

Launch, Fund & Retain More on Raisely

Platform-specific tactics for Raisely's peer-to-peer, appeal and recurring-giving tools.

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Work With Us

Pick The Right Campaign Type First

Appeal, peer-to-peer, or regular giving — each plays a different role.

APPEAL

Single ask

A branded landing page for one clear appeal — year-end, emergency response, or a specific project. Best when you want full control of the message.

PEER-TO-PEER

Community-powered

Supporters fundraise on your behalf with their own microsite. 65% of all P2P fundraising typically comes from the top 10% of fundraisers — recruit and equip them first.

REGULAR GIVING

Recurring revenue

A dedicated monthly-giving landing page framed around “joining a community,” not a one-off transaction — where sustainable income comes from.

RETENTION REALITY

The typical nonprofit retains just 57% of donors annually — North America trails at 47%. Every campaign should have a plan for turning one-time gifts into repeat ones, not just hitting a number once.

Use What The Platform Already Builds In

Features most charities never fully activate.

Feature	Why It Matters
Branded, no-code page	Your own fonts, colours and story — supporters build a relationship with your brand, not a generic platform page.
Mobile-first design	Raisely is built mobile-first by default — don't undo that with long paragraphs or desktop-only images.
Gamification for P2P	Badges for milestones (self-donation, hitting a goal, joining a team) keep fundraisers motivated mid-campaign.
Automated journeys	Onboarding and transactional emails are ready-made — use them so no new donor or fundraiser goes silent.

PLAN THE WHOLE YEAR, NOT ONE CAMPAIGN

Map giving days and appeals across the full year in advance (GivingTuesday and similar dates included). Campaigns planned in isolation compete with each other for the same donor attention — a calendar prevents that.

Amplify With Meta Ads — the Raisely Way

Raisely pages sit on your own domain — full tracking control most platforms don't give you.

WHY THIS MATTERS

Because Raisely campaigns can run on a custom domain, you can install your own Meta Pixel and Conversions API directly — something consumer platforms like GoFundMe don't allow. That means Meta's algorithm can actually optimise for donors, not just clicks.

SET UP TRACKING BEFORE YOU SPEND

- ✓ Install the Meta Pixel + Conversions API on your Raisely domain before any ad spend
- ✓ Fire a value-based Purchase event on every completed donation, one-time and recurring
- ✓ Tag recurring sign-ups with a separate event so you can optimise for them specifically at scale

Objective	Use When
Sales / Conversion	One-off appeal or P2P page, average gift under ~\$40
Leads (Instant Form)	Recurring / regular-giving sign-up, or major-gift pledge
Traffic	Almost never — remarketing to warm story-engagers only

Audience Structure & Creative Rules

For peer-to-peer and appeal campaigns.

AUDIENCE STRUCTURE

Fundraisers' Networks · 55%

Donor Lookalike · 25%

Cold · 20%

- ✓ For P2P: your top fundraisers' own shares typically outperform cold ads — retarget people who visited a fundraiser's page but didn't give.
- ✓ For appeals: build a lookalike from your donor list uploaded as a Custom Audience — it outperforms interest-based cold targeting.
- ✓ Exclude existing monthly/regular donors from acquisition ad sets — refresh the suppression list monthly.

CREATIVE RULES

ONE ASK

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

PROOF OVER PAIN

Show what the gift built, not just the need.

SEPARATE RECURRING

Never retarget a one-off ad with a monthly ask.

Turning a Campaign Into Recurring Revenue

Raisely’s strength is what happens after the first donation.

Tactic	Why It Works
Recruit top fundraisers first	65% of P2P revenue typically comes from the top 10% of fundraisers — find and equip them before a general launch
Milestone badges & leaderboards	Gamification keeps fundraisers posting updates instead of going quiet after day one
Short fundraiser updates	Photos and short posts from individual fundraisers keep their own networks engaged and giving
Connect fitness integrations	For challenge-style campaigns, Strava-style connections turn activity into visible, shareable progress

THE REGULAR-GIVING STACK

High-performing organisations treat Appeals, Monthly Giving, and Giving Days as one connected system, not three separate campaigns.

Segment Before You Ask Again

Different donors need different messages, not the same blast.

- ✓ New vs. returning: thank returning donors for continued support; welcome new donors into the community
- ✓ Recency: recent donors don't need another ask right away; lapsed donors need re-engagement, not a generic appeal
- ✓ Giving level: acknowledge major donors differently from small-dollar supporters
- ✓ Engagement type: volunteers and event attendees get different messaging than pure donors

FRICTION KILLS CONVERSIONS

Every extra click, unnecessary form field, or confusing step is a chance for someone to drop off. The simpler and clearer the donation experience, the more people complete it — on Raisely's donation form and everywhere else.

Is Your Raisely Campaign Leaving Money on the Table?

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

Signal	Doing It Right	Common Gap
Campaign type	Right format chosen for the goal	Defaulted to a basic appeal
Top fundraisers	Recruited and equipped before launch	Launched flat, hoping to self-organise
Tracking	Meta Pixel live on the custom domain	No pixel — ad spend running blind
Recurring ask	A dedicated monthly-giving moment	One-off appeal only, no upsell
Segmentation	New, returning, lapsed messaged differently	Same appeal sent to everyone
Mobile experience	Fast-loading, minimal-field form	Long forms, slow loads, drop-off
Annual calendar	Campaigns planned and spaced apart	Launched reactively, competing

Quick Self-Score

Most stalled campaigns 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

Raisely gives charities more control than most platforms — but that control only pays off if someone actually configures the pixel, the segmentation, and the recurring-giving upsell. Most in-house teams don't have the hours to do all three properly.

Want This Done For Your Campaign?

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

WHAT A CAMPAIGN AUDIT COVERS

- ◆ Campaign type & goal structure review (appeal, P2P, or regular giving)
- ◆ Top-fundraiser recruitment plan for peer-to-peer campaigns
- ◆ Donor segmentation & email journey setup
- ◆ Recurring-giving upsell built into the donation journey
- ◆ Meta Pixel / Conversions API set up correctly on your domain, once
- ◆ Meta Ads structured properly — objective, audience stack, creative
- ◆ Annual campaign calendar so launches stop competing with each other
- ◆ Post-campaign stewardship plan to lift retention above the 57% average

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 Raisely 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 Raisely campaigns use only a fraction of what the platform can do — usually the appeal page, rarely the retention system behind it. We work specifically with charities and community organisations, combining fundraising strategy with hands-on Meta Ads and analytics execution.