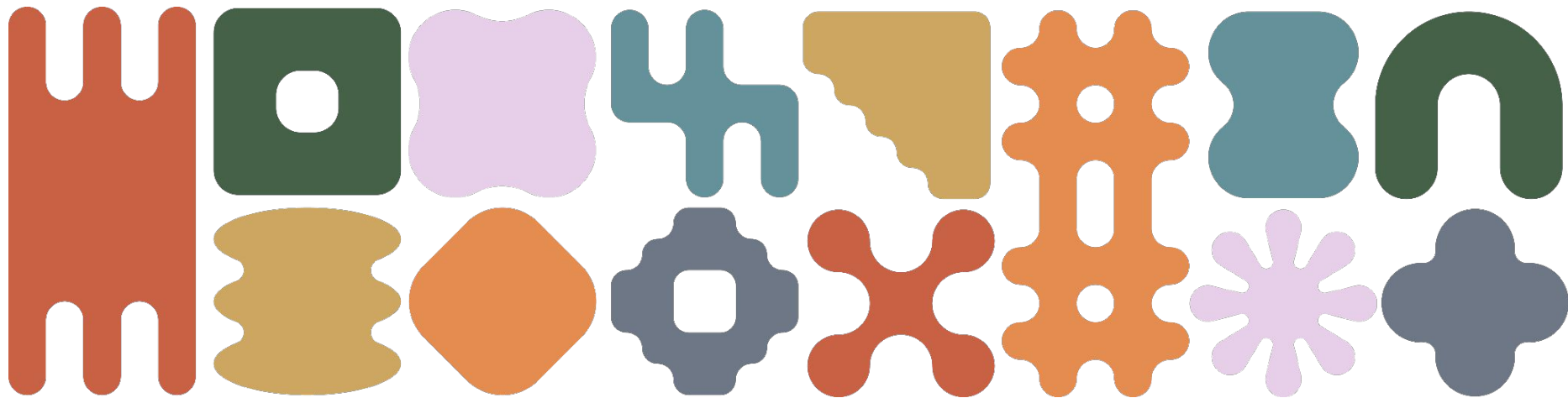


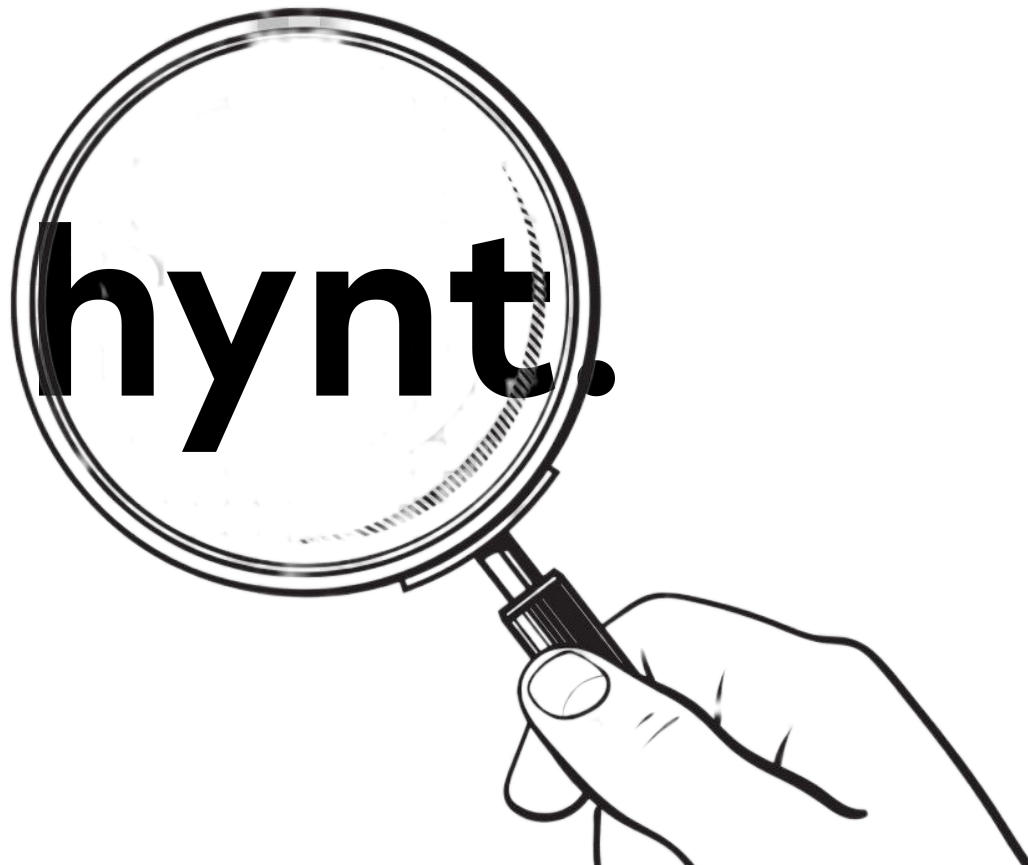
hynt.

BANNED AND BLOCKED?

How to make Meta keep working for your digital fundraising



hynt.



hynt.

Hynt is a digital fundraising agency.

*We harness digital to grow your supporters,
income and impact.*

We help charities and purpose-led brands win new supporters and raise more money.

We do digital strategy, campaigns, training and innovation to help your fundraising hit new heights.

Our team is agile, open and easy to work with.

Our rates are wildly affordable.

And we deliver top notch work while skilling up your team for future success.



Digital Fundraising

We help you create a masterplan for online fundraising success. We'll create a blueprint that's totally tailored to you.

Campaign Delivery

We deliver dynamic strategy, creative and delivery for email, Meta and TikTok campaigns. Need a knockout campaign?

Training and Coaching

Our training and consultancy gives teams the skills and tools to confidently navigate the digital landscape and deliver powerful results.

Innovation and Diversification

Ready to experiment with new channels, tactics and creative ideas? We'll help you stay ahead of the curve and future proof your fundraising.



Today we're going to cover:

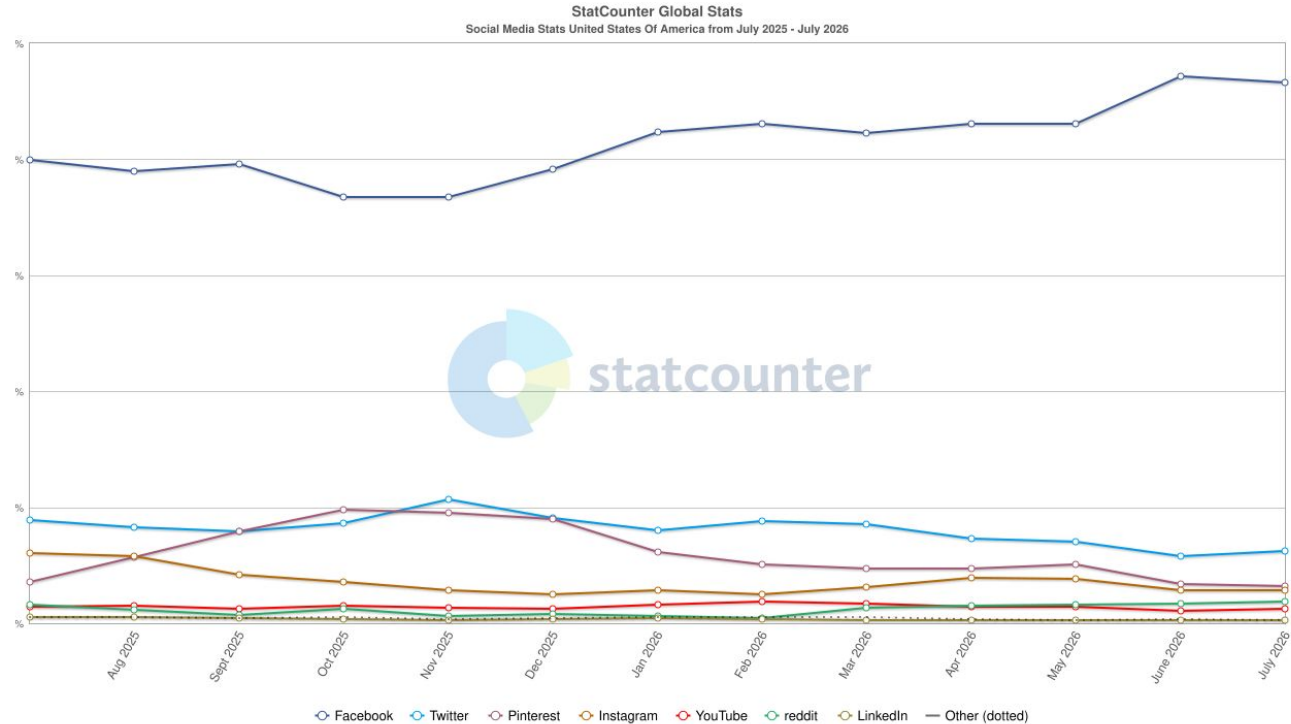
- The Meta restrictions**
- The 2-step solution**
- How to make it work**

The Meta restrictions

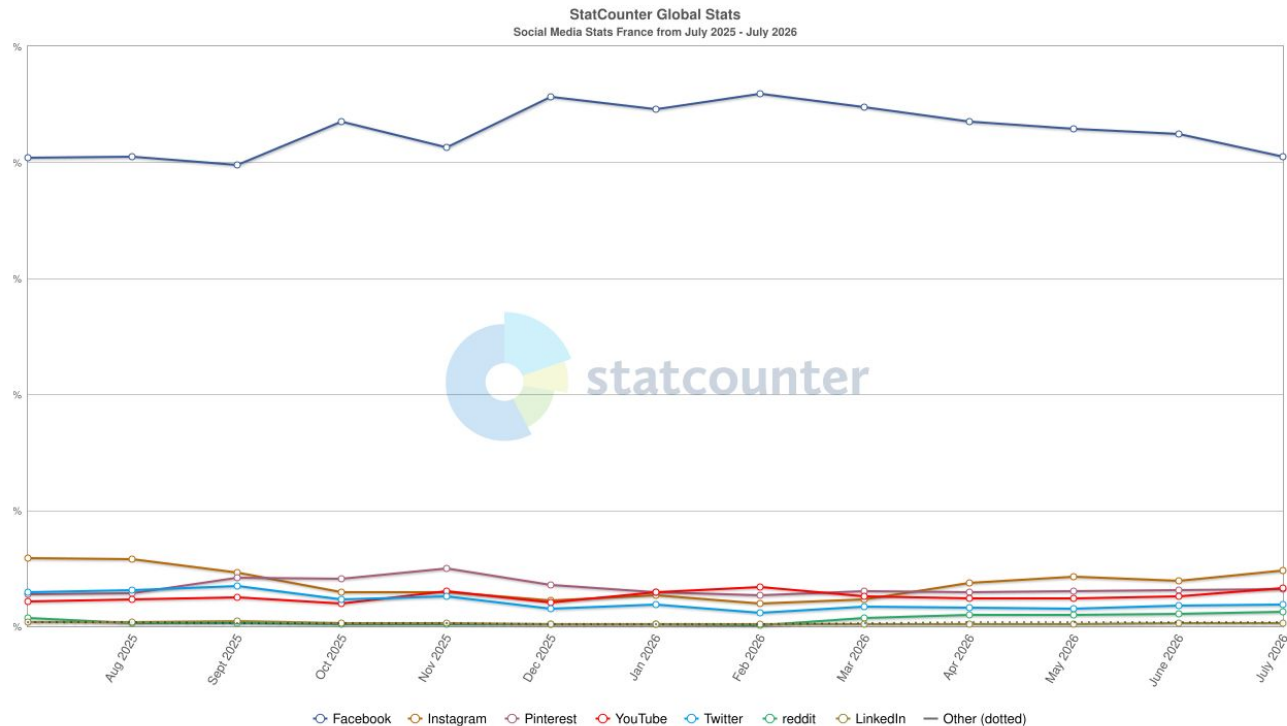
First, let's bust a myth:

