

Social Fundraising in 2025: Current State of Play

17th July 2025

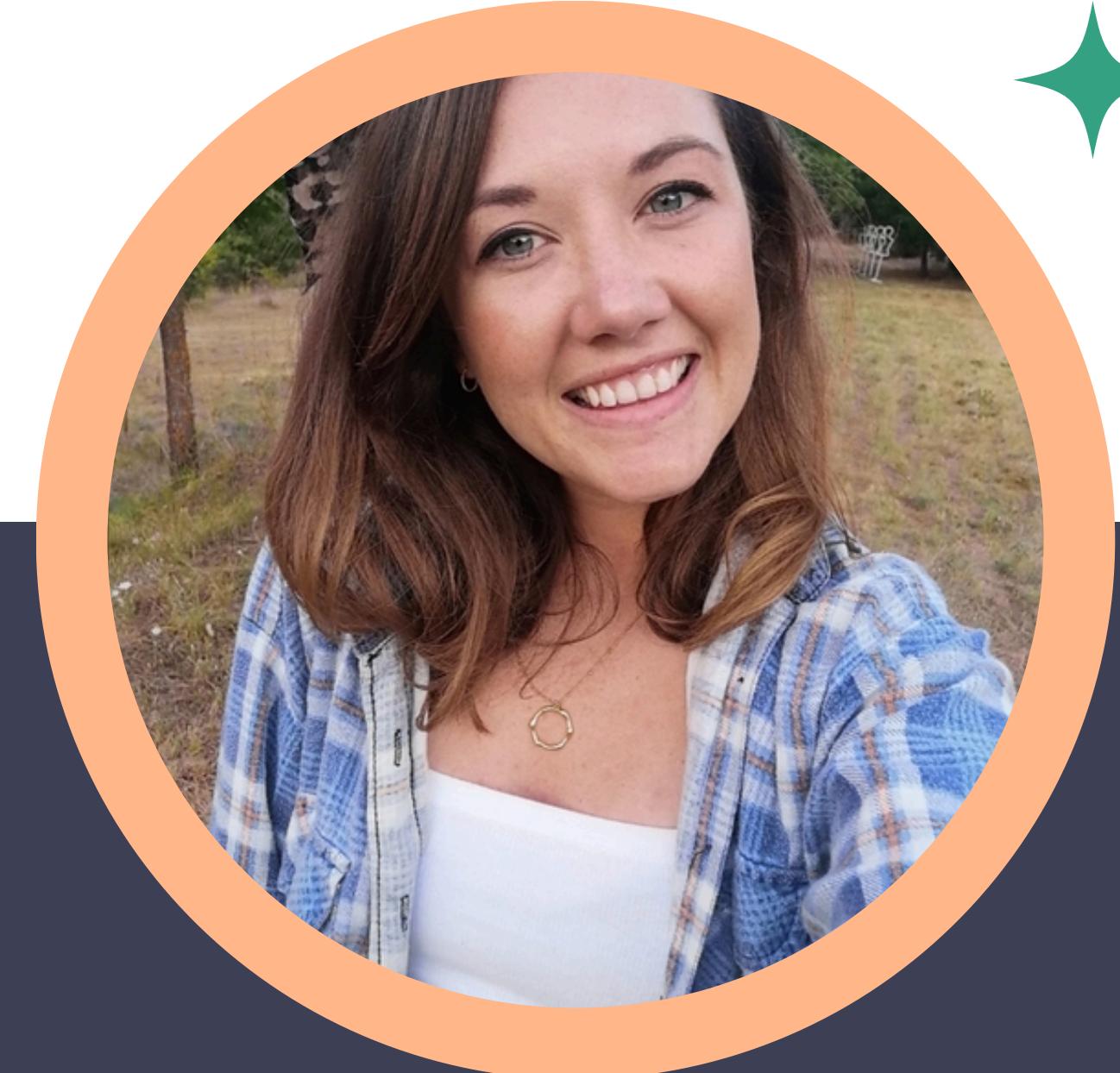
SocialAF.



Introducing our speakers



Helen Alderson
CEO



Livvy Ellison
Head of Virtual Challenges

Introducing Social AF



National
Autistic
Society



Prostate
Cancer
Research



In Today's Session

Facebook Challenge Recap

24 vs 25 performance data

Current talking points

What the future holds

Facebook Challenge Recap

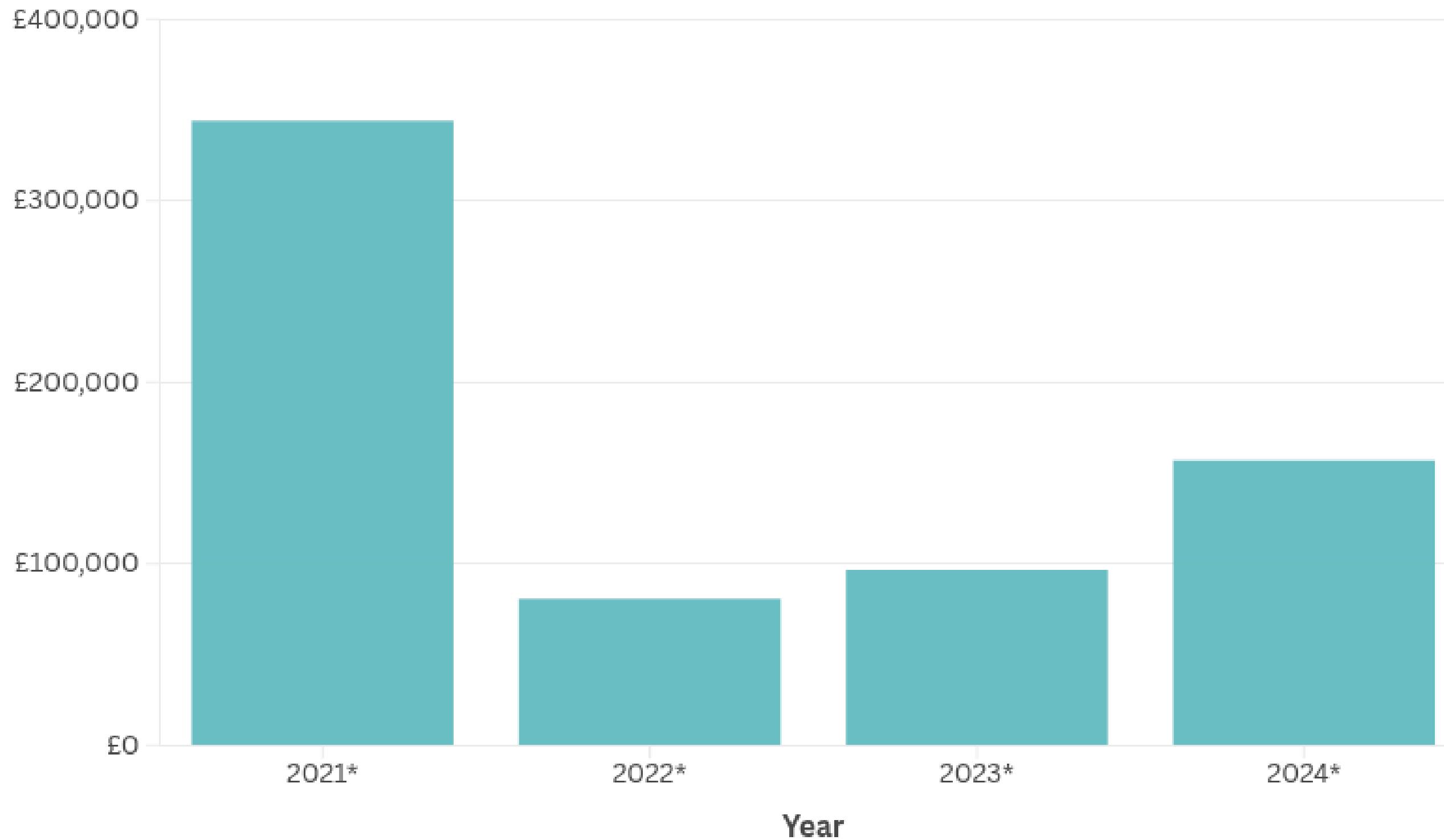


Why have Facebook Challenges been so successful?



Average raised year on year

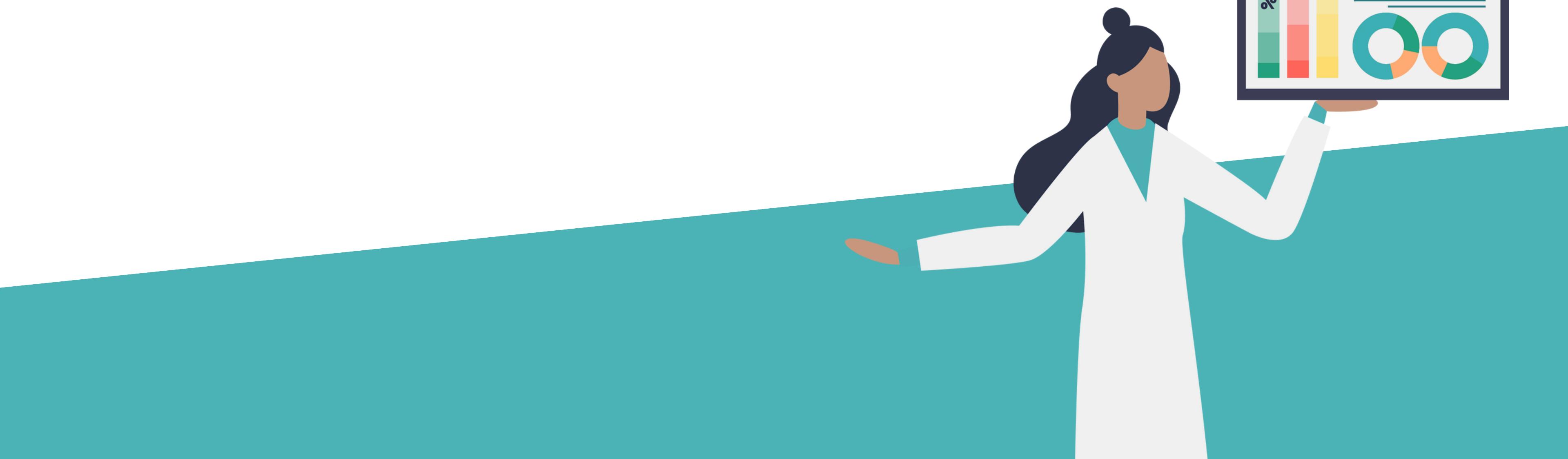
Indicative income raised



2025?

