

## THE IMPACT OF SOCIAL MEDIA FUNDRAISING

# On Epilepsy Foundation's Digital Transformation

### The Results



**90%**  
NET NEW DONORS



**\$782,294**  
RAISED



**439%**  
AVG. ROAS

## Org Overview

Epilepsy Foundation's mission is 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

## The Challenge

The Epilepsy Foundation was building a strong Facebook community. But there were two problems: they had zero insight into why or how it was working, and they couldn't efficiently manage the growth. And eventually, it stopped.

### THE GOALS:



**THE ULTIMATE GOAL:** give EF supporters a better, more personalized experience.

## The Approach

With GoodUnited's technology, services, and data analytics, Epilepsy Foundation has seen (and continues to see) incremental growth in their social fundraising program through ongoing testing, adjusting, learning, and application.

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.

“As a nonprofit, we have to think more entrepreneurial... With GoodUnited, we 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