**“But nobody uses
Facebook anymore!”**

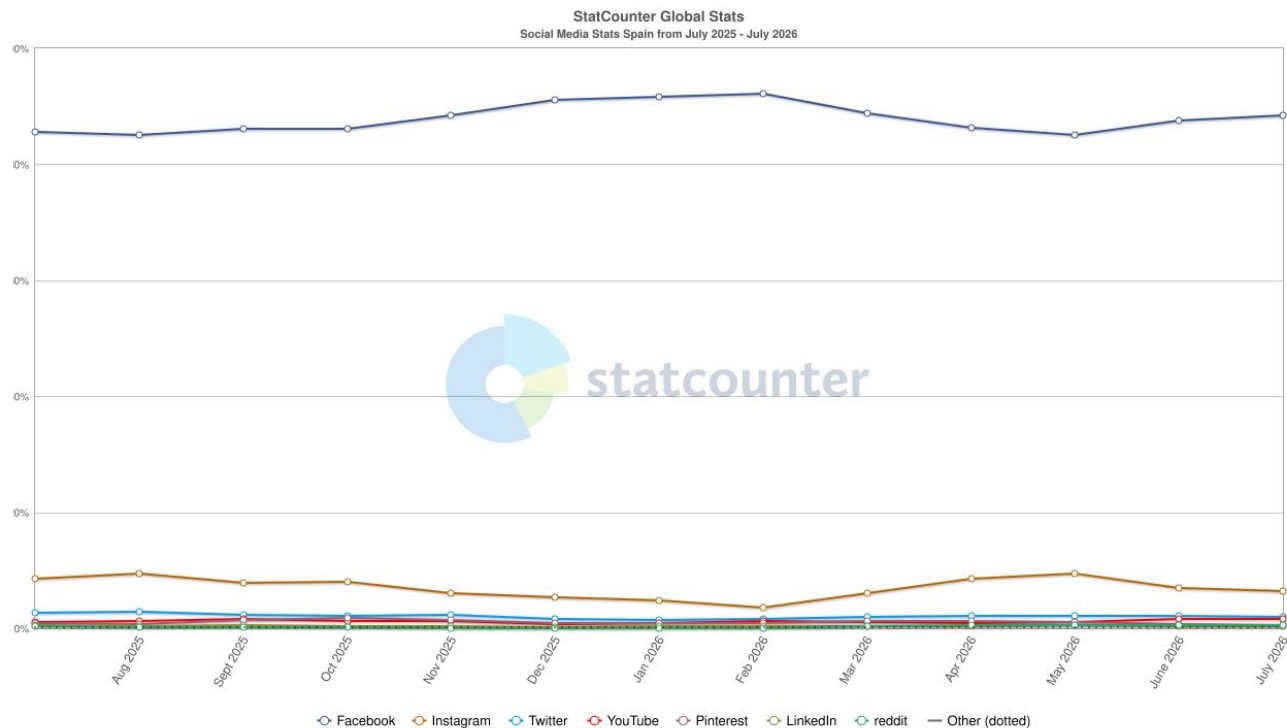
Facebook is the MOST used social media in the US