2024 vs 2025

Performance Data



2024 vs 2025 Performance Data



- ◆ Overview
- ◆ Established challenges performance
- ◆ Average raised year on year

2024 vs 2025 (so far)- Overview



****Important note!****

£ raised per group member has increased by **13%**
(now at over £57 PGM)

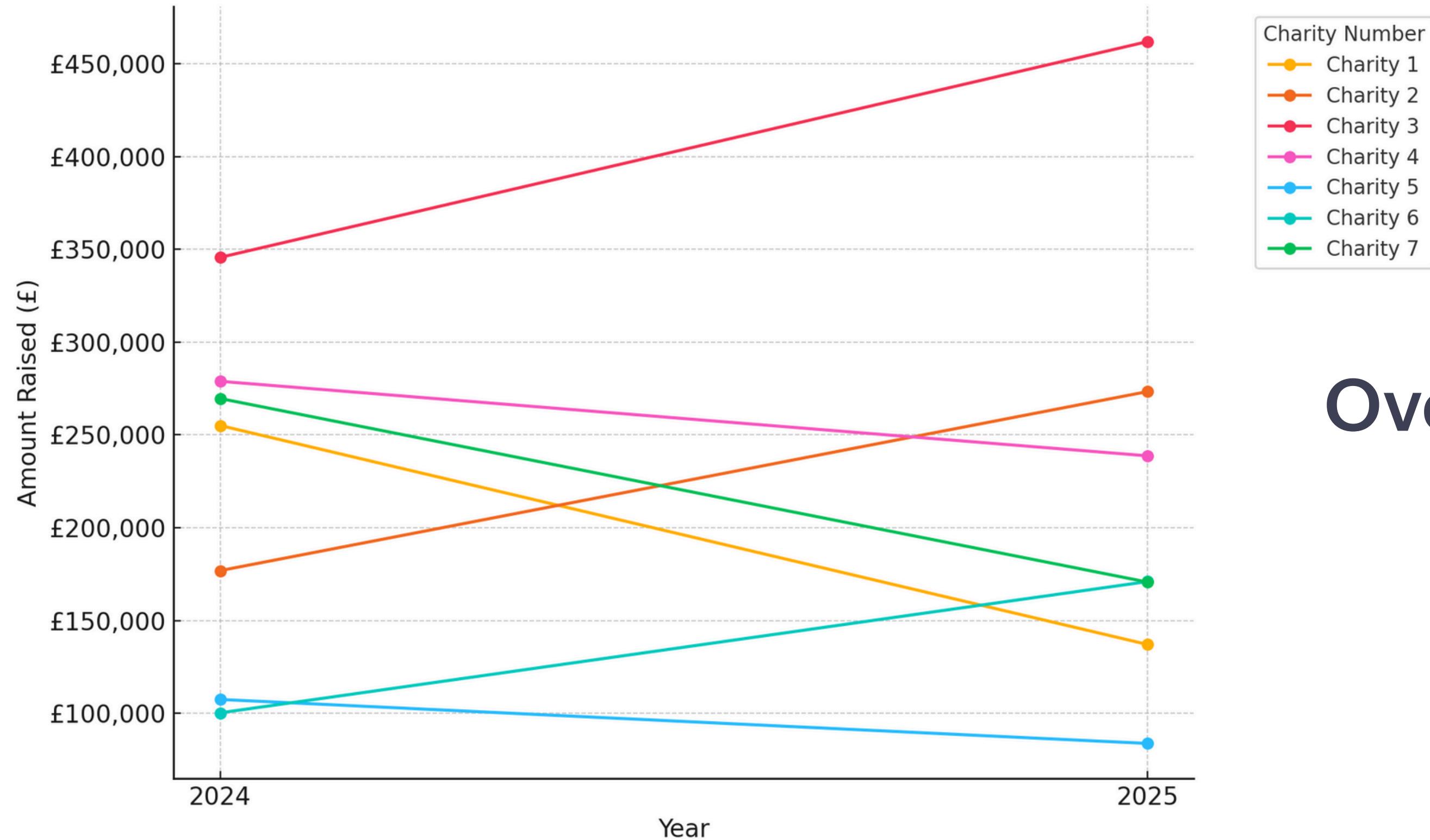
Group posts have reduced by **1%**

Group sizes have decreased by **12%**

Active fundraisers (£1+) have increased by **18%**

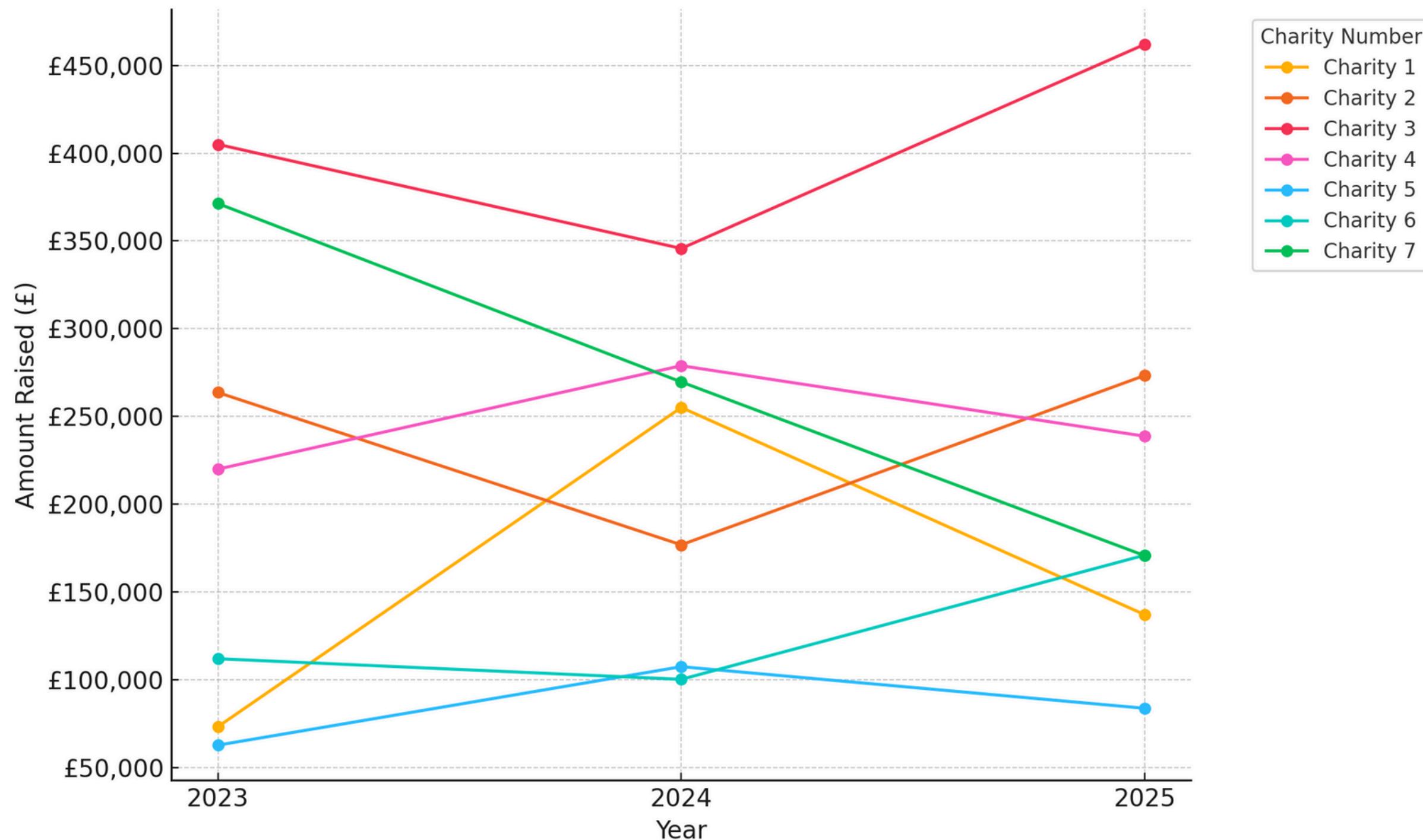
Active members have decreased by **2%**

Established challenges 12 months apart



Overall growth
of 6%

The bigger picture - Established challenges 24 months apart

