

Launch, Fund & Finish Strong on LaunchGood

Platform-specific tactics pulled from LaunchGood's own guidelines and real campaign data.

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Work With Us

Set Up The Campaign To Win

Before it launches — goal, funding type, and duration, decided deliberately.

GOAL & TYPE

Aim low, land high

Add ~20% buffer to your real need (fees + costs). A \$7K goal that raises \$10K reads as a huge win; a \$20K goal that raises \$10K reads as a shortfall — same money, opposite perception.

FUNDING TYPE

Consider All-or-Nothing

All-or-Nothing campaigns are roughly 8x more likely to hit their goal — the stakes force you and supporters to push harder. Use Partial Funding only when any amount raised still delivers real impact.

DURATION

~30 days, timed well

80% of funds land in the first 3 and last 3 days. Start Mon–Wed when you have time to push hard; finish Friday, or Sunday night if weekends are when you're free.

PERCEPTION RULE

It's not a question of how much LaunchGood can raise for you — it's how much you can raise on LaunchGood. Set the goal your real network can realistically hit.

The Pitch, Video & Giving Ladder

What actually convinces someone to give — and how to price the ask.

Element	The Rule
Emotion	People give from the heart, not the brain. Make the reader feel excited, intrigued, urgently needed — not just informed.
Legitimacy	Be transparent about who you are. Real photos, real names, links to your social pages — remove every doubt you’re legitimate.
Headers & images	Most donors only scan. One image per 1–2 paragraphs; catchy specific headers, not generic ones.
Video	Campaigns with video raise roughly 2x as much. Keep it under 1 minute — the first 10 seconds decide if anyone keeps watching.

COVER THE FULL RANGE

80% of supporters give under \$50 — but more than half your total comes from the bigger tiers. Offer both: \$10, \$25, \$50, \$100, \$250, \$500, \$1,000+.

SELL IMPACT, NOT PERKS

For a charity cause, frame each tier as impact (“\$40 feeds 10 children”) rather than a product. One masjid campaign sold a \$1,000 “Barakah Benefactor” tier to 40 people.

Amplify With Meta Ads — the LaunchGood Way

Ads accelerate a campaign that's already moving. They rarely start one from zero.

THE TRACTION RULE — LAUNCHGOOD'S OWN GUIDANCE

People won't donate if they don't see traction. Reach at least 20% funded with 25+ donors before running any ads. For best results, wait until 40–60% funded with ~50 donors — the more social proof already on the page, the harder every ad dollar works.

SET UP TRACKING BEFORE YOU SPEND

- ✓ Request LaunchGood's own pixel: email marketing@launchgood.com with your Facebook Business Manager ID to get exact donation tracking.
- ✓ Or add your own pixel: create one in Meta Business Manager, copy the Pixel ID, then paste it into your campaign's Edit → Enhance tab.
- ✓ Fire a value-based conversion event on the donate action so Meta's algorithm optimises for donors, not just clicks.

Budget, Audience & Creative Rules

How much to spend, who to target, and what to actually make.

STARTING BUDGET

LaunchGood recommends \$250–\$1,000 to start. More invested tends to mean more donated — or find one donor to sponsor the ad spend itself.

Objective	Use When
Sales / Conversion	Average gift under ~\$40, page fires a value event
Leads (Instant Form)	Higher-value pledge asks, needs human follow-up
Traffic	Almost never — remarketing/storytelling only

THE THREE-TIER AUDIENCE STACK



- ✓ Upload your current donor list first — outperforms a lookalike of general page followers.
- ✓ Retarget everyone who visited the page but didn't give — they already know the story.
- ✓ Keep cold interest stacks to 2–3 broad terms; over-layering shrinks delivery.

CREATIVE RULES THAT HOLD ACROSS EVERY PLATFORM

ONE ASK

One beneficiary, one outcome, one dollar figure per ad.

PROOF OVER PAIN

“Here’s what your gift built” outperforms “here’s how bad it is” by ~1.6x.

FIRST 2 SECONDS

Open on a face and the stake — never the org name or a logo.