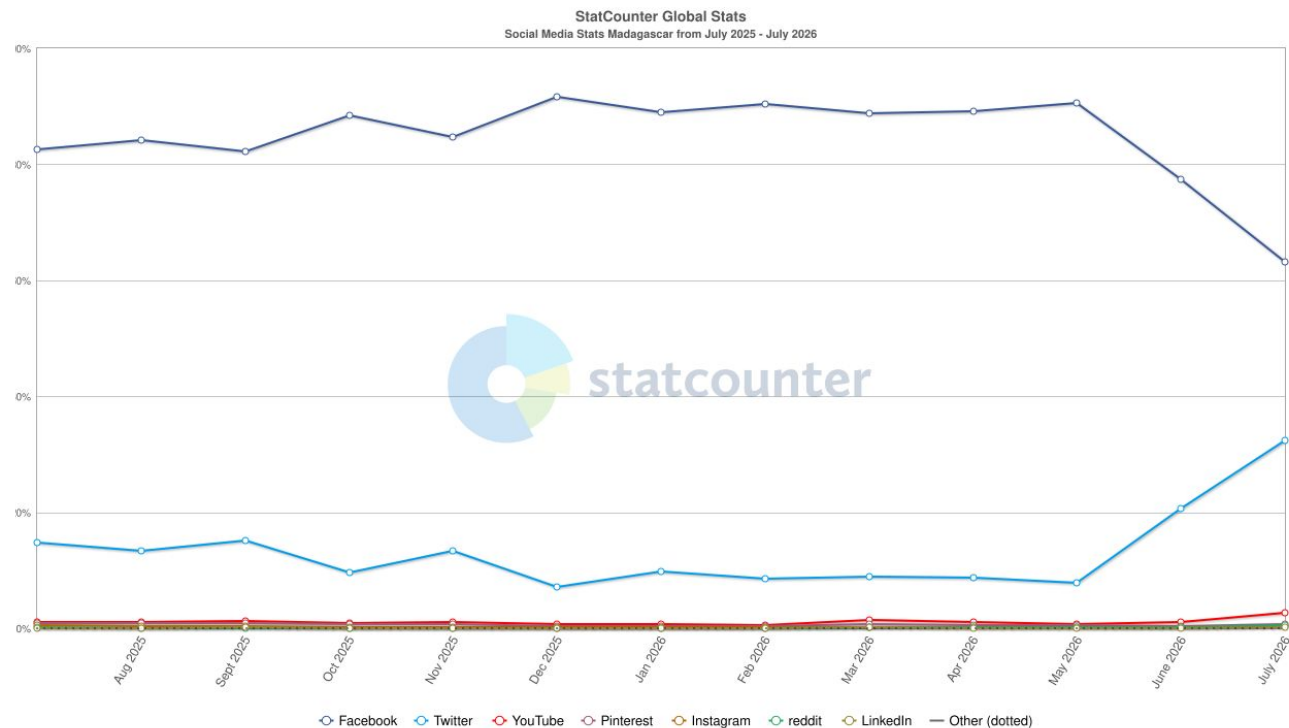
... and France



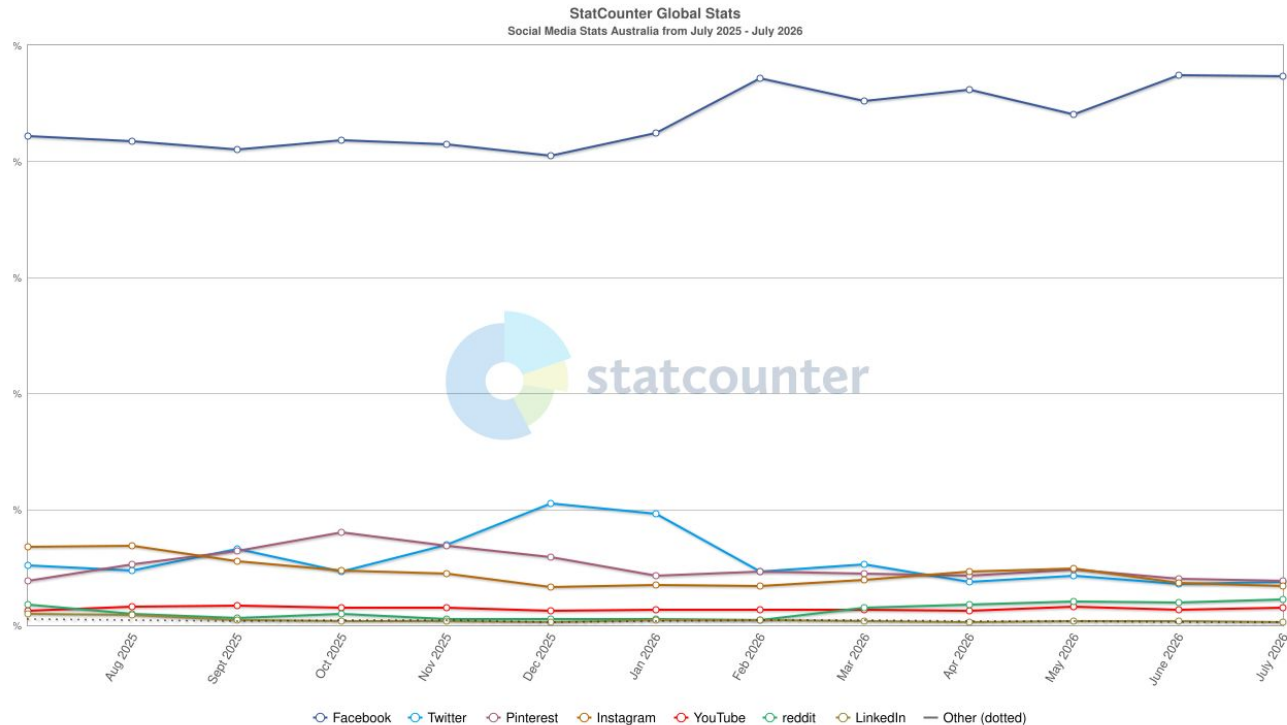
... and Spain



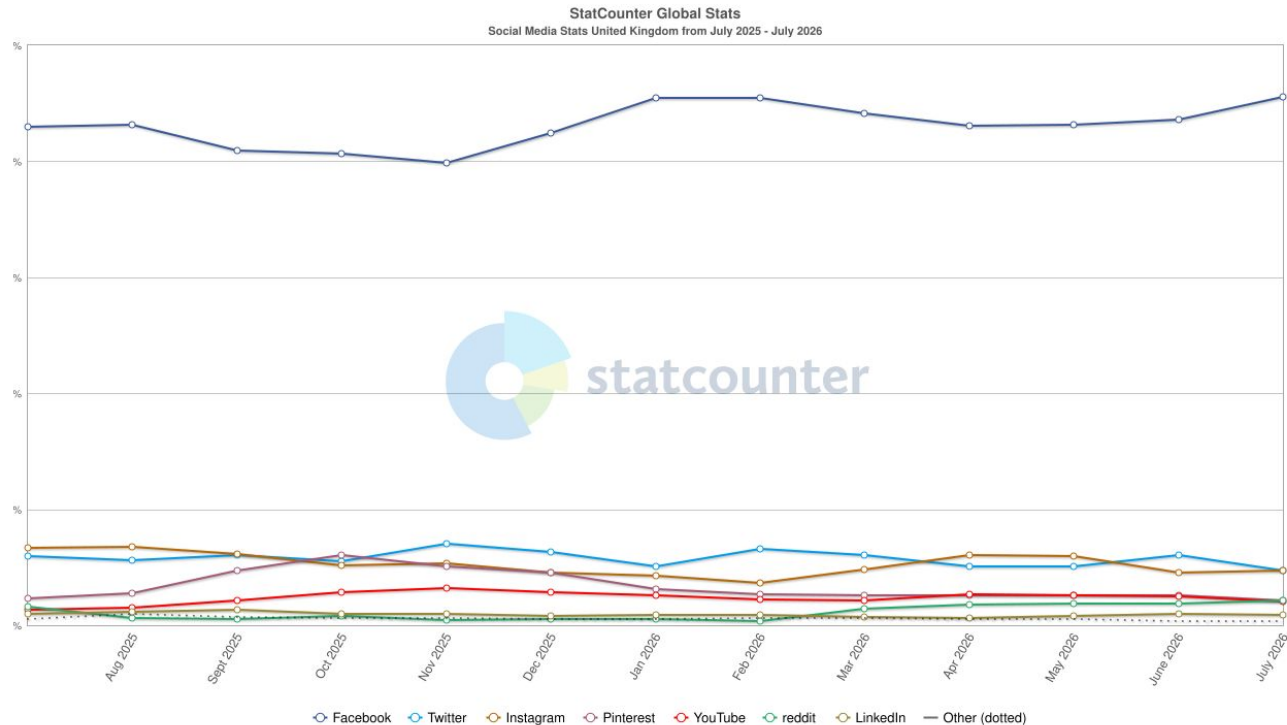
... and Madagascar



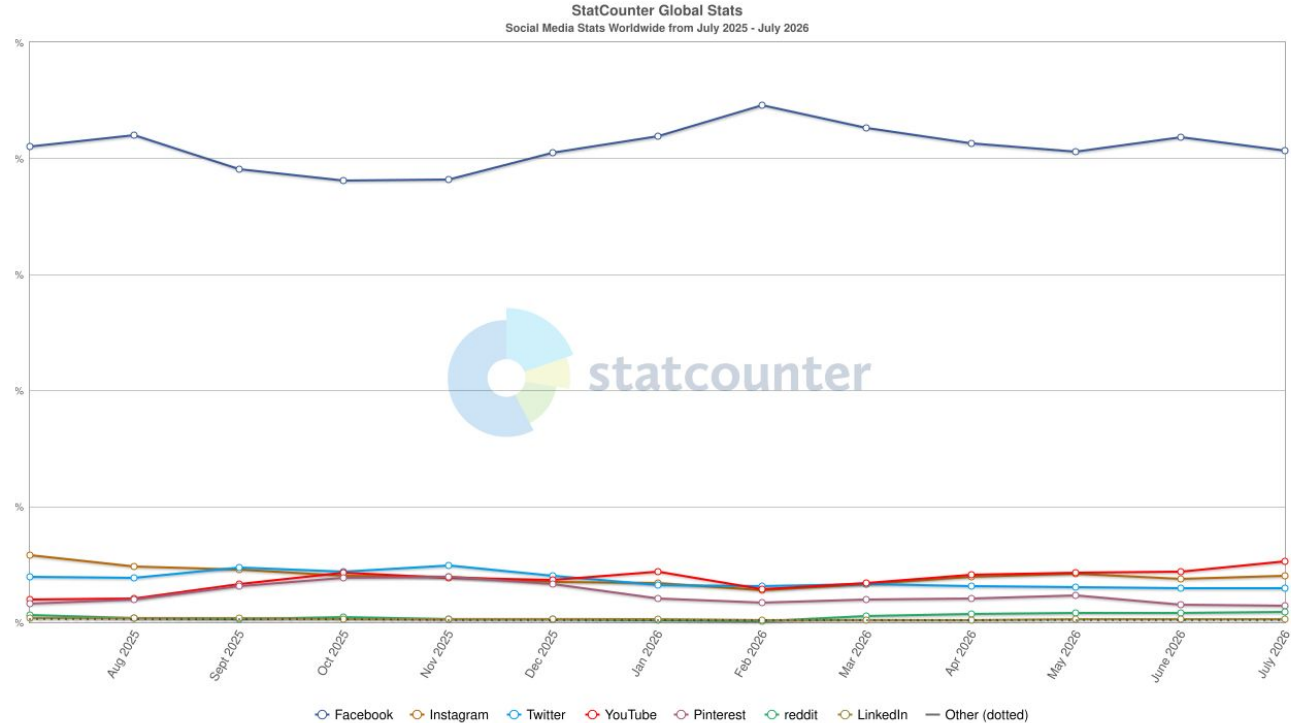
... and Australia (G'Day)



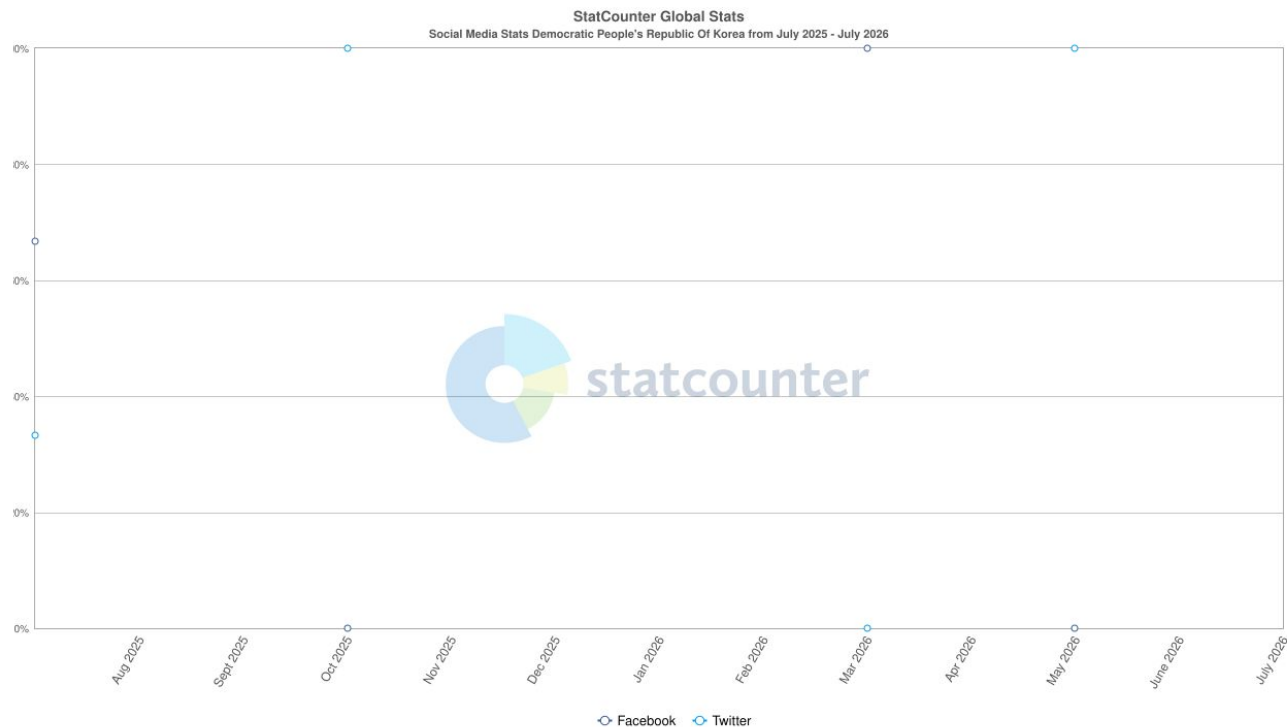
... and the United Kingdom



Facebook is still the world's #1 social media



... (except North Korea)

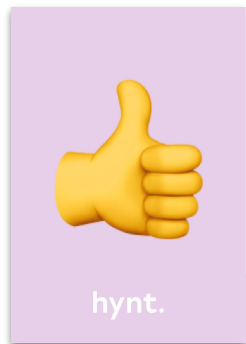


We can't talk about Facebook without talking about this guy and all the changes that have happened

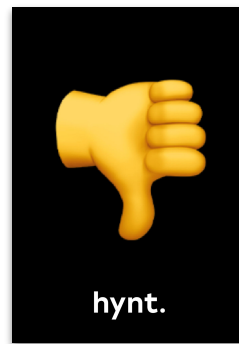


True or False?
(It's time to vote!)

Practice round:
Does pineapple belong
on a pizza?



or



True

False

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A close-up photograph of a smartphone screen displaying the Facebook logo. The logo consists of the word "facebook" in white lowercase letters on a blue rectangular background. A hand is visible at the bottom of the phone, with a finger resting on the screen.

facebook

Meta removed interest based targeting

A close-up photograph of a smartphone screen displaying the Meta logo. The logo features a blue infinity symbol followed by the word "Meta" in a dark blue sans-serif font. A hand is visible at the bottom of the phone, with a finger resting on the screen.

Meta

✓ True - back in 2020 sensitive ad targeting was removed (probably not a bad thing)

Meta plans to remove thousands of sensitive ad-targeting categories.

Ad buyers will no longer be able to use topics such as health, race or sexual orientation to target people with unwanted ads on Facebook or other Meta apps.



hynt.

Facebook updated the feed so you could **ONLY** see your friends posts



✗ False! Only 17% of content is actually from your friends

Zuckerberg: Meta's share of social media usage has "gone down meaningfully"

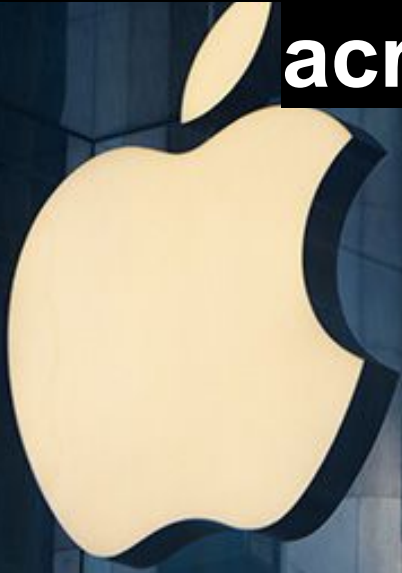
Zuckerberg claims Facebook is now more for entertainment than connecting with friends



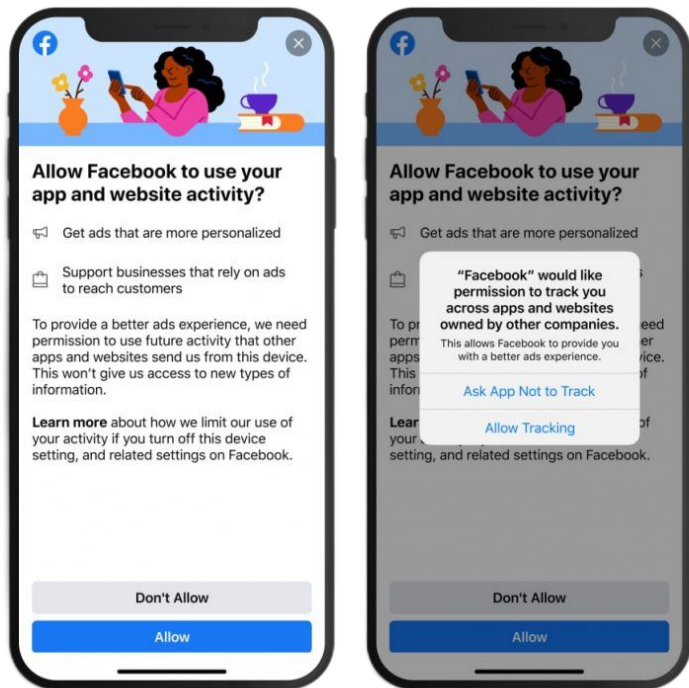
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hynt.

**Apple blocked Meta from tracking user
across their devices**



✓ True! In 2021 there were clear options to remove Meta tracking across your device



Facebook Advertisers Brace for iOS 14 Tracking Prompt Fallout

Facebook v Apple: the looming showdown over data tracking and privacy

Facebook says collecting user data across the internet makes for 'better experiences'. Apple - and privacy groups - are pushing back



hynt.



**Meta increased fact checking on the platform
to help stop the spread of misinformation**

✗ Nope! Free speech for ALL!

Technology

Facebook and Instagram get rid of fact checkers



hynt.

TECHNOLOGY

Meta Ends Fact-Checking on Facebook, Instagram in Free-Speech Pitch

CEO Mark Zuckerberg has been building ties with the incoming Trump administration

hynt.

**Political and social issue ads disappeared
from our newsfeeds**





Yes, in October 2025



Markus Reinisch ✓ · 2nd
VP Public Policy Europe at Meta
1mo · 🌐

+ Follow ...

From October, Meta will no longer allow political, electoral, and social issue ads on our platforms in the EU in response to new regulation.

We have not taken this decision lightly as we know how important this kind of advertising can be. However, we've been left with an impossible choice: alter our services to offer an advertising product which doesn't work for advertisers or users, at significant and unsustainable cost and with a heavy dose of legal uncertainty, or simply stop allowing political, electoral and social issue ads in the EU.