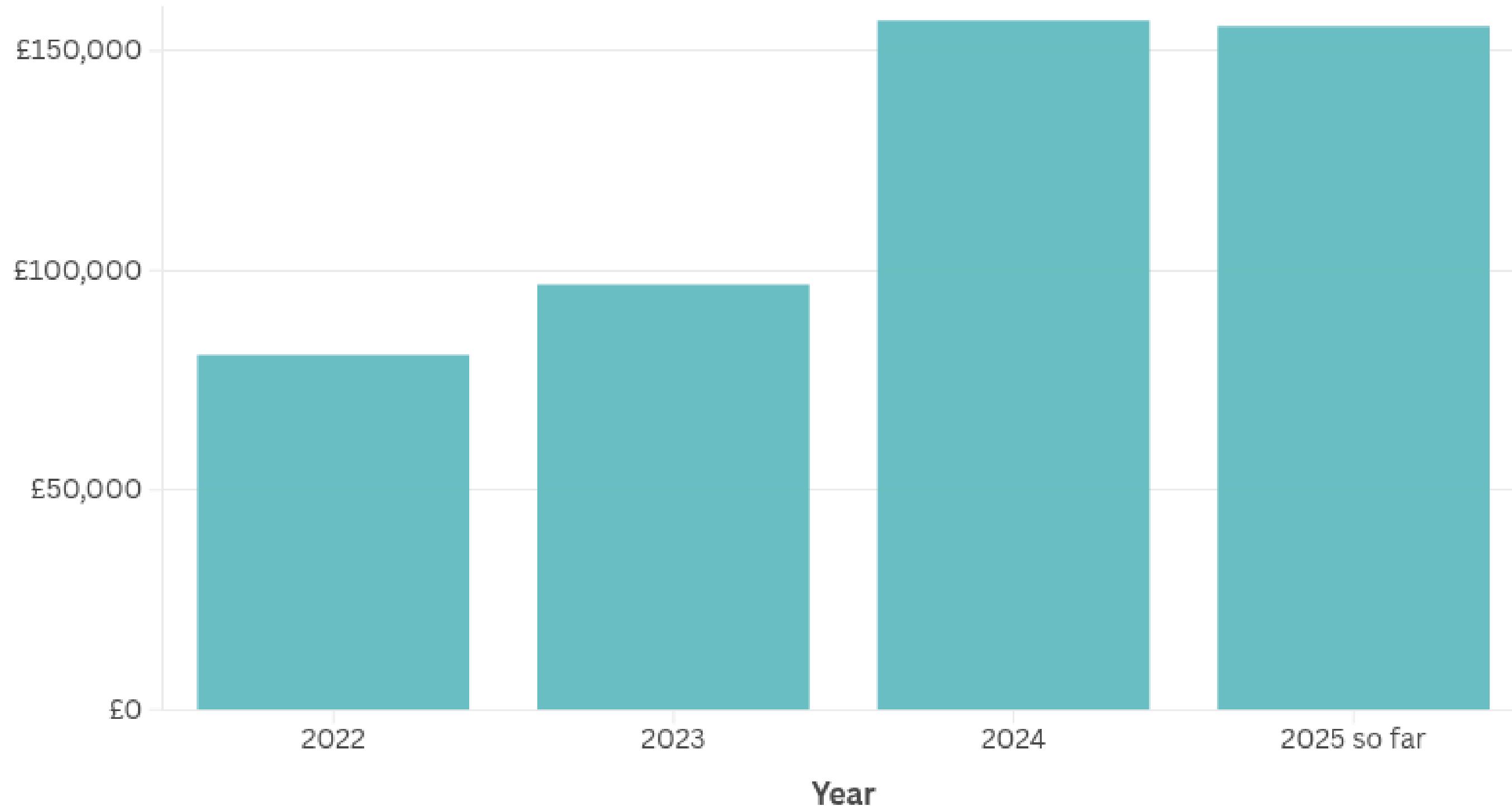


21% average
increase from
2023 to 2025

Average raised year on year



Indicative income raised



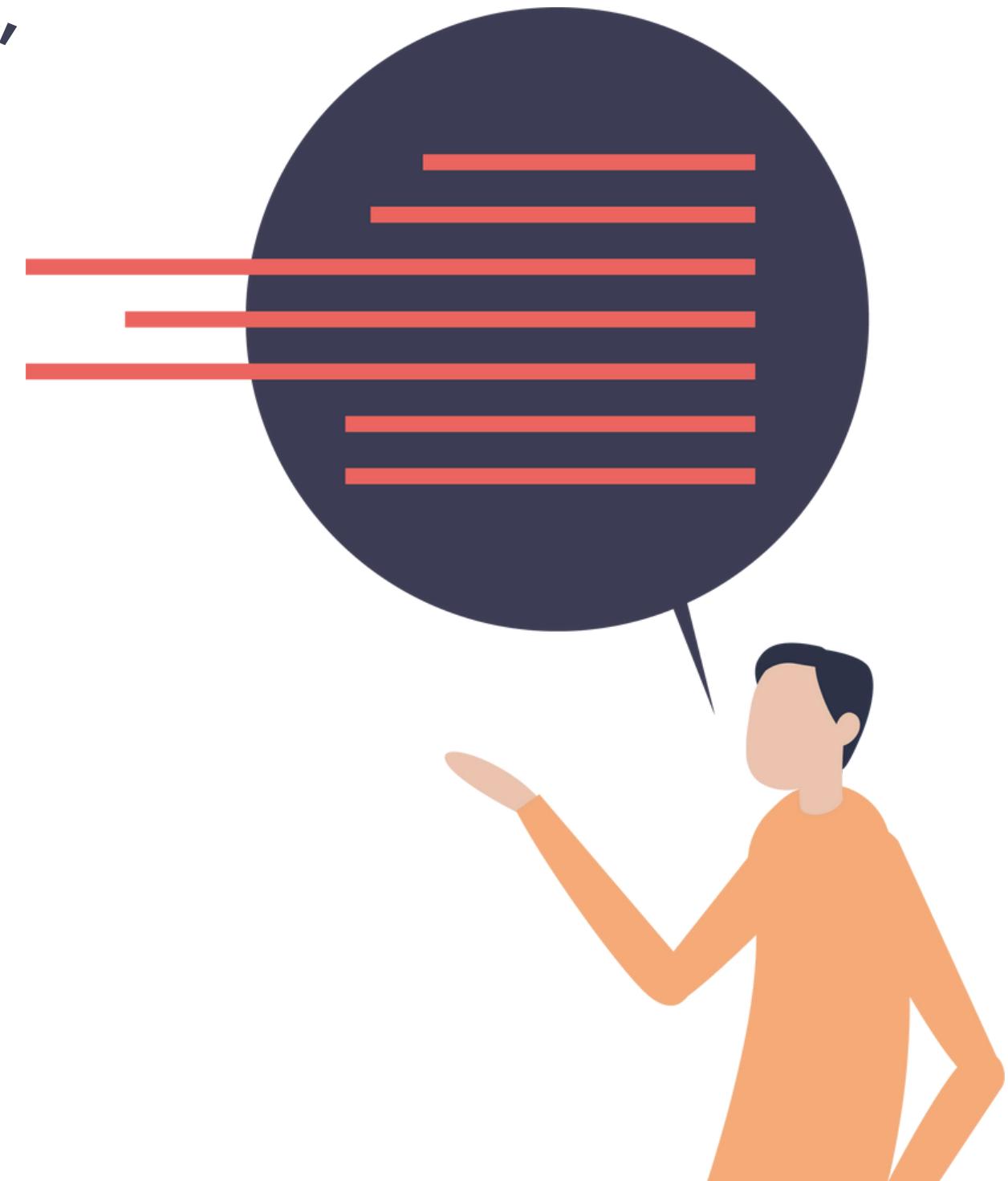
Current talking points



Current talking points



- ◆ “Younger people no longer use Facebook”
- ◆ “Usage of Facebook has decreased”
- ◆ “Cost per lead has increased”
- ◆ “Change the registration flow”





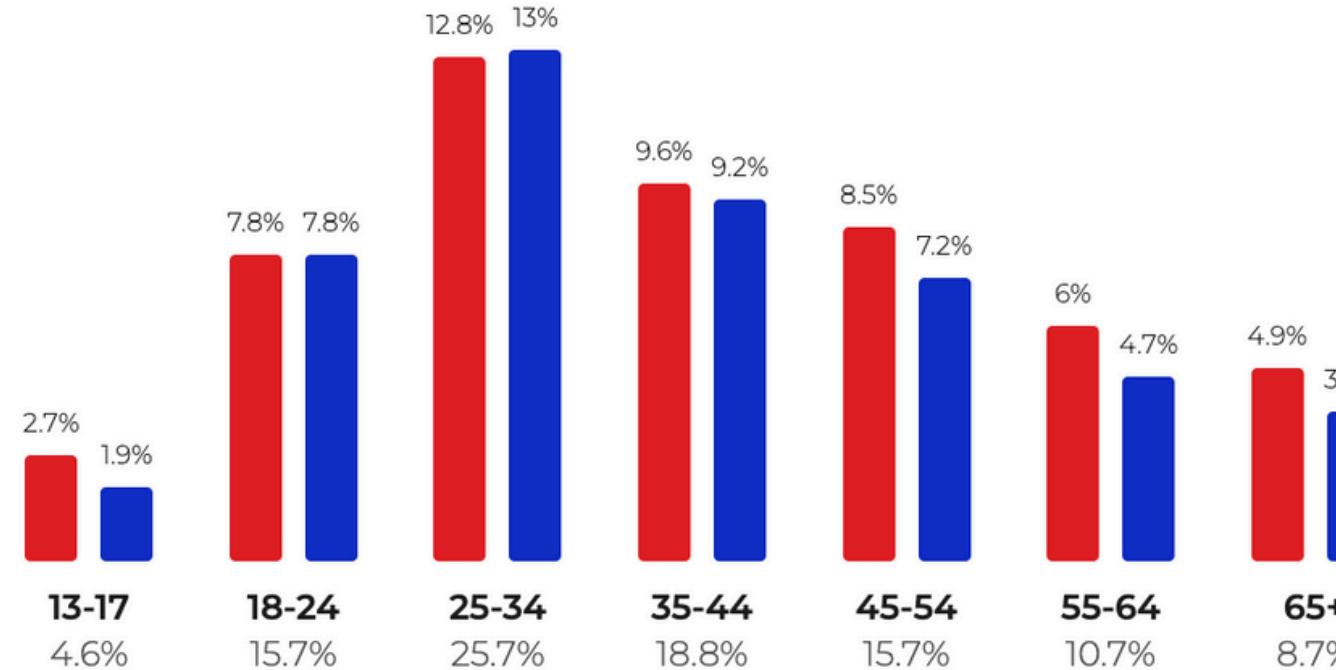
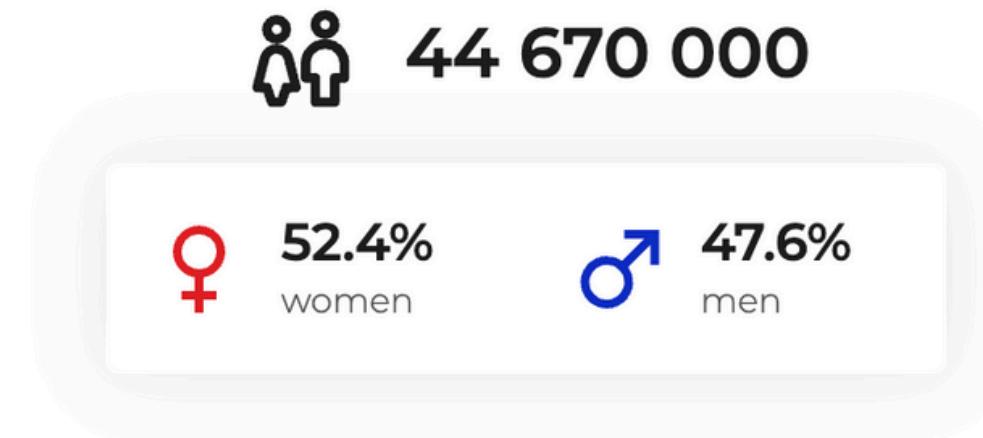
“Younger people no longer use Facebook”



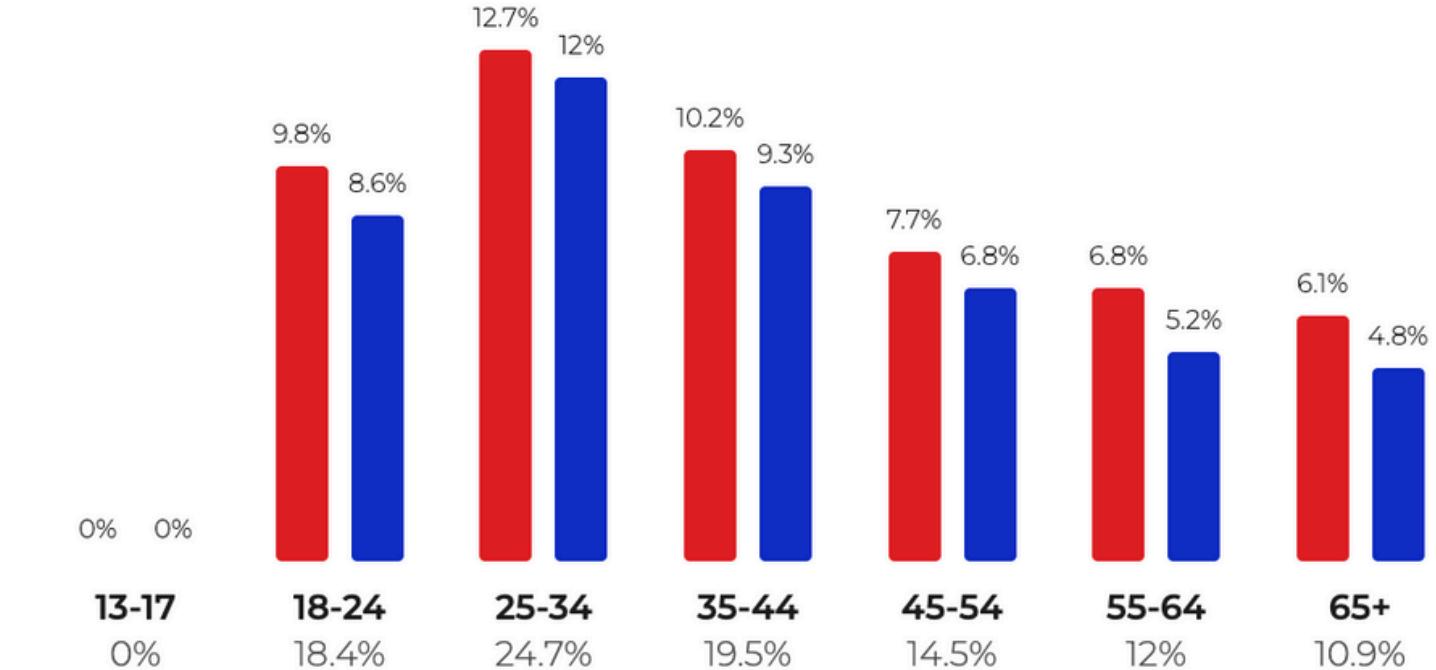
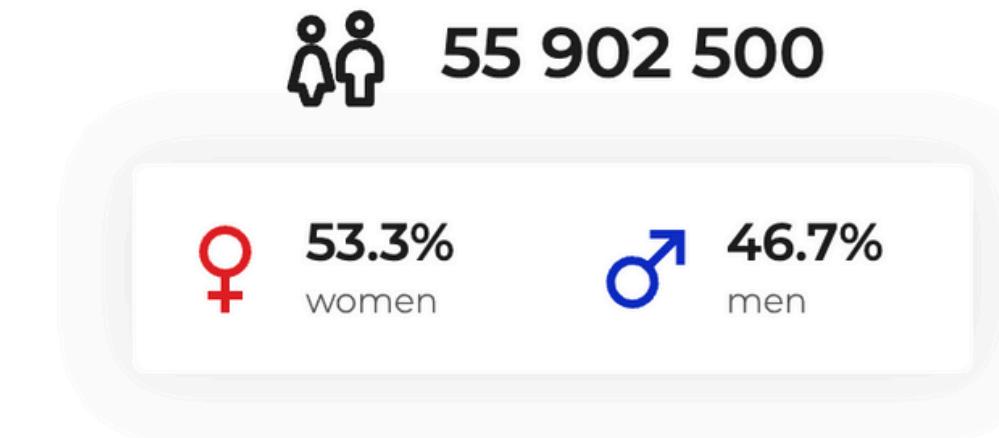
“Younger people no longer use Facebook”