What Real LaunchGood Wins Have In Common

Patterns pulled from actual LaunchGood campaigns that hit or beat their goals.

Campaign Type	What Actually Moved The Needle
Orphan relief (\$26K)	A single clear tier — “\$40 feeds 10 children” — claimed 135 times, plus frequent photo updates
Masjid build (\$1.26M)	Line-item cost breakdown, live Event Mode during Ramadan, and the Ramadan Leaderboard for a \$2,500 bonus
Emergency response (39 pages)	One community page hosting dozens of peer fundraisers under shared branding
Medical fund (\$160K)	\$70,000 raised in the first 12 hours by asking the inner circle before going public
Special-needs fund (\$225K)	150–200 daily donors early, growing past 500/day by staying consistent all month

The Launch Checklist

Everything to confirm before, during, and right after going public.

- ✓ Message your inner circle 24–48h before going public
- ✓ Set giving levels and impact framing before the page goes live
- ✓ Confirm goal + funding type matches the cause
- ✓ Have your video ready — under 60 seconds, face on camera
- ✓ Turn on Event Mode for any live gathering
- ✓ Join the active LaunchGood competition — leaderboard placement can add thousands
- ✓ Only start Meta ads once you're 20%+ funded with 25+ donors
- ✓ Post updates and thank-yous on a steady rhythm, not just at launch

CLARITY + COMMUNITY

Tangible giving levels and a clear goal, backed by early support from people who already trust you.

CONSISTENCY + AMPLIFICATION

Regular updates over the full campaign, plus competitions, media, or regional networks layered on top.

Is Your Campaign Leaving Money on the Table?

Score your own campaign against the patterns from pages 1–3.

Signal	Doing It Right	Common Gap
Goal & funding type	Realistic goal, right funding type	Goal too big for the network
Video	Under 60s, face on camera	No video, or unfocused
Giving levels	Full ladder, framed as impact	One generic “any amount” button
Launch sequencing	Inner circle first, 20–30% in 48h	Goes public cold, no traction
Tracking	Pixel installed, events firing	No pixel — spending blind
Meta ads timing	Starts after 20%+ funded	Launched at 0% — burns budget
Update cadence	Updates every few days, all month	One post, then silence
Amplification	Event Mode, competitions used	Relying on one page alone

Quick Self-Score

Most campaigns that stall are missing 3–4 of these, not all of them.

0–2 gaps
Strong campaign

3–4 gaps
Meaningful money left on the table

5+ gaps
Underperforming its potential

WHY THIS MATTERS

None of these gaps are about effort or intentions — they're structural. A masjid or charity team juggling operations rarely has time to also run pixel setup, ad structuring, and a daily update calendar. That's usually the actual bottleneck, not the cause itself.

Want This Done For Your Campaign?

Grownex helps charities plan, launch and run LaunchGood campaigns end-to-end.

WHAT A CAMPAIGN AUDIT COVERS

- ◆ Goal, funding type & giving-level structure review
- ◆ Pitch, headers and video critique against what actually converts
- ◆ Giving-level ladder rebuilt around impact framing
- ◆ Launch sequencing plan — inner circle, timing, first-48-hour push
- ◆ Facebook Pixel / Conversions tracking set up correctly, once
- ◆ Meta Ads structured properly — objective, audience stack, creative
- ◆ 30-day update calendar so momentum doesn't die mid-campaign
- ◆ Post-campaign stewardship plan to turn donors into repeat supporters

Book Your Free Campaign Audit

No obligation — just a straight look at what's working and what's not.

Free 15-Minute Campaign Audit

Send us your live or upcoming LaunchGood campaign link. We'll walk through this exact checklist against your page and tell you — plainly — what's working, what's costing you donors, and whether Meta ads are worth running yet.

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WHY THIS GUIDE, AND WHY US

This guide exists because most LaunchGood campaigns lose money to the same handful of fixable gaps — not weak causes. We work specifically with charities, mosques and community organisations running Muslim-giving campaigns, combining fundraising strategy with hands-on Meta Ads and analytics execution.