We will continue to provide industry-leading tools for political advertising everywhere else. People in the EU - including politicians and candidates - can continue to debate politics on our services, just not through ads.

Learn more about our decision here: <https://lnkd.in/eu-HwVXB>



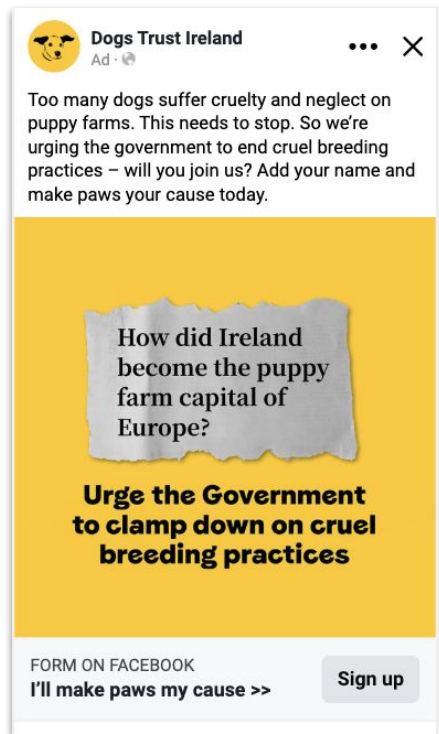
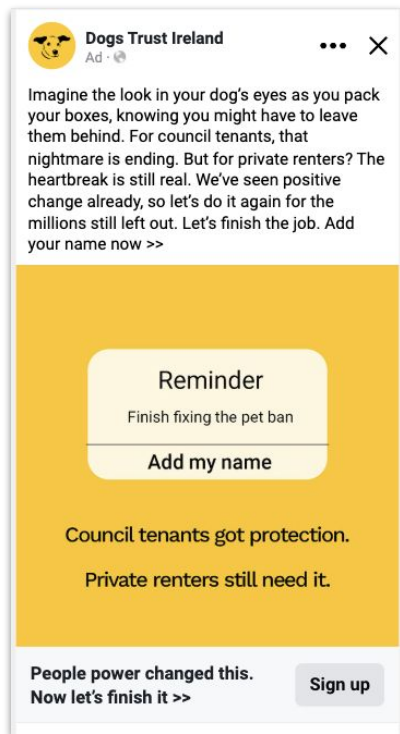
hynt.

From October, Meta will no longer allow political, electoral, and social issue ads on our platforms in the EU in response to new regulation.

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**Despite all this, Facebook is still a
huge opportunity for charities.**

There's no telling what will be approved



There's no telling what will be approved

Focus Ireland
Sponsored · 

365 days of warmth. Even on Christmas Day. While the world pauses for the holidays, our Coffee Shop doors never close. We [...see more](#)



focusireland.ie
Give the best gift of all th... [Donate now](#)
Not affiliated with Meta



Focus Ireland
Sponsored · 

What does 8-year-old Jack want from Santa?  Deep down, he longs for a safe, secure home for his family. It's not too [...see more](#)



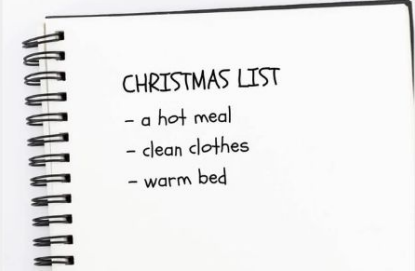
What does 8-year-old Jack want from Santa?

focusireland.ie
€100 could help reach o ... [Donate now](#)
Not affiliated with Meta



Focus Ireland
Sponsored · 

When someone reaches out to us, we first find them a safe, warm home - then give them all the support they need to get back [...see more](#)



CHRISTMAS LIST

- a hot meal
- clean clothes
- warm bed

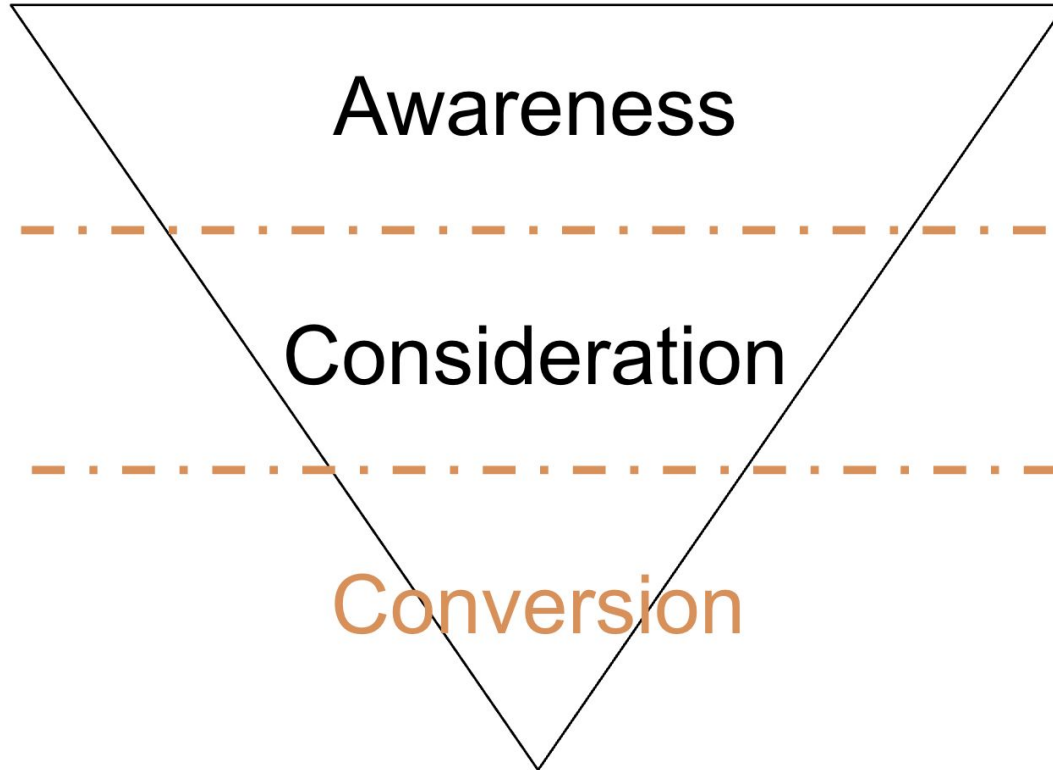
Give the best gift of all this Christmas. Donate now »

focusireland.ie
€100 could help reach o ... [Donate now](#)
Not affiliated with Meta

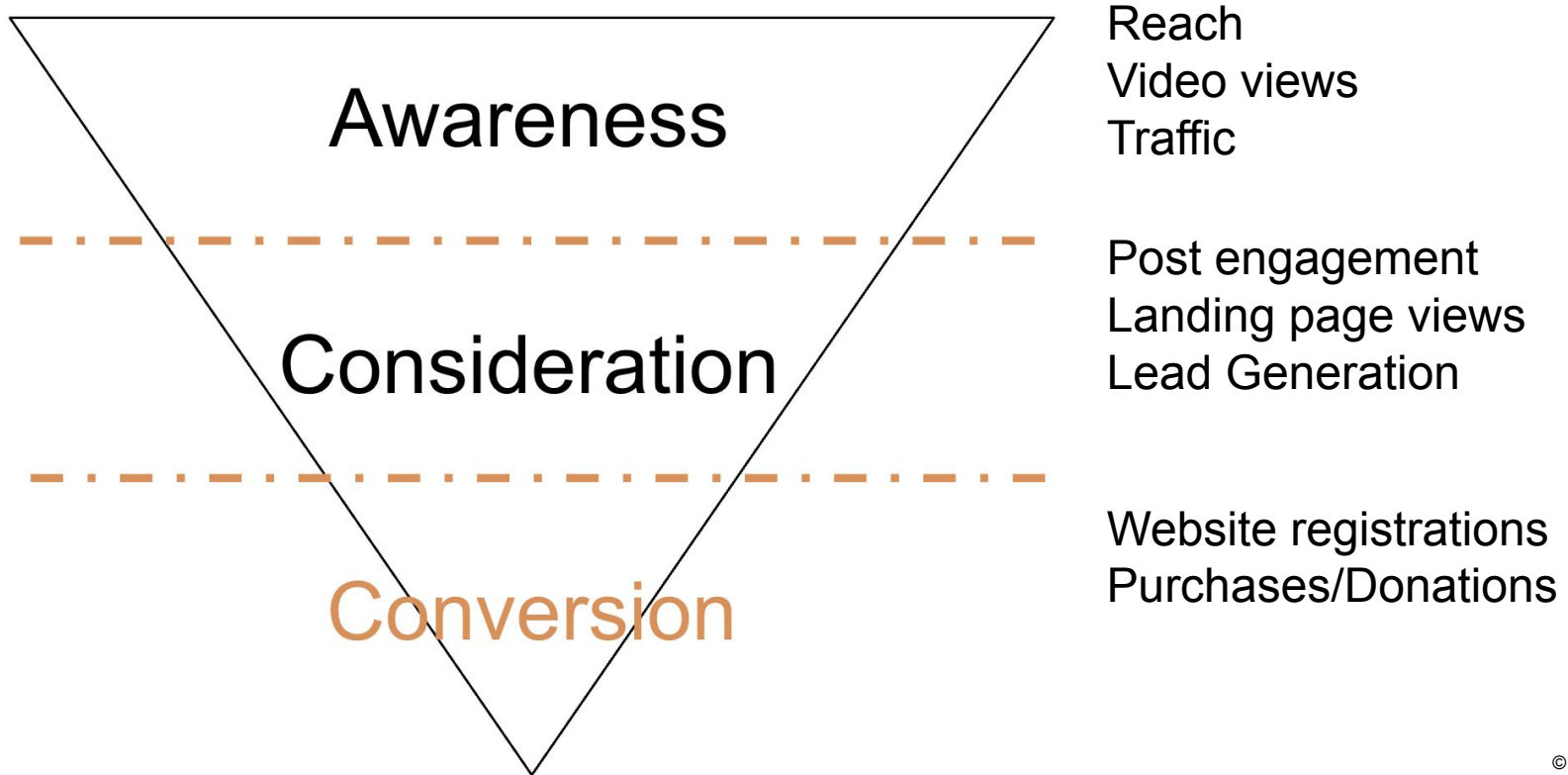


**But it's important to remember that
we are not in control.**

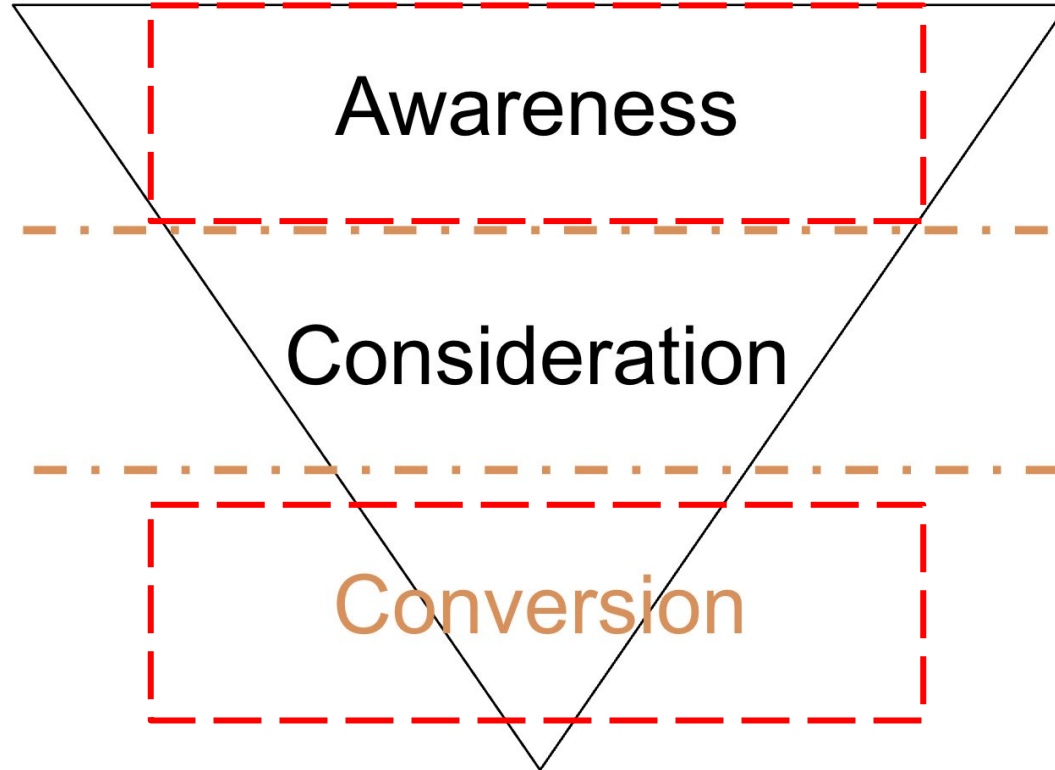
You know these three parts of the funnel?