🇬🇧 Facebook users in United Kingdom
January 2020



🇬🇧 Facebook users in United Kingdom
June 2025

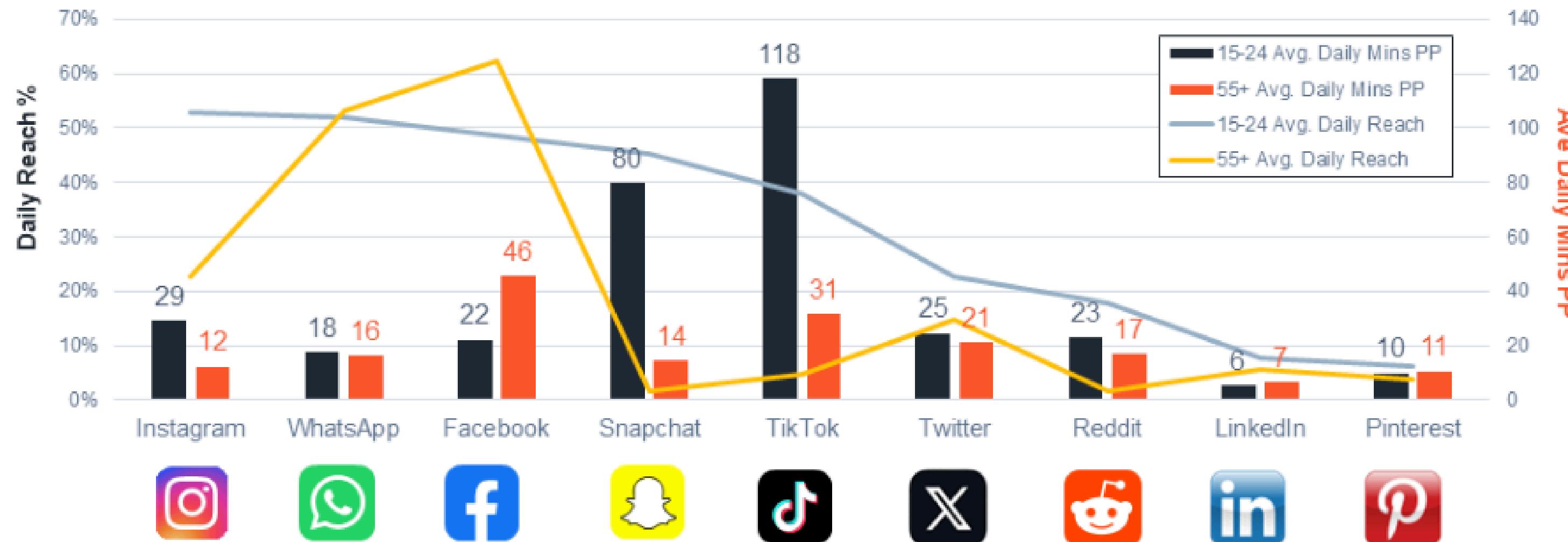


“Younger people no longer use Facebook”



Social media reach & time spent: 15-24s v 55+

More 15-24s use Instagram and WhatsApp but they spend MOST time on TikTok. Facebook is still the dominant platform for those aged 55+



Source: UKOM Ipsos iris Online Audience Measurement Service, August 2023

Social Media selected are at the Brand Group (BG) level from Ipsos iris. Facebook includes both Facebook and Messenger.

“Younger people no longer use Facebook”



Average age of UK
challenge
participants

44*

Our most popular
group age
demographic

35-44

*Massive Participation Pulse Report

“Younger people no longer use Facebook”



**Do we agree
with this
statement?**

“Younger people no longer use Facebook”



YES!!

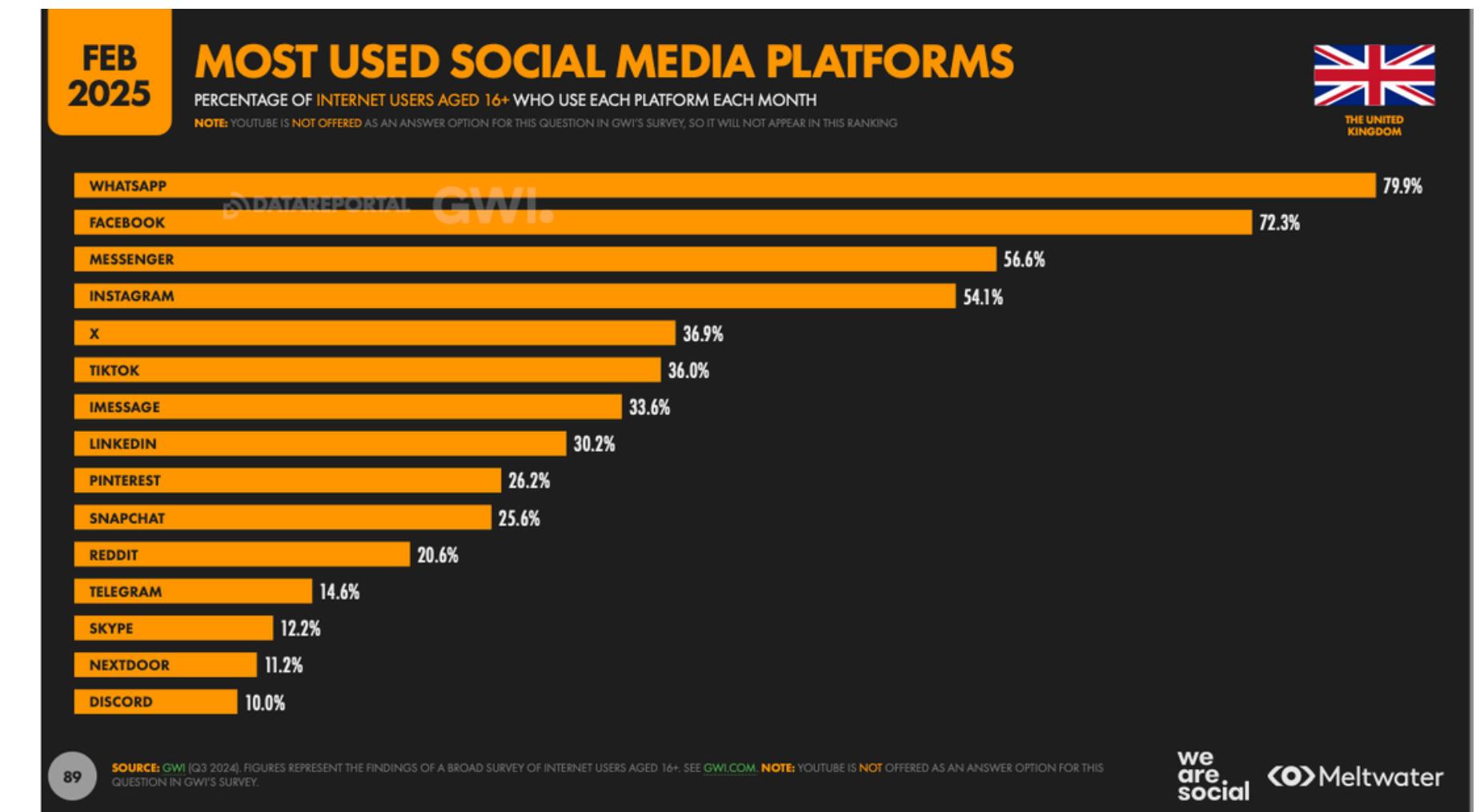
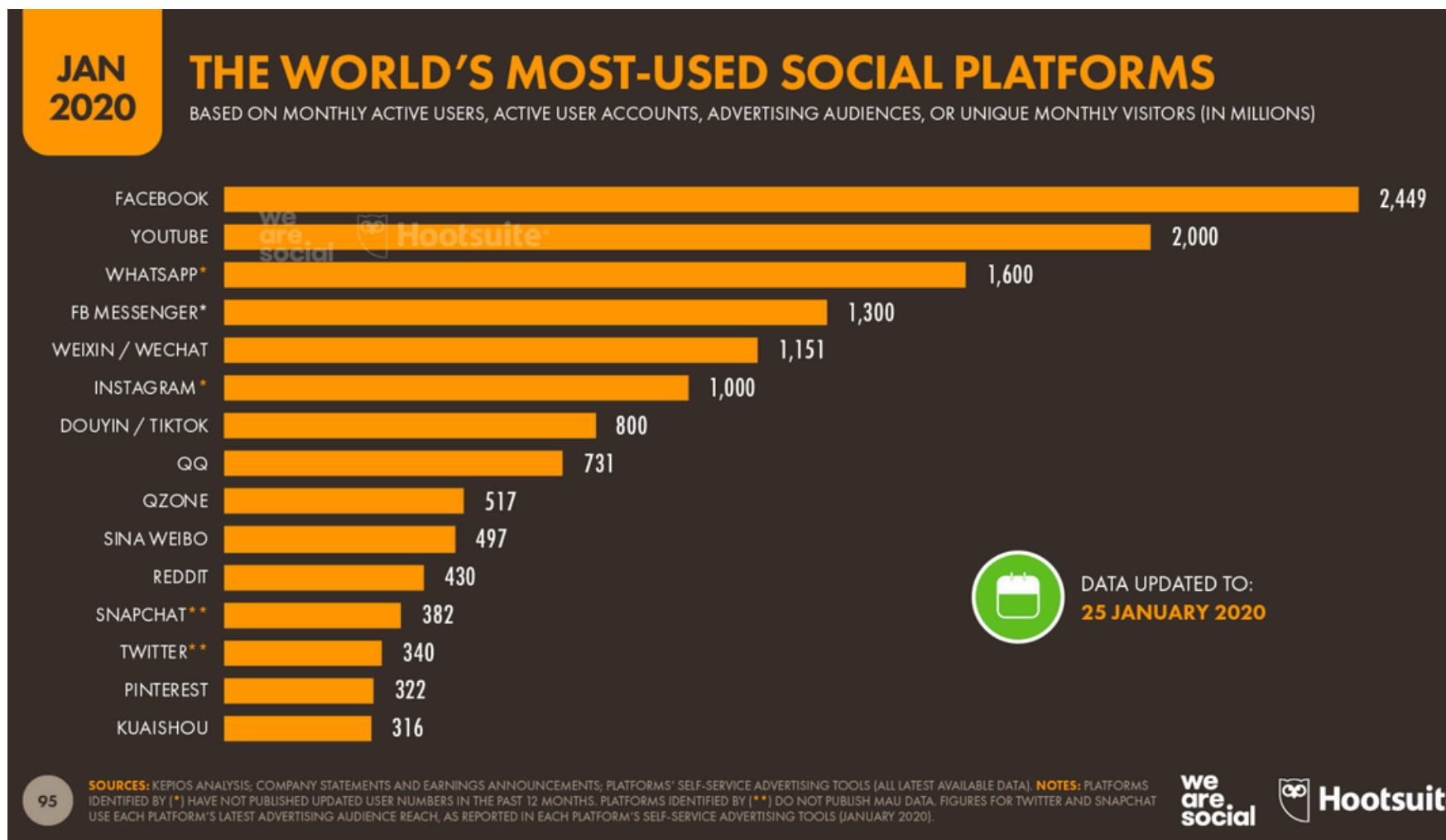




