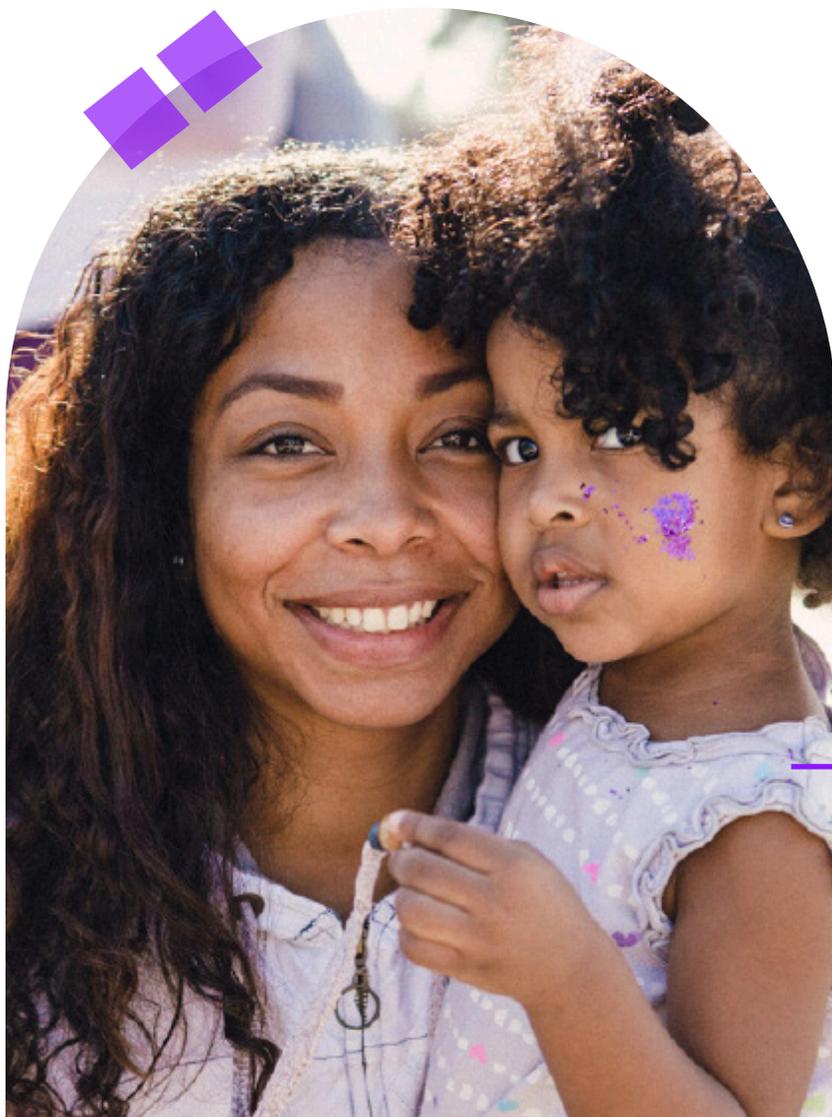


////// THE IMPACT OF SOCIAL MEDIA FUNDRAISING

# On Epilepsy Foundation's Digital Transformation



## The Challenge Results:



**90%**  
NET NEW DONORS



**\$782,294**  
RAISED



**439%**  
AVG. ROAS

## In a Nutshell:

Epilepsy Foundation (EF) is working toward a digital-driven network to deliver their mission. This is accomplished through a number of initiatives focused on one thing: knowing their supporters. Guess how they're doing it?



# ABOUT THE Epilepsy Foundation

Epilepsy is the fourth most common neurological disorder in the world, with more than 3.4 million people diagnosed in the US alone. Enter Epilepsy Foundation.

Their mission: to lead the fight to overcome the challenges of living with epilepsy and to accelerate therapies to stop seizures, find cures, and save lives. They achieve this by:

- Funding** and accelerating research and innovation
- Advocating** at both state and federal levels for laws
- Educating** and training the public about epilepsy and seizure first aid
- Raising** awareness
- Connecting** people to treatment, support, and resources

## Intro

How to play Six Degrees of Kevin Bacon: start by thinking of an actor. Connect said actor to others via shared films, until you ultimately get to Kevin Bacon. (Google it.)

The theory: anyone in the industry can be linked to Bacon within six steps.

That's how Geoff DeLizzio, Chief Development Officer of Epilepsy Foundation, describes epilepsy. You probably know someone—within six degrees—whose life has been impacted by the disease.

## THE Challenge

He will tell you himself: Geoff and his team were building a strong Facebook community. But there were two problems: he had zero insight into why or how it was working, and his team couldn't efficiently manage the growth. And eventually, it stopped.

Time to get creative.

Epilepsy Foundation wanted three things:



“ Nearly 5% of my annual revenue was coming from Facebook and I had zero insight into what was actually going on there. Even with 3-4k active fundraising campaigns at any given time, we had no reporting capability, no way to organize it, and no way to interact with the fundraisers. ”

—GEOFF DELIZZIO  
CHIEF DEVELOPMENT OFFICER

All of this to ultimately give EF supporters a better, more personalized experience.

# THE Approach

→ Epilepsy Foundation, meet GoodUnited (GU).

Like GU, Epilepsy Foundation believed that sustainable growth comes from testing, adjusting, learning, and application. A circle of continuous refinement. And it's paying off.

With GoodUnited's technology, services, and data analytics, Epilepsy Foundation has seen (\*ahem\* and continues to see) incremental growth in their social fundraising program.

Gaining approximately **90% net new supporters?** Staggering. Building a sustainable relationship with them? Mission critical.

GoodUnited implemented conversational intelligence through Facebook's native tool, Messenger, to help to engage supporters in a new way—a crucial strategy to gather monumental insight into who they are and why they give.

With this data, GoodUnited was folded into a growing tech stack for Epilepsy Foundation to shift their overarching fundraising approach to digital-first. Geoff's long-term goal? Combine the data gained from each source into a data lake. Why? This will help to provide a meaningful experience for every supporter no matter how they engage—social, website, email, search, all of it. Everything working together to make the most of the knowledge we've gained... And, perhaps most important of all, to be a better servant organization.

“As a nonprofit, we have to think more entrepreneurial. We have to get outside of a project-based mentality (e.g. plan, map it out, execute, go live, tweak, and then it's done and we move on). That doesn't work anymore. These tactics are living engagements. With GoodUnited, we can start small, try different things, and adjust our investment over time. We have been able to build a greater program because of the trend data we track. This is a long-term strategy.”

—**GEOFF DELIZZIO**  
CHIEF DEVELOPMENT OFFICER

“Fundraising is what feeds our mission. We need the money. But what we have found in engaging with GoodUnited is that there are multiple areas of opportunity and benefit that we are getting beyond the dollars alone.”

—**GEOFF DELIZZIO**  
CHIEF DEVELOPMENT OFFICER



# THE Impact

Let's talk Reach. With social media—specifically Facebook giving tools and Messenger—Epilepsy Foundation is now a global organization and is building a worldwide community around their mission.

And because epilepsy is often a lonely journey, a strong digital community impacts the greater well-being of many patients, caregivers, and supporters. In this case, a community of 31,432 group members strong. And still growing.

What's more: Epilepsy Foundation puts the data they're gathering to work in order to provide the right experience for each and every supporter. In other words, if they can identify someone as a patient, they are able to give resources on surgery and post-op, important questions to ask, checklists, etc.

Now THAT'S personal.