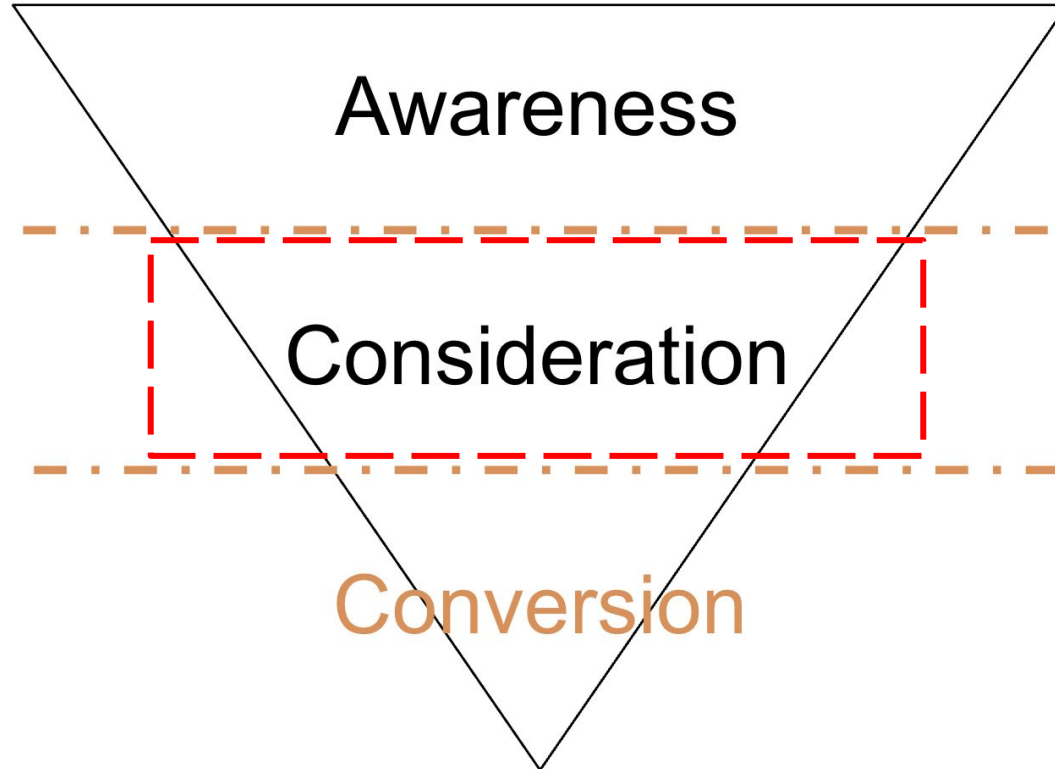
And what each part does for your brand?



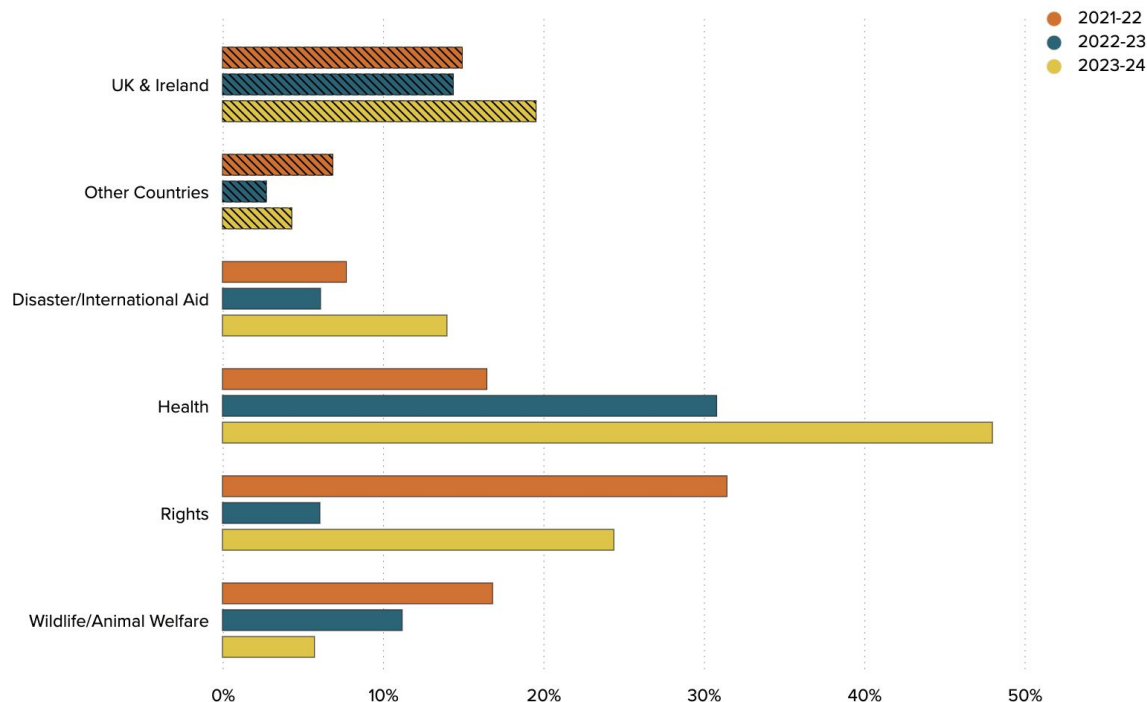
Well, digital comms and marketing is getting less effective at the top and bottom of the funnel



So we have to start looking at the middle of the funnel – to grow your first-party data!



List growth is a focus for most of the sector, and it's growing year-on-year



Building a list of First Party Data is a big focus area for all organisations

- It's two fold in terms of increasing your prospect base for donors (as well as legators, community fundraisers, volunteers, customers and active members of your community)
- And also driving up income – it can critically reduce CPAs for Cash and RG donors
- It means you own the data, and you can control the messaging your audience sees

We have to change our approach to digital

OLD DIGITAL FUNDRAISING MINDSET

Aligned with your direct mail cycle



NEW DIGITAL FUNDRAISING MINDSET

We align with the real world events, audience expectations
and shared values with the cause

We need to be audience led

OLD DIGITAL FUNDRAISING MINDSET

Aligned with your direct mail cycle

We focus on traditional creative development:
brand-first, and strict



NEW DIGITAL FUNDRAISING MINDSET

We align with the real world events, audience expectations
and shared values with the cause

A cross-team approach that starts with values, and an
audience-led approach

And we need to provide lots of ways to engage

OLD DIGITAL FUNDRAISING MINDSET

Aligned with your direct mail cycle

We focus on traditional creative development:
brand-first, and strict

Piecemeal and ad hoc comms,
broadcast on digital channels



NEW DIGITAL FUNDRAISING MINDSET

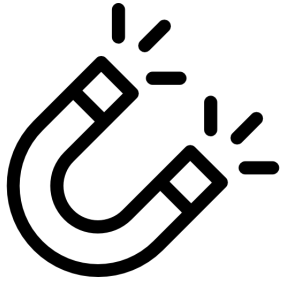
We align with the real world events, audience expectations
and shared values with the cause

A cross-team approach that starts with values, and an
audience-led approach

Strategic, conversational comms, focused on action, with a
number of ways to engage

The 2-step solution

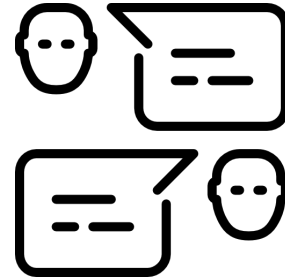
The mobilisation model in action



Attract people who share
your values

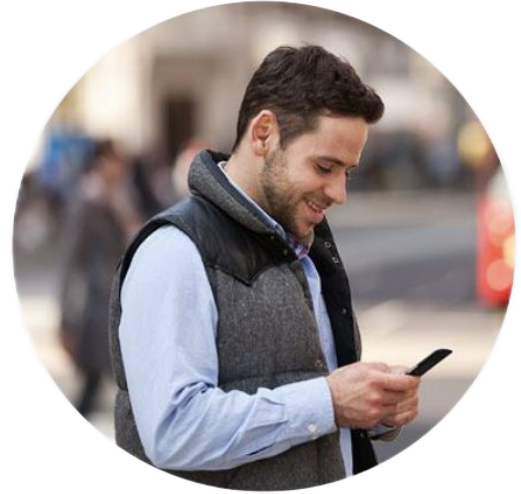
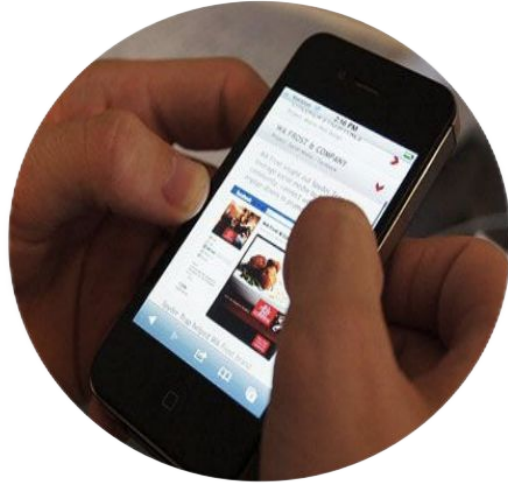