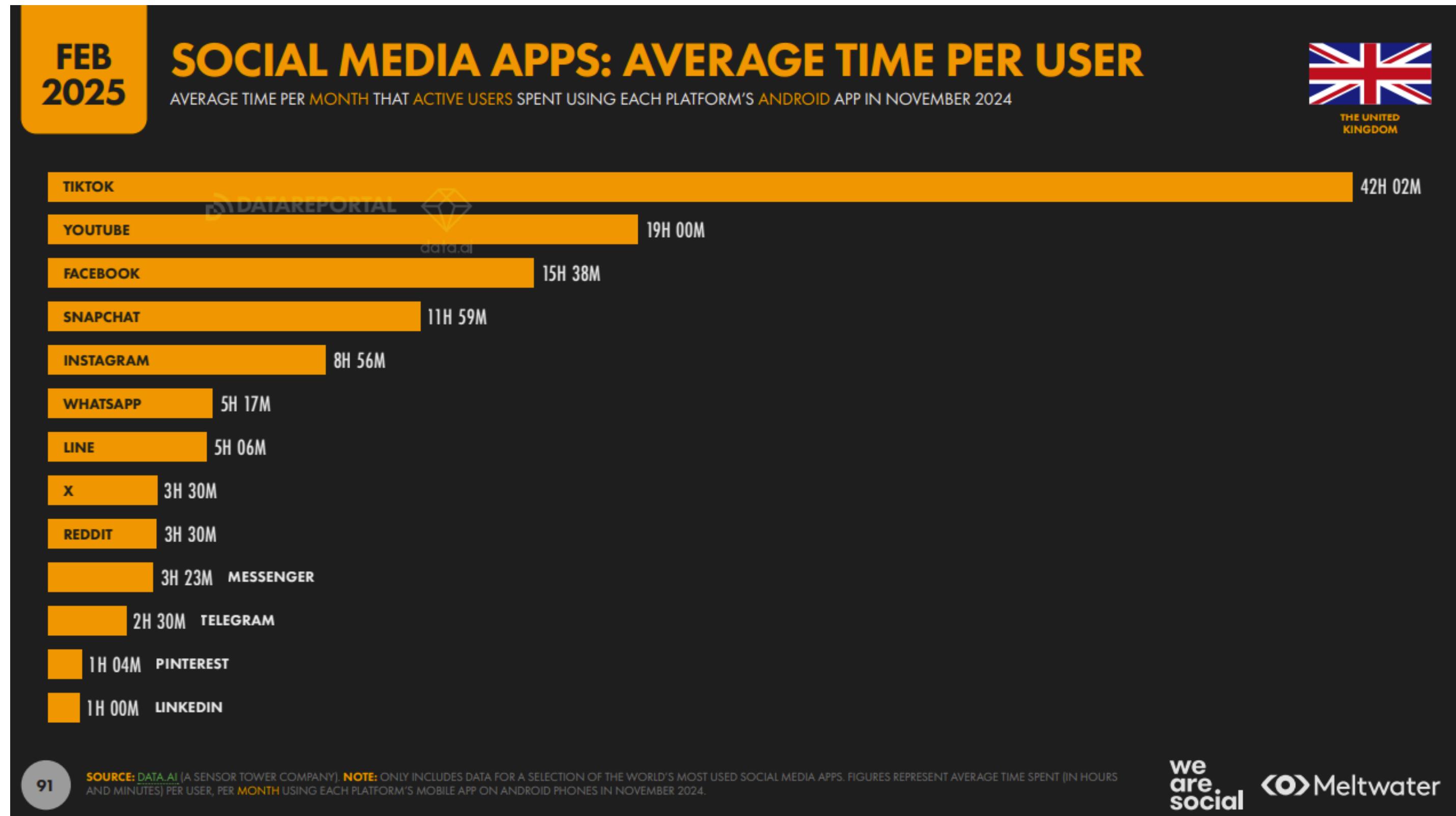
“Usage of Facebook has decreased”



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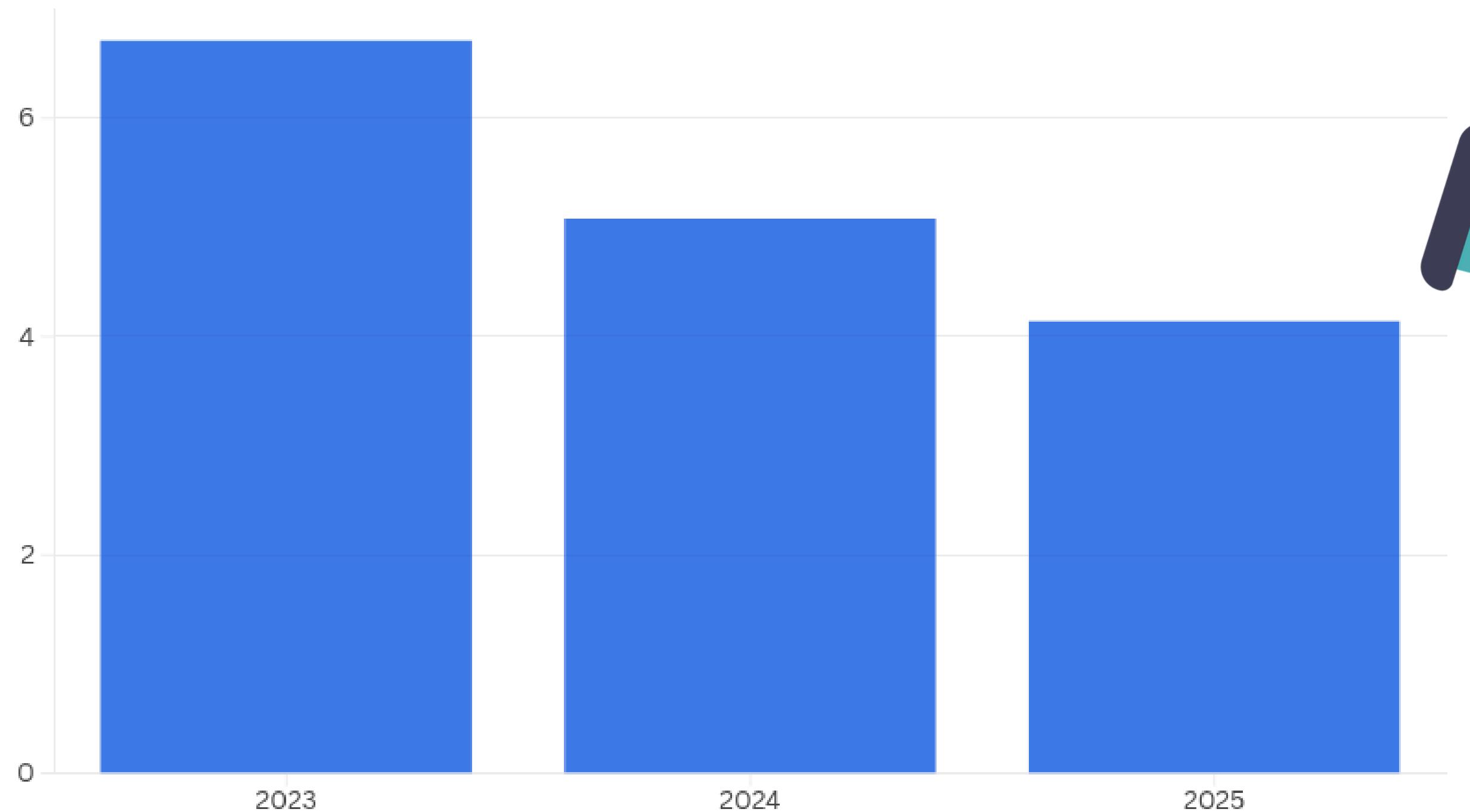
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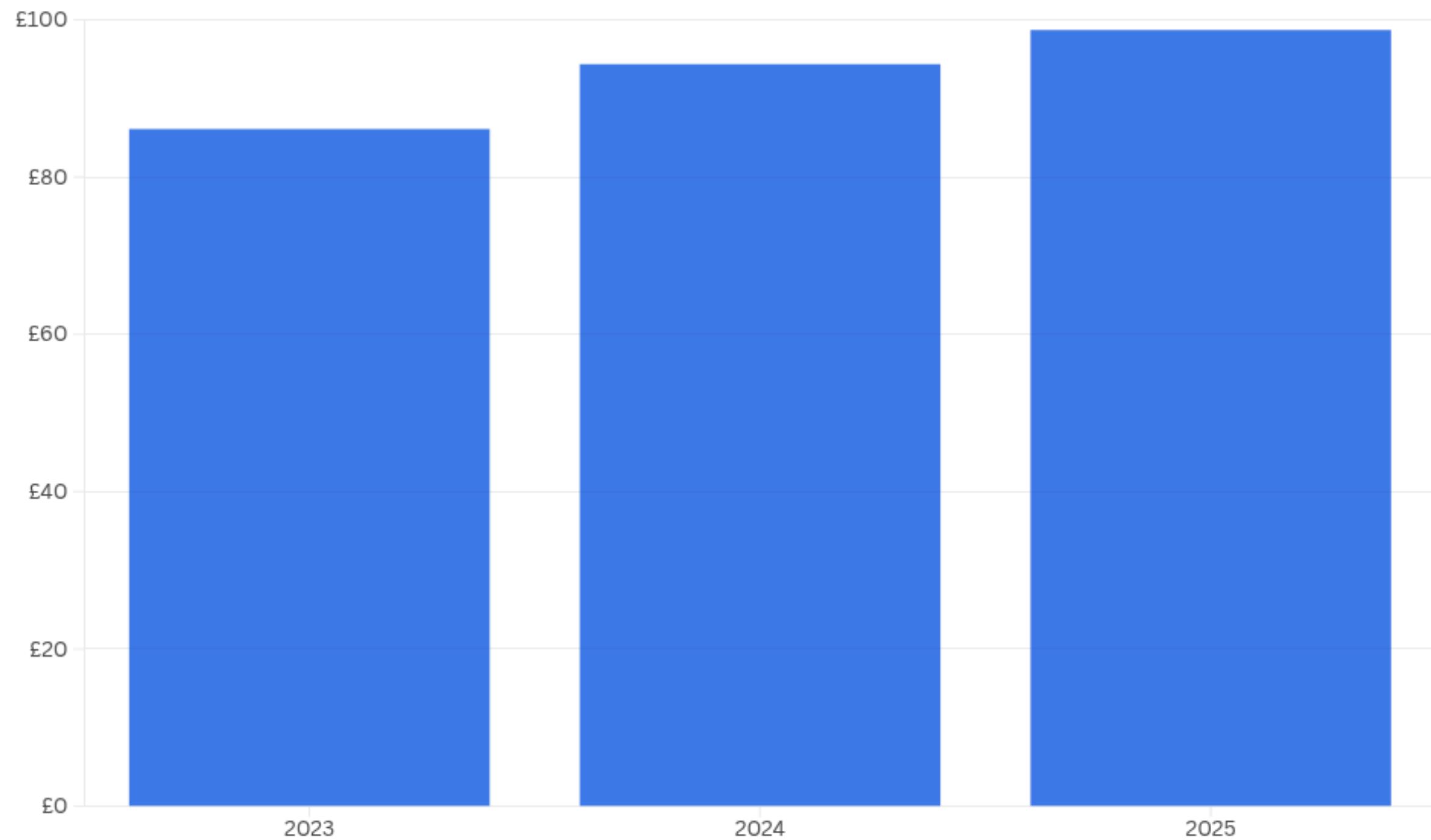
Comments PGM



“Usage of Facebook has decreased”



£ Raised Per Group Member



“Usage of Facebook has decreased”



**Do we agree
with this
statement?**



“Usage of Facebook has decreased”



YES!!





