

Facebook Web Conference for Non-profits Responding to the COVID-19 Crisis

Thursday May 28th 9.15am – 2.15pm (BST)

We are excited to announce an online conference presented by non-profits, experts, and Facebook on how to drive engagement and fundraising growth during this moment of crisis.

We will be looking at some of the key challenges that non-profits are currently facing and how the shift to digital and leveraging platforms like Facebook and Instagram can present a host of opportunities to engage with your supporters.



Key topics that will be covered include:

- How to drive fundraising growth and pivot strategically to digital
- The importance of creativity and innovation during a crisis
- How to tell your organisation's story and effectively communicate on digital platforms
- New opportunities and growth hacks on Facebook and Instagram using ads, donation tools and more.

This conference will showcase a range of guest speakers and experts who will share learnings, best practices and advice on how your organisation can achieve your mission during this challenging time. Speaker details to be shared shortly.

Agenda (BST)

- **09:30 - 10:30** - Session 1: Managing fundraising growth and the use of digital channels during COVID-19.
- **10:30 - 10:45** - Break
- **10:45 - 11:45** - Session 2: Creativity and innovation in a time of COVID-19 to engage supporters
- **11:45 - 12:00** - Break
- **12:00 - 13:00** - Session 3: Effective communication on digital platforms - there has never been a better time to tell your organisation's story
- **13:00 - 13:15** - Break
- **13:15 - 14:15** - Session 4: New opportunities and growth hacks on Facebook and Instagram.
- **14:15** - Finish



Please go to the following link to secure your spot -
<https://register.gotowebinar.com/register/8244266135311710977>

Looking forward to seeing you online on May 28 at 9:30am BST/10:30am CET.

Facebook Social Impact Team.

Facebook social good