Make it easy for them
to **take action**



Keep in touch with
meaningful actions for them
to do, and **drive impact**

Digital is a distracted environment

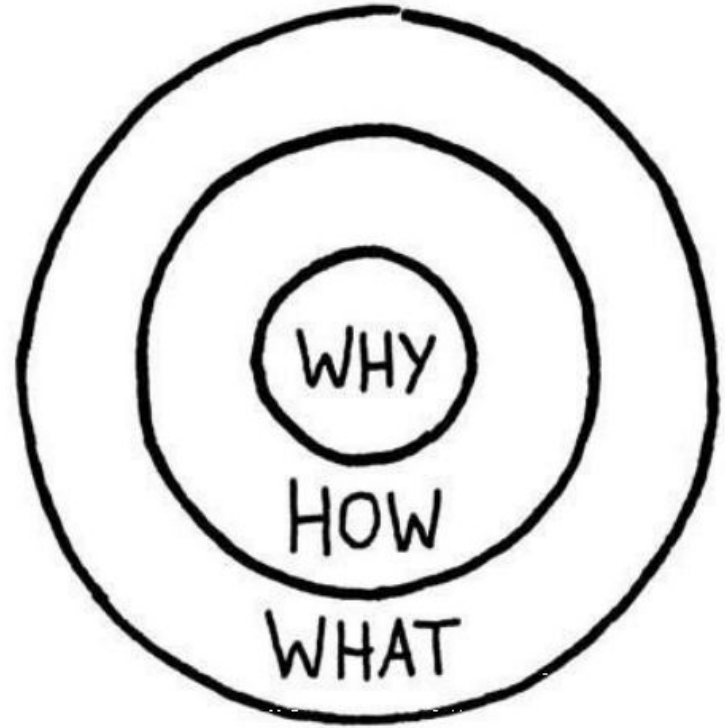


**In a distracted environment it's more
challenging to reach and explain the
value to your audience**

**We have to deliver great
content that speaks to our
audiences values.**

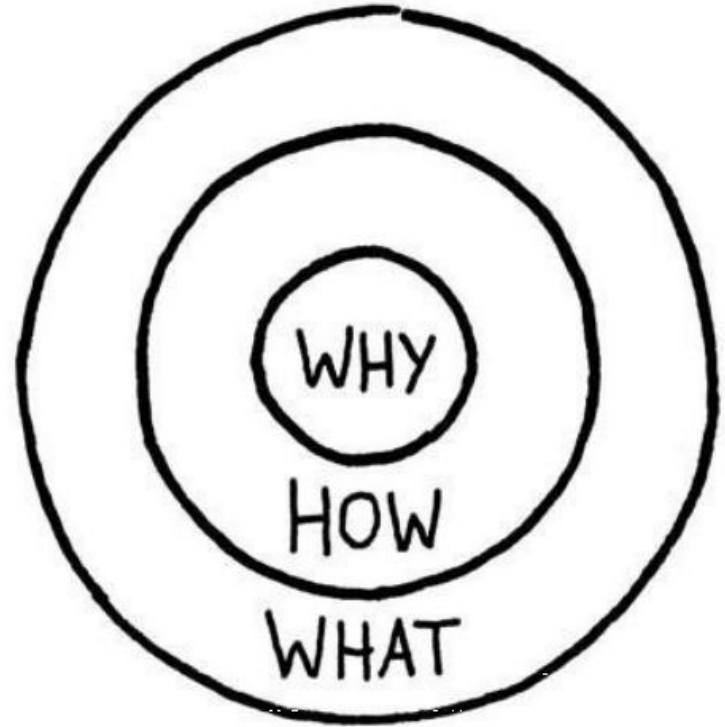
**The best audiences, regardless of
channels, know who you are and
what you stand for.**

We need to optimise our storytelling



We need to optimise our storytelling

What?
The work that you do
(everyone knows this)



We need to optimise our storytelling

How

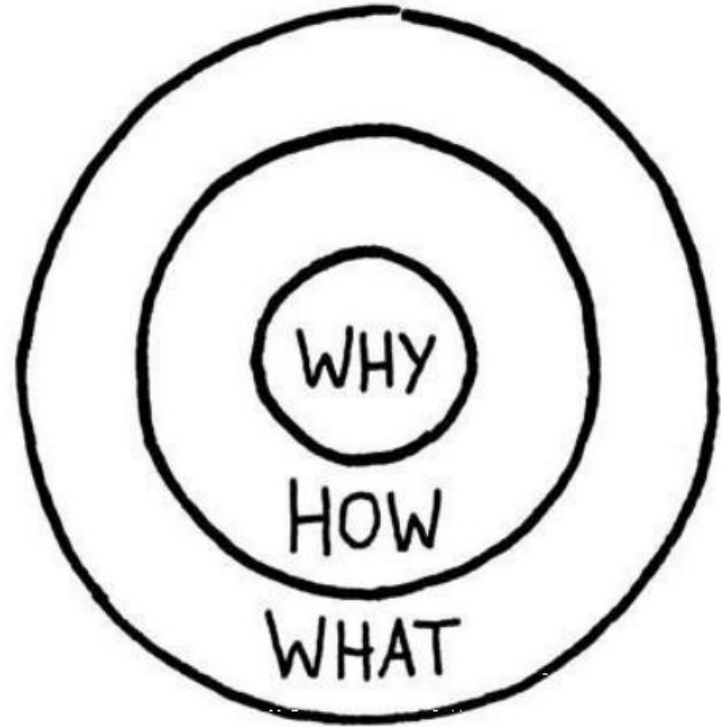
How do you do it?

(some know this)

What?

The work that you do

(everyone knows this)



We need to optimise our storytelling

Why

Why do you do it?

(not a lot of organisations explain this)

How

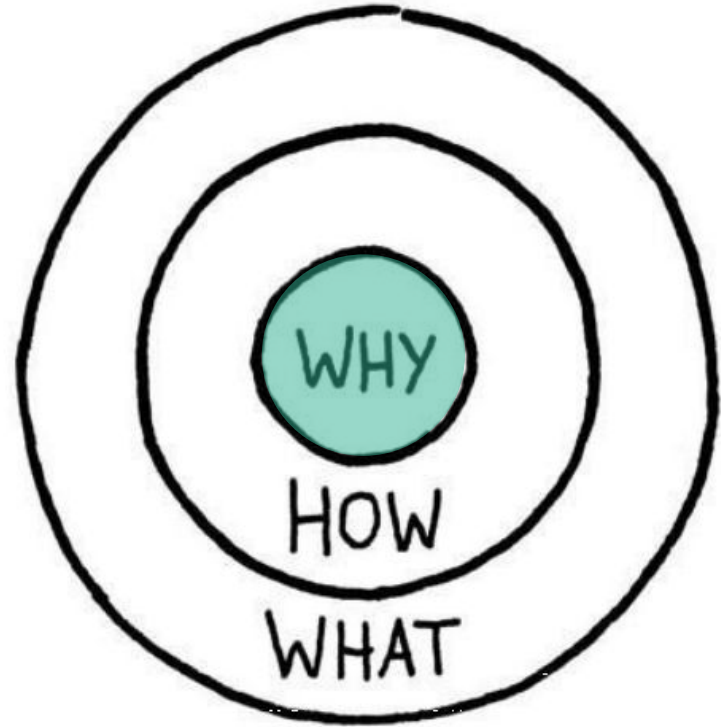
How do you do it?

(some know this)

What?

The work that you do

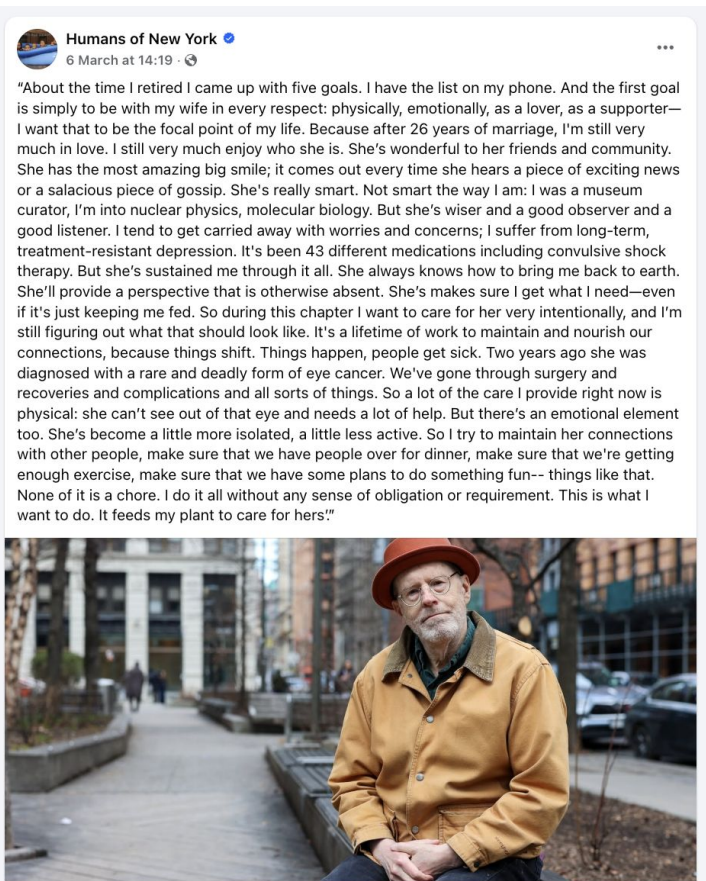
(everyone knows this)



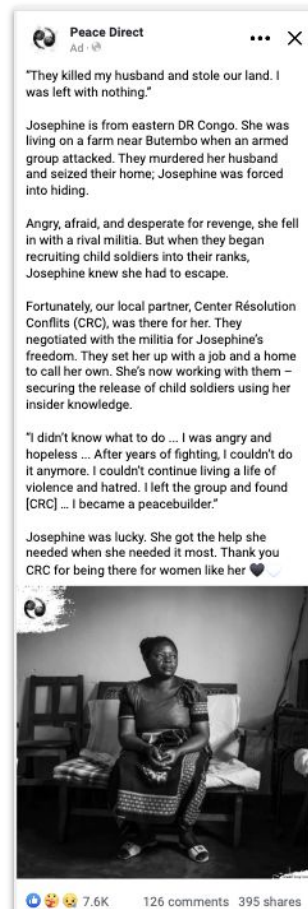
How to make it work

**We need to meet people where
they are, and give them meaningful
actions to take.**

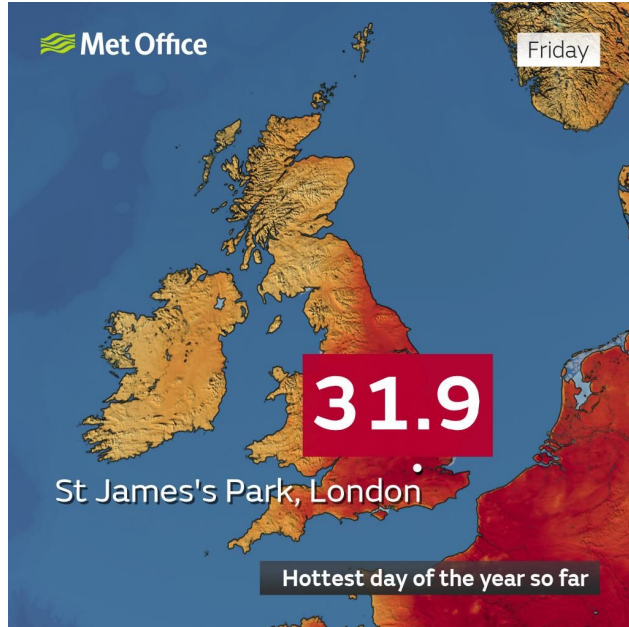
Social is a place to be social...



The more authentic the story and images, the better



It's also a place to respond to the real world



Shelter
Sponsored • Paid for by Shelter
Library ID: 505230668739161

Stuck in a hot cramped room, no ventilation, miles from family and friends.

This is the reality for thousands of families right now experiencing homelessness in this heat.

Forced to live in unsuitable temporary accommodation that is often to...

**CRAMPED
STUFFY
HOT** **HUMID
UNBEARABLE**

**A FAMILY
FORCED TO
LIVE IN ONE
ROOM**

SHELTER.ORG.UK/DONATE
NOT AFFILIATED WITH META
Donate to Shelter today
Your donation to Shelter can change lives for people facing unsafe housing and homelessness.

Donate now

Shelter
Sponsored • Paid for by Shelter
Library ID: 807547141502121

Stuck in a hot cramped room, no ventilation, miles from family and friends.

This is the reality for thousands of families right now experiencing homelessness in this heat.

Forced to live in unsuitable temporary accommodation that is often to...

**OVER
HEATING**

**IS A WHOLE FAMILY
CRAMPED INTO A
ONE BED FLAT**

SHELTER.ORG.UK/DONATE
NOT AFFILIATED WITH META
Donate to Shelter today
Your donation to Shelter can change lives for people facing unsafe housing and homelessness.