“Cost per lead has increased”



“Cost per lead has increased”



According to Bluestep - cost per lead for Facebook Marketing has increased by an average of 30% (24 vs 25)

Despite this,
group sizes have
decreased by just

13%

£ raised per
group member
has increased by

15%

Registration
conversions are
up by

8%

Active
fundraisers have
increased by

18%

“Cost per lead has increased”



**Do we agree
with this
statement?**



“Cost per lead has increased”



YES!!





“Change the registration flow”



“Change the registration flow”



Traditional

Lead form → FB group → Registration & Fundraiser

Alternative

Lead form → Registration & Fundraiser →
FB group/alternative community



“Change the registration flow”



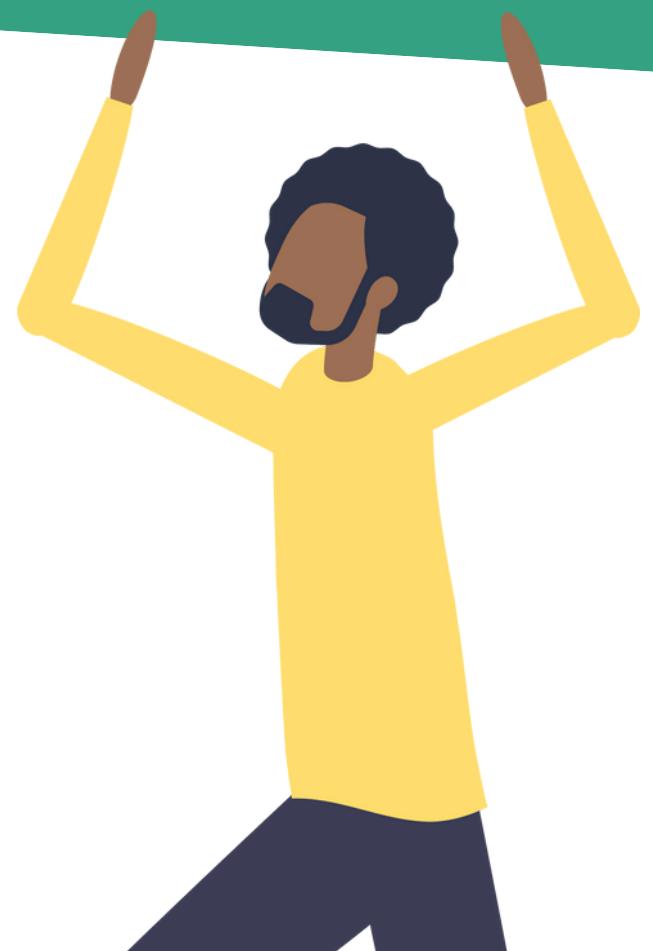
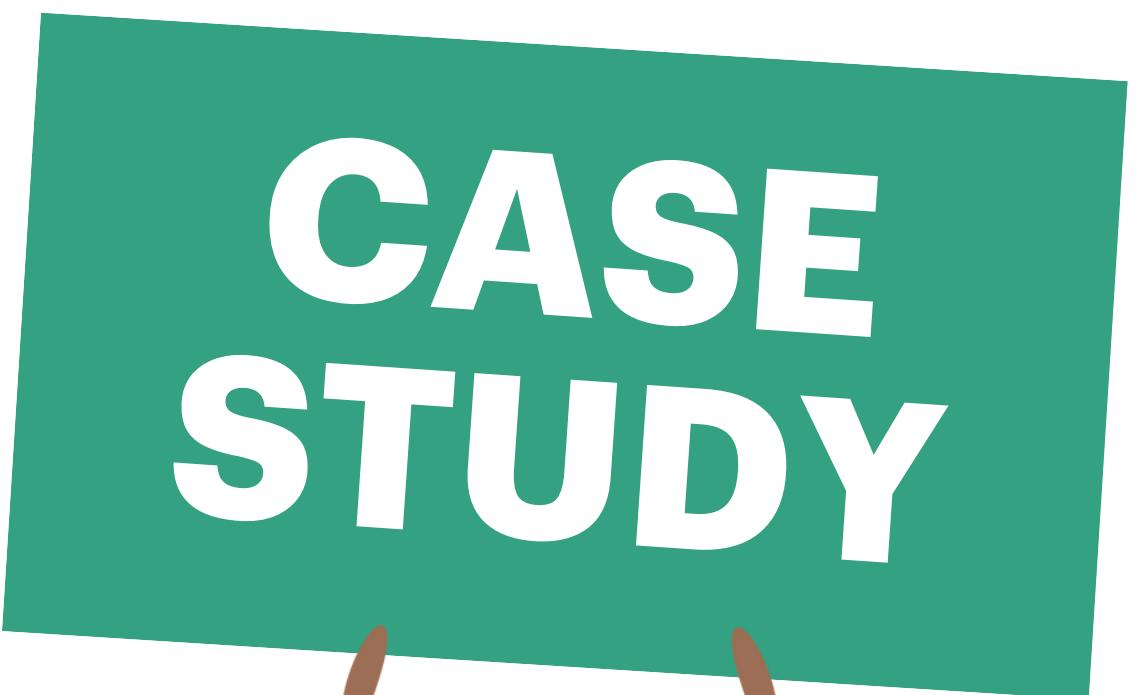
2024

traditional reg flow - 3,206 registrations

2025

alternative reg flow - 2,737 registrations

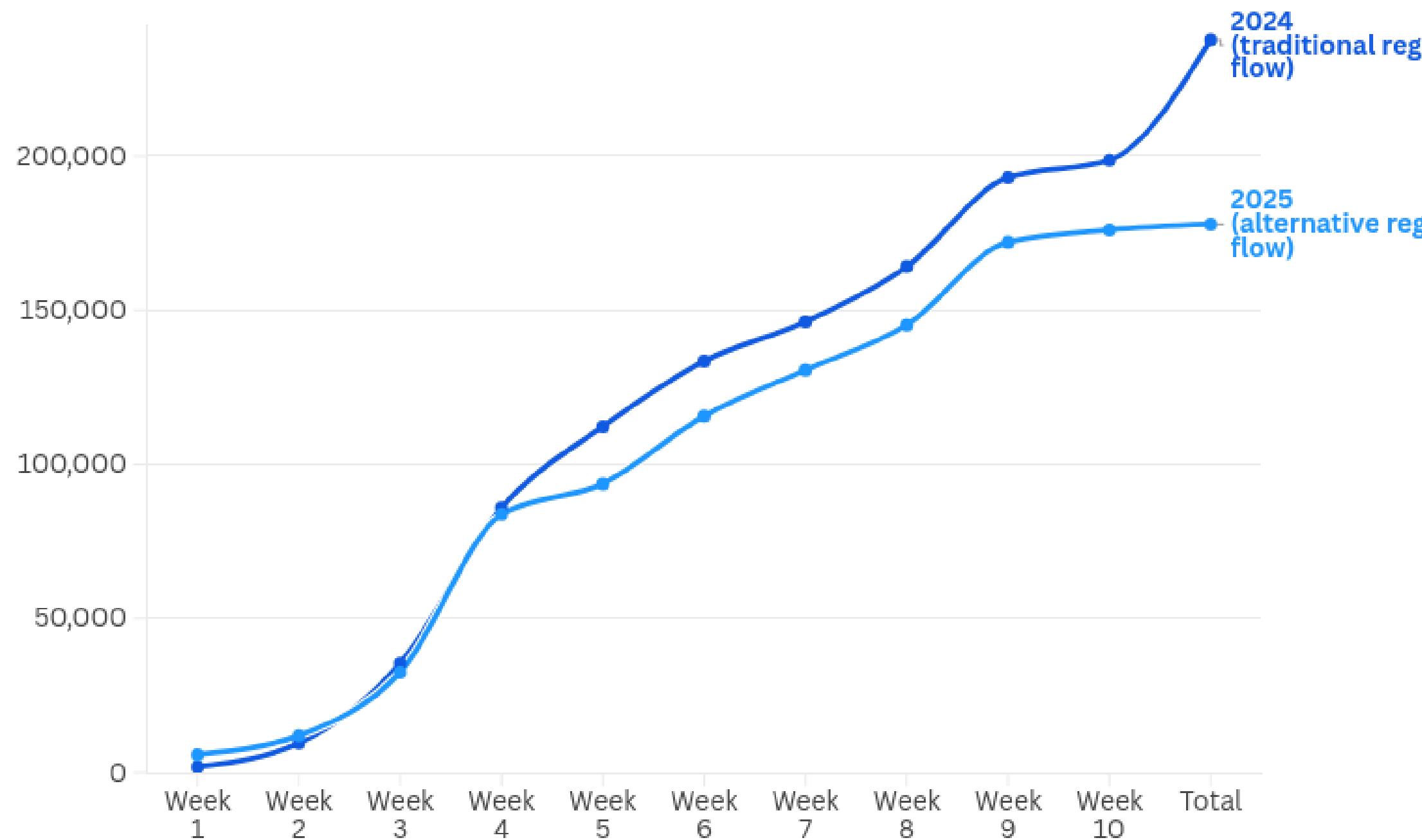
What about the income?



“Change the registration flow”