Donate now

Offer something valuable to your audience

Praxis, for Migrants and Refugees
Sponsored · Paid for by Praxis, for Migrants and Refugees ·

Lead with Empathy, Win with Facts. Sign up for our expert guide to change minds on migration, one conversation at a time.

About this ad

GET YOUR FREE GUIDE TO CHANGE MINDS ON MIGRATION

act.praxis.org.uk
Get your free guide - unlock the power of conversation >> Sign up

Praxis, for Migrants and Refugees
Sponsored · Paid for by Praxis, for Migrants and Refugees ·

Ready to tackle misinformation? Get your free 7-step guide on having persuasive conversations about migration with your friends and family.

About this ad

GET YOUR FREE GUIDE TO CHANGE MINDS

act.praxis.org.uk
Get your free guide - unlock the power of conversation >> Sign up

THE ESSENTIAL GUIDE FOR CHANGING MINDS ON MIGRATION

01 ASK THEIR OPINION
Ask them what they think and show no judgement.
Give them your full attention - actually listen, don't just think about what your response will be. Do not discount the other person's feelings and hold back any fact-checking instincts!

02 SHARE PERSONAL STORIES ABOUT MIGRATION
Ask: "Do you know anyone who has migrated here? May I ask what you know about their story?"
If not, you could ask: "Did you grow up here in (insert place name)?". Listen as they share their story.
Then share your story of migration or the story of someone you know (with their consent). Next ask if there is anything within the story that they can relate to.

03 SHARE PERSONAL STORIES ABOUT A HARD TIME
Ask: "When was a time somebody showed you compassion when you really needed it? Maybe a time when you were having social, emotional, financial hardship."
Ask follow up questions such as: "What was the situation? What did you do? How did that feel? Did anyone else see what you went through? What did that mean?"

Offer something valuable to your audience



for migrants and refugees

Sign up for the essential guide to changing minds on migration

Get your free guide and turn challenging conversations about migration into impactful ones that really matter.

Too often the conversation about migration is full of harmful language and dangerous misinformation.

That's why we've crafted this free resource to equip you with the skills and knowledge on how to have meaningful and persuasive conversations about migrants and refugees in your everyday life.



Get your free 7 step guide straight in your inbox

First name *

Last name *

Email address *

Ready for more impactful actions and resources like this one? Join us and become a vital part of the movement for migrant rights.

☐ Yes

☐ No

[DOWNLOAD YOUR FREE GUIDE](#)

G B 70 days ago

Jess K 50 days ago

Laura L 3 days ago

Fiona M 2 days ago

Alasdair G 2 days ago

Christine M 3 days ago

Thank you for your support! Now let's work together to ensure this invaluable resource reaches more people

By talking and listening to the people in your life, you're doing your bit to fight for migrant rights. **Will you go one step further?**

Help us share this free resource with more people who desperately need it. **Donate now.**



Donate today to help us counter hate towards migrants and refugees.

People who have lived and worked in our communities for years are being made to feel unsafe and unwelcome by our politicians and our media.

But together, we can change that. Will you chip in so we can challenge hate and misinformation, one conversation at a time?

Our goal is to reach £ 5,000.

We've already raised £ 3,405. Will you help us raise another £ 1595?

Amount: 2 3 4

[£20](#) [£50](#) [£125](#)

other amount

£

Donation interval: one-off

If you are a UK taxpayer your donation could be worth 25% more at no extra cost to you.

Yes, I want to Gift Aid my donation and any other donations I make in the future or have made in the past four years to Praxis. I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference. [Find out more about Gift Aid.](#)

[MAKE YOUR DONATION!](#)





for migrants and refugees

Hi Reader,

Welcome to Praxis. Together, we fight for a world where everyone can live with dignity and free from poverty, no matter where we're from or how we got here.

You are absolutely key to everything we do - so we would love to know more about you. We have a few short questions, here's the first one:

What best describes your reason for getting involved with Praxis?

- [1. Anger at the government](#)
- [2. Personal experience](#)
- [3. Helping my community](#)

People move, always have and always will. **Since 1983 Praxis has welcomed and supported migrants and refugees.** Today we do this through expert legal advice, community groups, and campaigning for change. We're the largest provider of free immigration advice in London, assisting more than 2,500 people every year.

Deliver content to your supporters inbox

Praxis, for Migrants and Refugees
Sponsored · Paid for by Praxis, for Migrants and Refugees · ⓘ

Sign up to Solidarity not Strangers, a 6-step email course and stand with migrants and refugees. It's free. It's powerful. And it makes a difference.

TAKE ACTION FOR MIGRANTS AND REFUGEES IN YOUR COMMUNITY

act.praxis.org.uk
Ready to help? Sign up for our free email course >>

Sign up

Praxis, for Migrants and Refugees
Sponsored · Paid for by Praxis, for Migrants and Refugees · ⓘ

Sign up to Solidarity not Strangers, a 6-step email course and stand with migrants and refugees. It's free. It's powerful. And it makes a difference.

SIGN UP TO ONLINE COURSE. ADVOCATE FOR MIGRANTS REFUGEES.

act.praxis.org.uk
Ready to help? Sign up for our free email course >>

Sign up

Praxis
for migrants and refugees

Want to stand up for migrants and refugees? Sign up to our short email course Solidarity not Strangers.

Join our free email course Solidarity not Strangers, and you'll receive expert information for tackling tricky conversations about migrants and refugees, our top tips on writing a powerful email to your MP, and so much more.

When we raise our voices together, we can drown out the lies told about migrants and refugees. When we organise in our communities, we can make real change.

Sign up today and let's build communities of solidarity not strangers.

Sign up to Solidarity not Strangers - a short email course to stand with migrants.

You'll receive six simple and powerful actions to take in your local community.

2,102 people have signed up and started taking action. Will you join them?

First name *

Last name *

Email address *

sarah@hynt.studio

SIGN UP NOW!

[Read our privacy policy here](#)



hynt.

Give supporters something useful that has a connection to your cause

FareShare
Sponsored · 

In the UK, we throw away a shocking amount of good food. That's why we're here to help you cook delicious, waste-free meals with our collection of recipes.

Discover nutritious, seasonal dishes that turn leftovers into culinary delights. Help us fix the food system and order your recipe cards today!



FREE low-waste recipes

Tomato & Basil Soup
Ingredients:
1 onion, 2 garlic cloves, 1 litre vegetable stock, 1 tin tomatoes, 100g fresh basil, 100g butter, 100g cream, salt & pepper.
Instructions:
1. Sauté onion and garlic in butter until soft.
2. Add stock, tomatoes, and basil. Simmer for 15 minutes.
3. Blend until smooth and stir in cream.
4. Season with salt and pepper.

FORM ON FACEBOOK
Get your **FREE low waste recipes** >>

[Sign up](#)

FareShare
Sponsored · 

In the UK, we throw away a shocking amount of good food. That's why we're here to help you cook delicious, waste-free meals with our collection of recipes.

Discover nutritious, seasonal dishes that turn leftovers into culinary delights. Help us fix the food system and order your recipe cards today!



FREE recipe cards

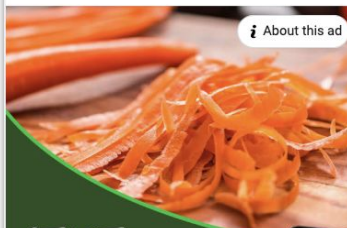
FORM ON FACEBOOK
Get your **FREE low waste recipes** >>

[Sign up](#)

FareShare
Sponsored · Paid for by FareShare · 

Wondering how to make a bigger impact, starting right at home? Discover how smart storage, creative cooking, and using every last scrap can transform your daily habits.

Help us fix the food system and sign up for your free food waste guide today!



START WASTING LESS

Sign up for your free food waste guide >>

FORM ON FACEBOOK
Order your free food waste guide >>

[Sign up](#)

FareShare
Sponsored · Paid for by FareShare · 

Wondering how to make a bigger impact, starting right at home? Discover how smart storage, creative cooking, and using every last scrap can transform your daily habits.

Help us fix the food system and sign up for your free food waste guide today!

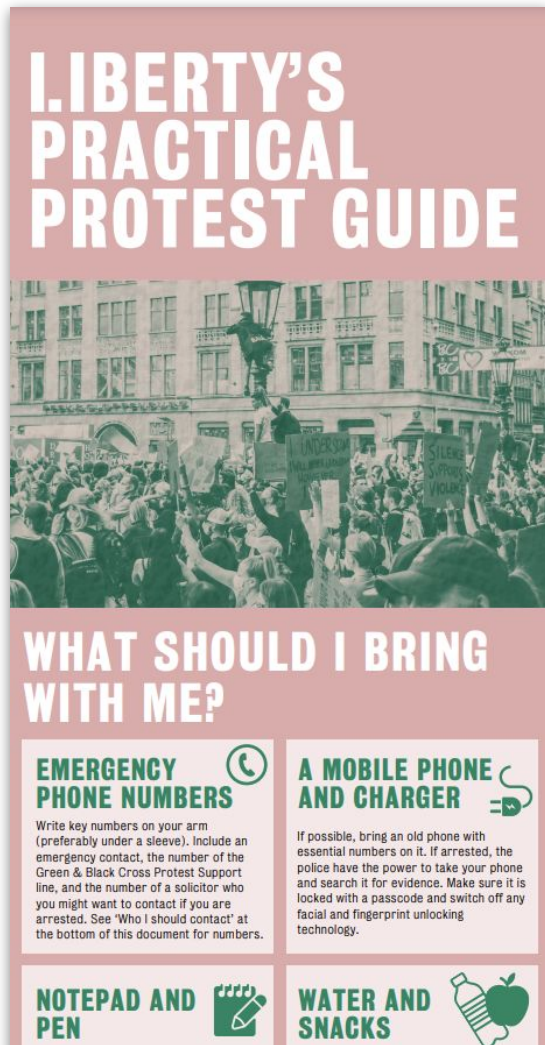
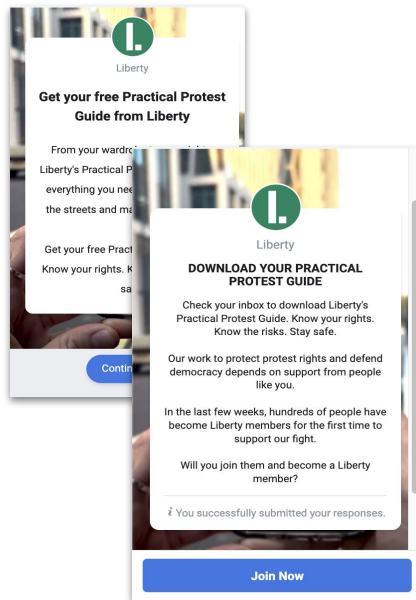
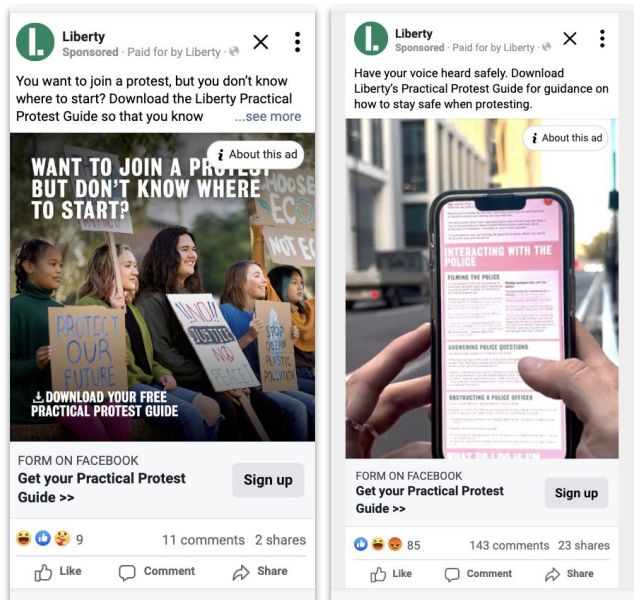


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! You successfully submitted your responses.

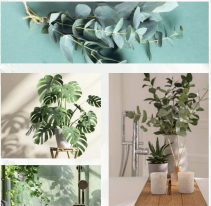
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BATHROOM

PLANTS

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SCENTS

Ensure your bathroom features light, fresh fragrances like cotton, linen or eucalyptus to instantly refresh and rejuvenate, giving a relaxing, spa-like ambience.

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Could you help spot the explosive?

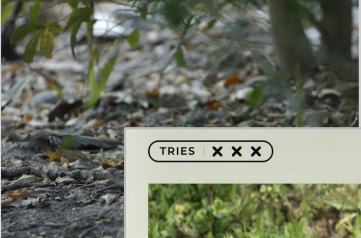
START

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FIND THE HOTSPOT

Can you find the hidden landmine?
Click where you think the item might be hiding, you have limited guesses...

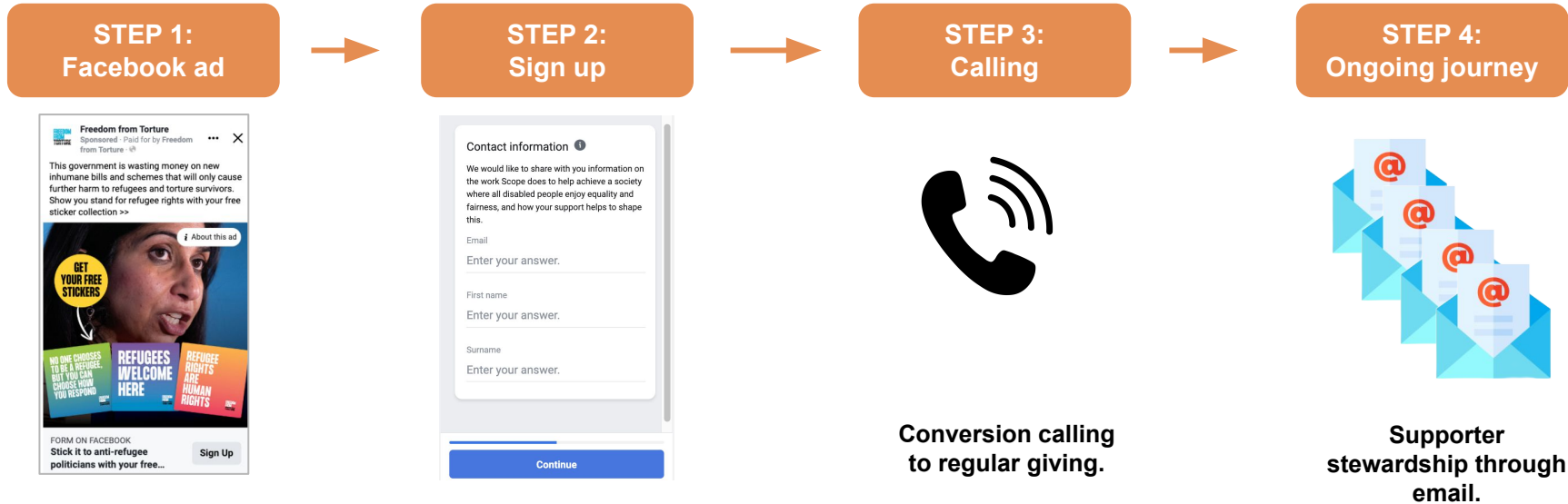
TRIES **X X X** FOUND 



TRIES **X X X** FOUND 



...and start to use other channels to make the ask



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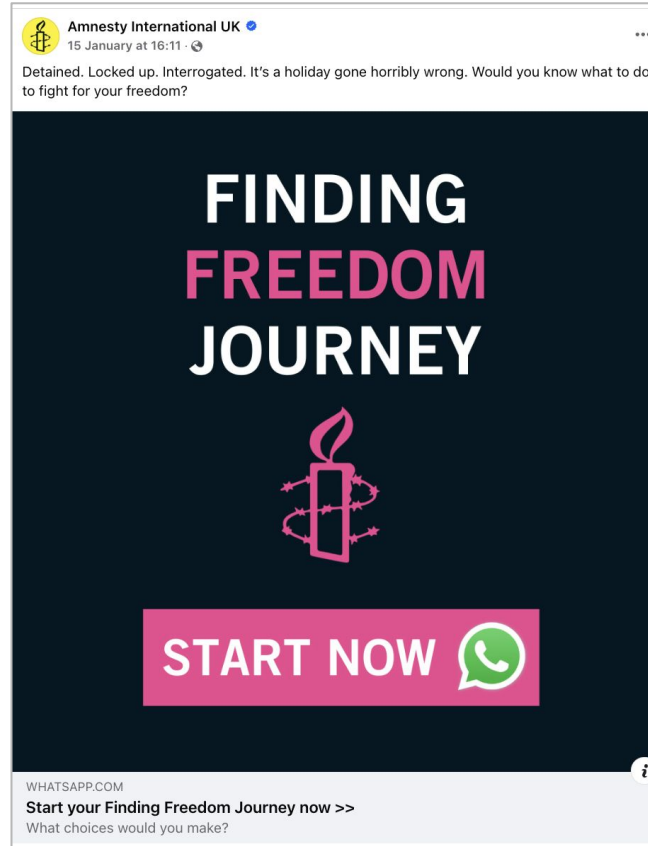


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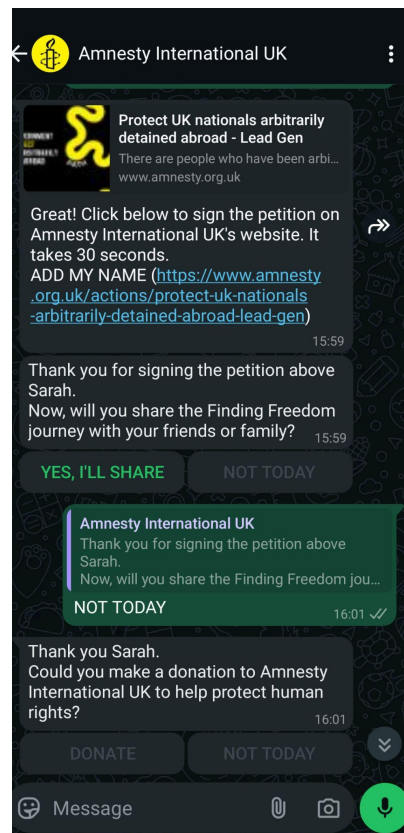
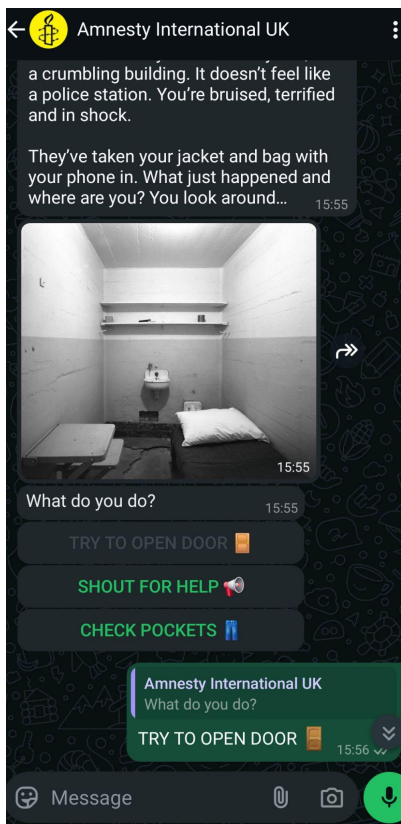
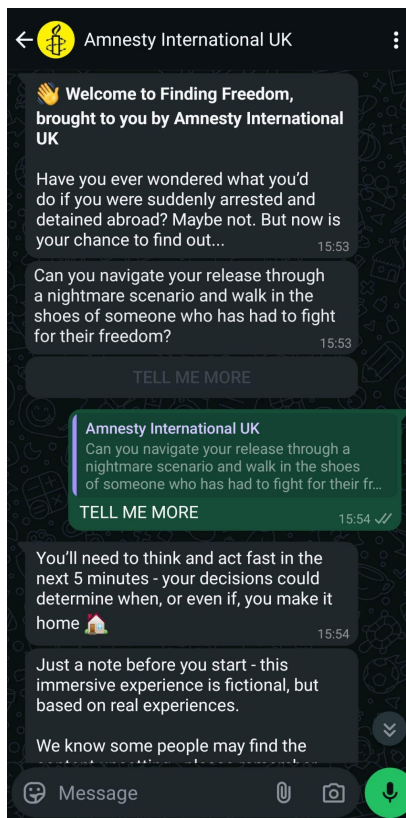
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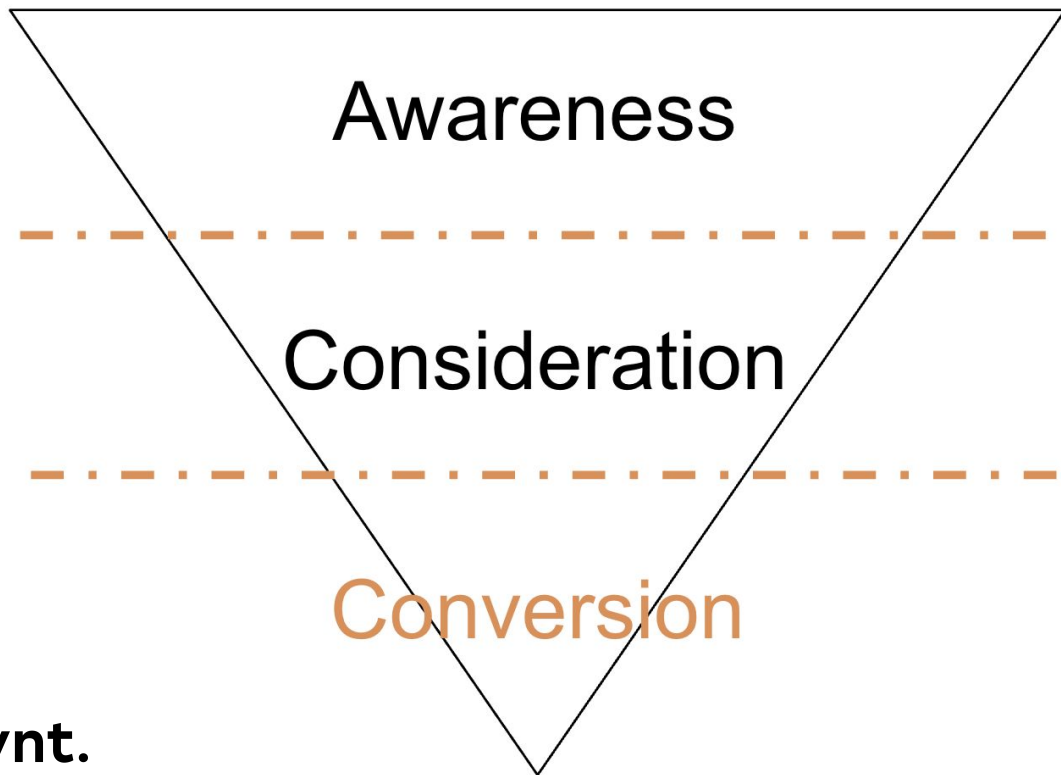
Using Facebook to drive engagement on WhatsApp



Using Facebook to drive engagement on WhatsApp



Key takeaways



Build your audiences with paid Engagement

Build your email and telephone list

Use your own channels to make the ask

Key takeaways

- **Develop a 2 step program using hand-raisers**
- **Test your messaging and offers to see what works within the restrictions**
- **Introduce other channels for conversion**

Build your digital fundraising skills, products and more with some free resources...



**Or get in touch:
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