Traditional vs Alternative



34% decrease
in income

Significantly
smaller group

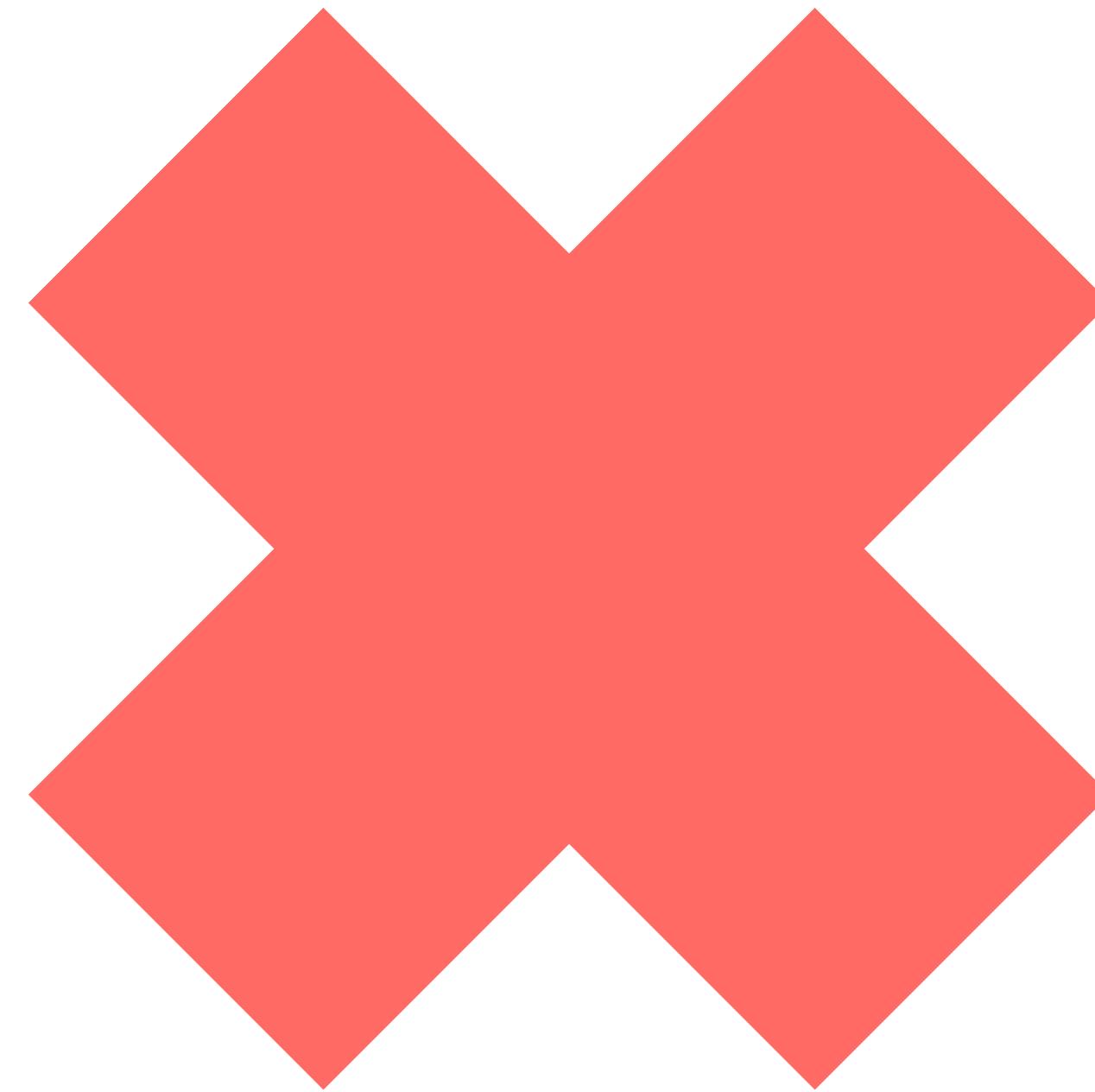
“Change the registration flow”



**Do we agree
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“Change the registration flow”





What the future holds



What the future holds



- ❖ Alternative platforms
- ❖ Communities
- ❖ Key considerations

Alternative Platforms

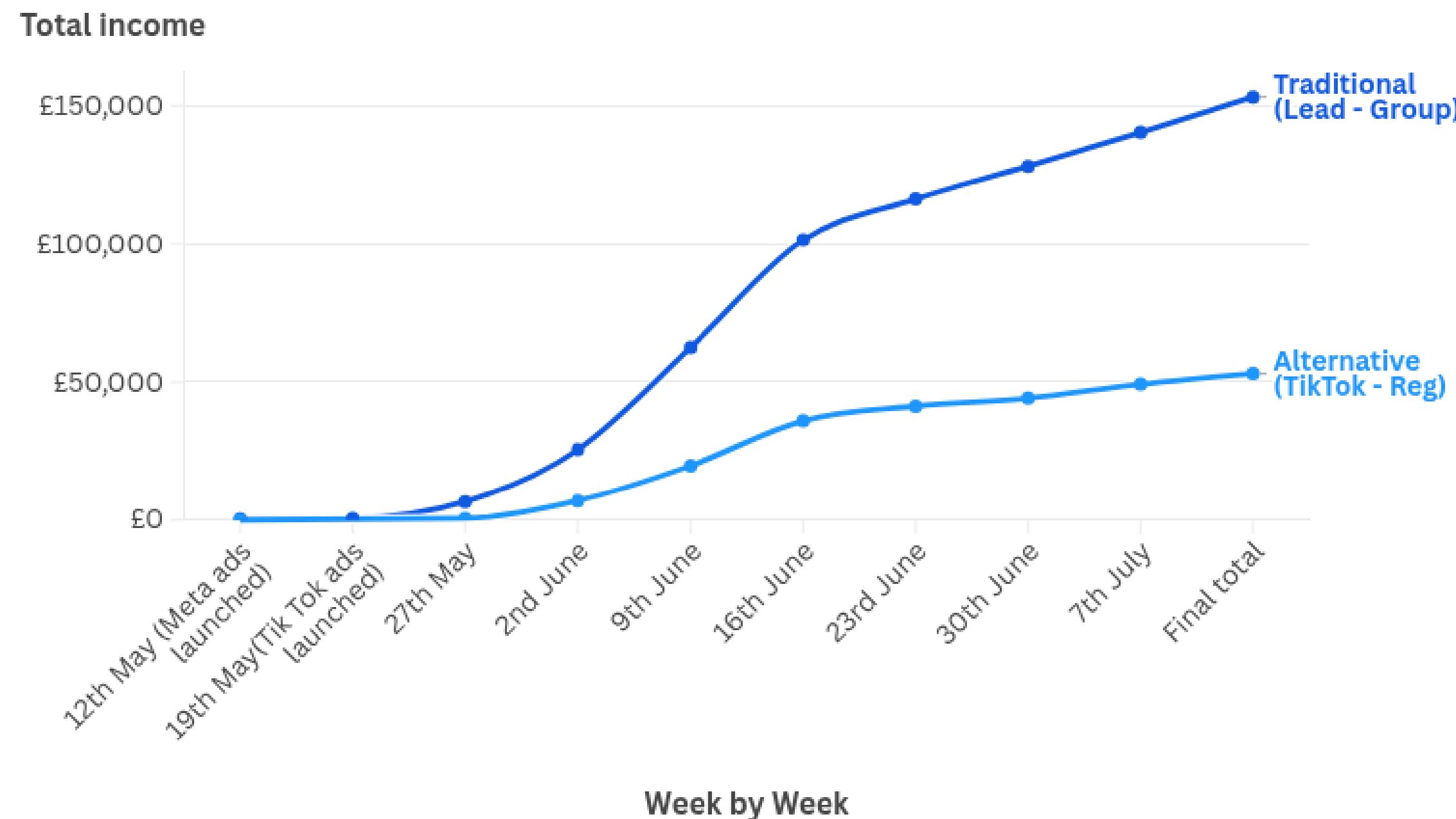


- 3,000 Push Ups in June
- Trialled a hybrid approach using both traditional and alternative reg flows
- Marketing on Facebook, Instagram and TikTok

Alternative Platforms



Teenage Cancer Trust - Hybrid Approach



£206,156 raised
(up from £134k last year!)

ROAS
Traditional - 1:5.10
Alternative - 1:3.80





Communities



Communities



- Strava
- WhatsApp
- Facebook
- No community

Why do
communities
work?



Communities - Strava

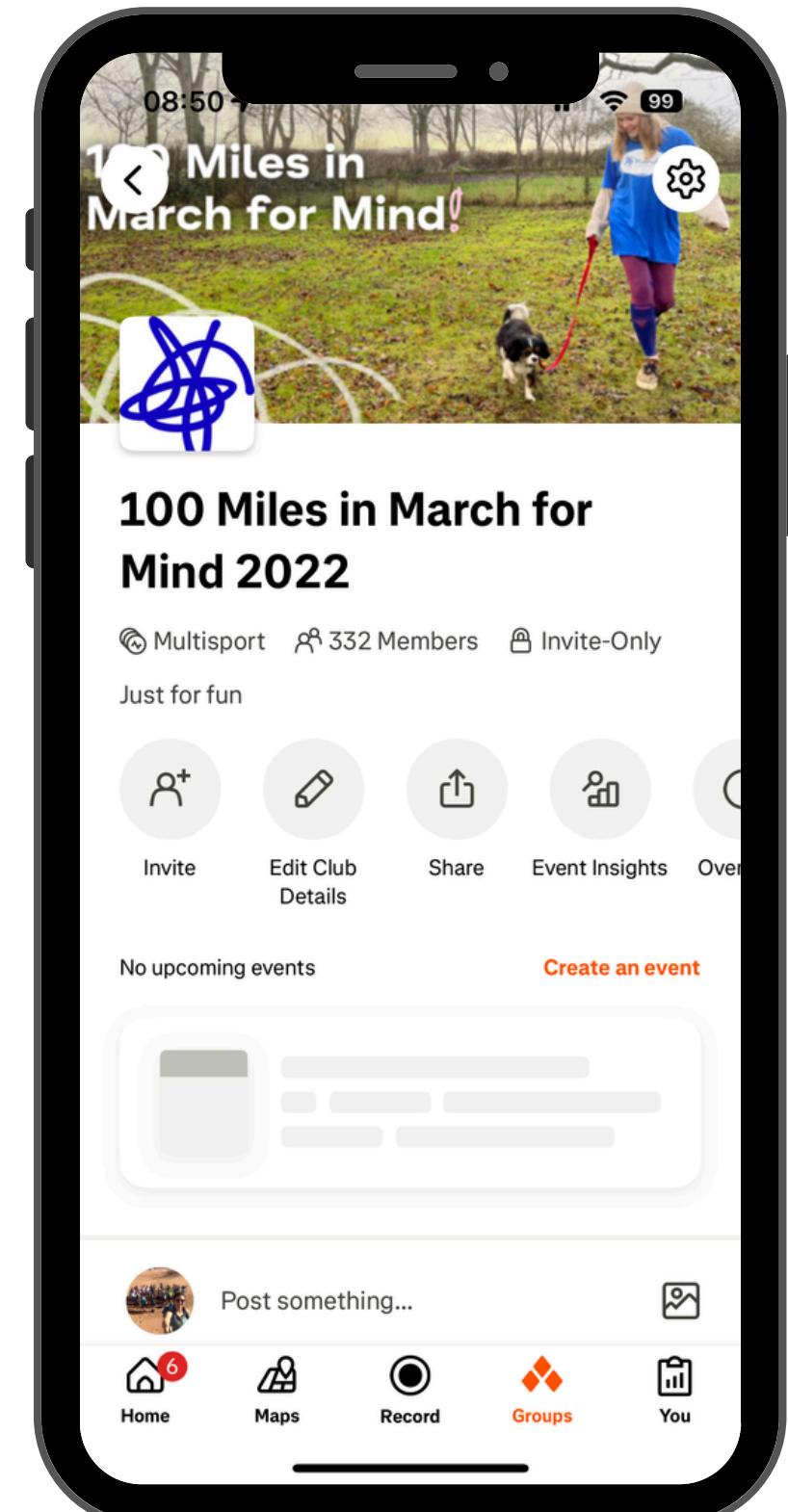


Pros

- Activity automatically uploaded*
- Charity could add content to 'posts' section
- Can comment on activity, users can also share their own posts

Cons

- Limited admin tools
- No happy medium for accepting new members
- No logical way to follow traditional reg flow



Communities - WhatsApp

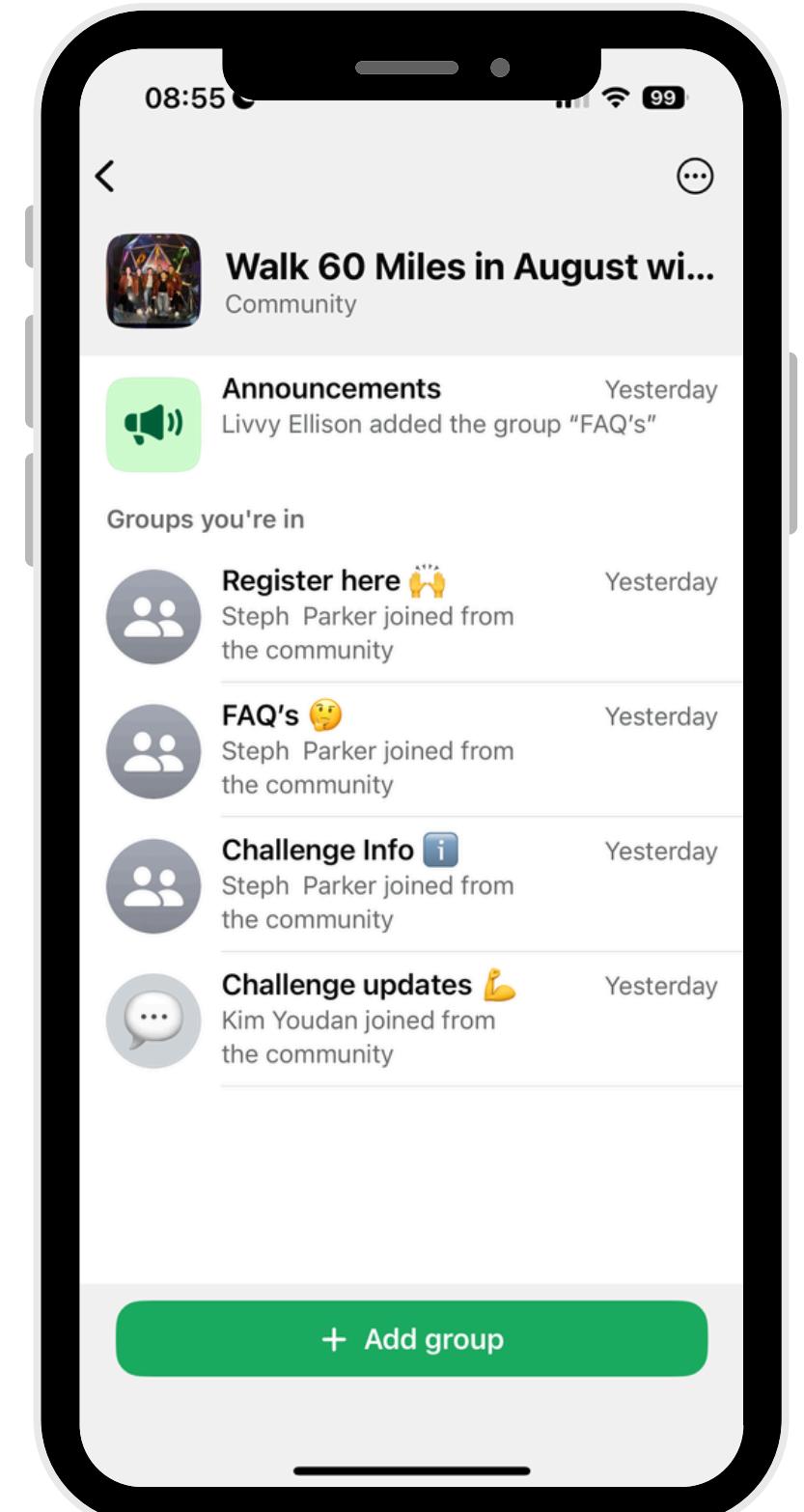


Pros

- Most popular social platform
- Really tidy look and feel - easy to follow
- Participation per channel is more elective - is this a good thing?
- Potential for logical way to follow traditional reg flow?

Cons

- Everyone gets all notifications by default (limited control over this)
- Participation and interactions very public - would have to amend moderation style
- Limited admin tools
- **Huge GDPR issue**



Facebook

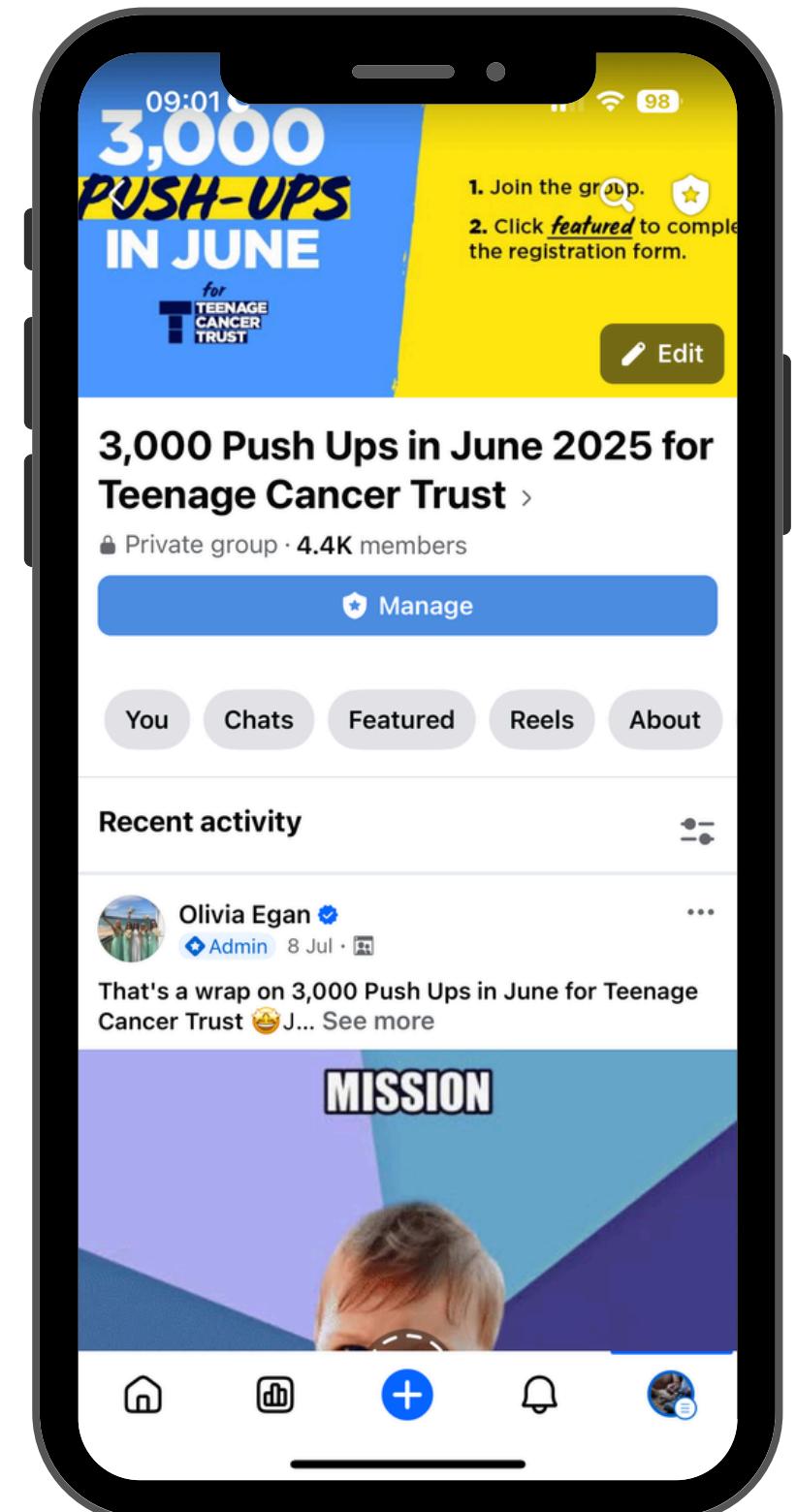


Pros

- Tried and tested method
- Comprehensive admin tools
- All activity goes into main feed
- Has a social element as well as challenge
- Logical to use for traditional registration flow

Cons

- Reduced visibility of featured section
- Some features not as effective as they used to be
- Reduction in engagement may have impact in longer term



No community

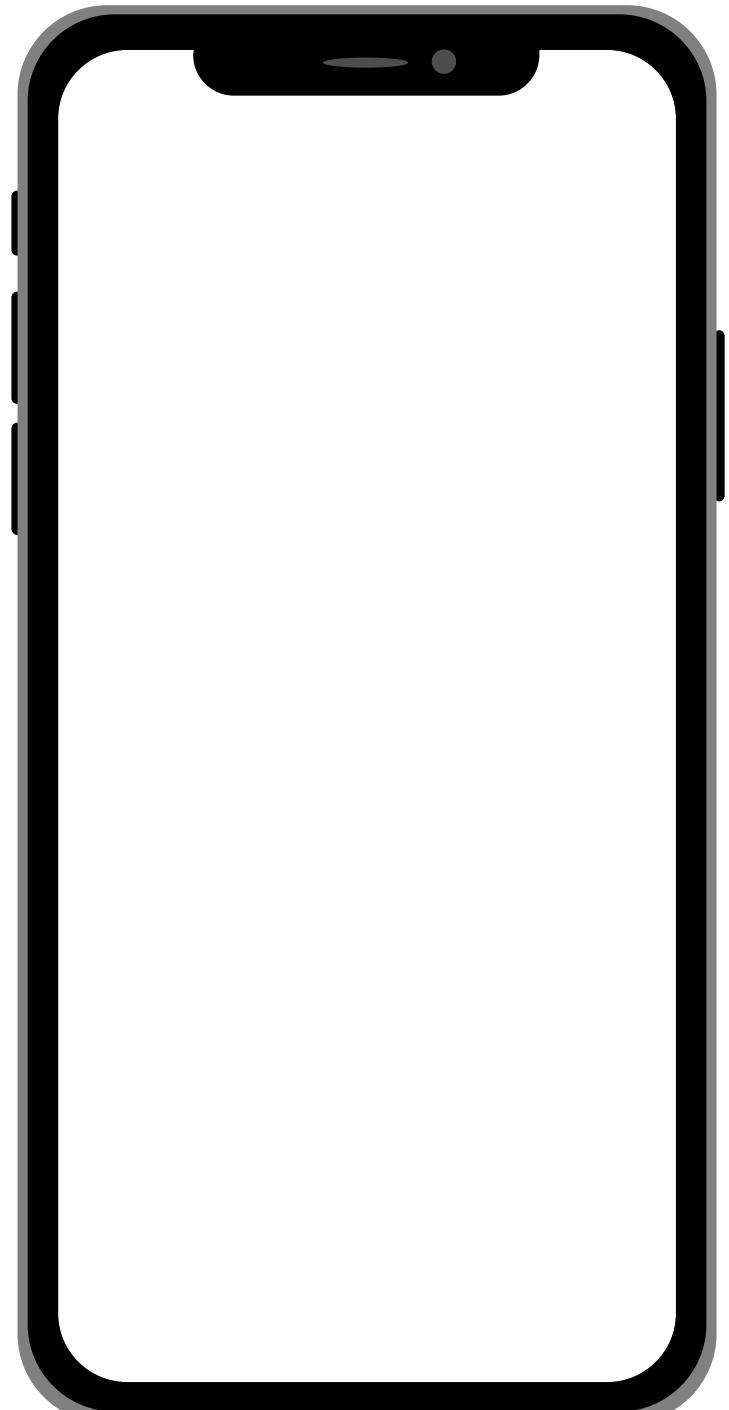


Pros

- No time/financial commitment

Cons

- Challenges revert to being solo rather than mass participation
- Limited/no supporter contact
- Poor supporter experience





Key considerations for the future



Key considerations for the future



- Longevity of Fb marketing only
- Innovation
- Supporter experience is key
- Embrace learnings quickly



Key takeaways



Cost per lead has increased but so has the quality of participant

Cater to your supporter demographic

Traditional reg flow is still strong - community element is key

Any Questions?



Facebook Challenge Recap

24 vs 25 performance data

Current talking points

What the future holds



SocialAF.

Experts in Social Media Moderation



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coming!
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