GOODUNITED

CONVERSATIONAL MESSAGING
for Social Media Fundraising

As Meta's first Social Impact Partner, **GoodUnited's conversational messaging platform for social media fundraising** turns Facebook into a scalable, predictable, and attributable revenue channel with minimal lift on your team.

Using technology and human insight, nonprofits can drive the acquisition and activation of supporters, build meaningful revenue driving relationships at scale, and grow predictable revenue in social media.
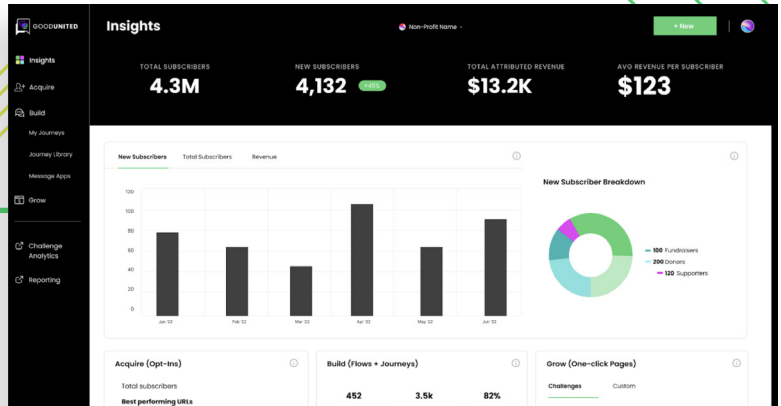
More **Leads.**
More **Revenue.**
Less **Work.**

GOOD**UNITED**

If you could re-create the giving functionality of our website and email cultivation in Facebook, it could change the world.
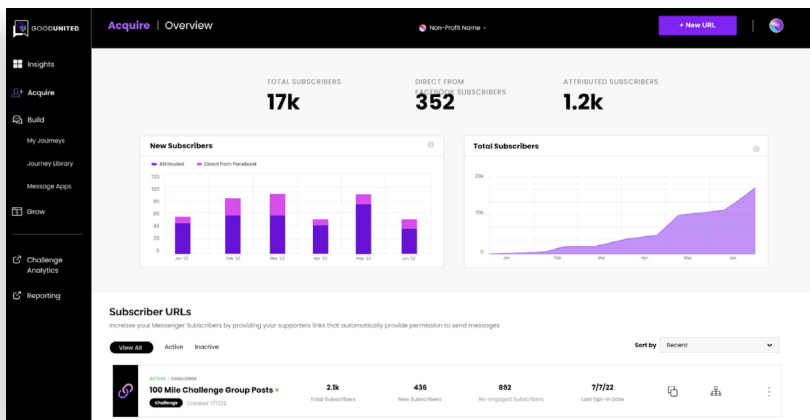
PLATFORM HIGHLIGHTS

INSTANT ACCESS TO SOCIAL MEDIA FUNDRAISING METRICS

1 **Real-time** visibility into critical social media fundraising data.

2 Subscriber insights, revenue attribution, and messaging performance are easily available and accessible from a **single dashboard.**

ACQUIRE & ACTIVATE SUPPORTERS

Provide in-message links that focus on converting **new and existing** supporters into Messenger subscribers.

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PLATFORM HIGHLIGHTS

BUILD REVENUE DRIVING MESSENGER JOURNEYS

1 Leverage 20+ pre-built, best-practice based supporter message journeys that save time, maximize engagement, and drive attributable revenue.

2 Access key performance metrics, track your messaging journey library, and manage messaging apps.
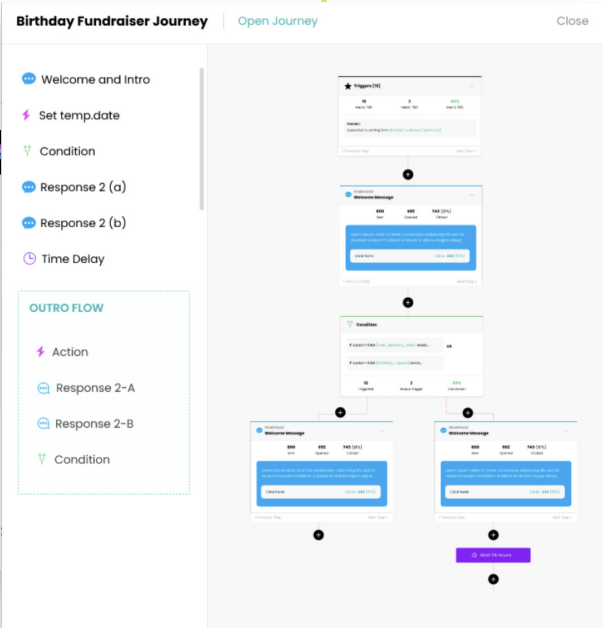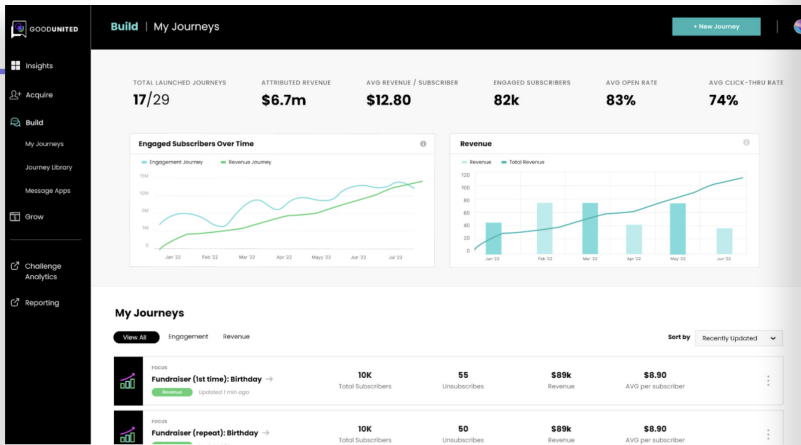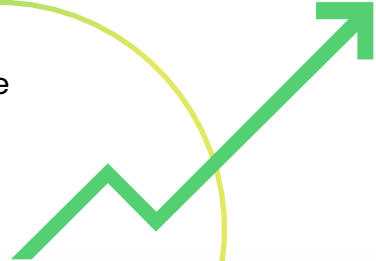
GROW SUSTAINABLE REVENUE IN SOCIAL

Create in-message landing pages and CTAs for supporter journeys and provide supporters with new and repeat fundraising opportunities.

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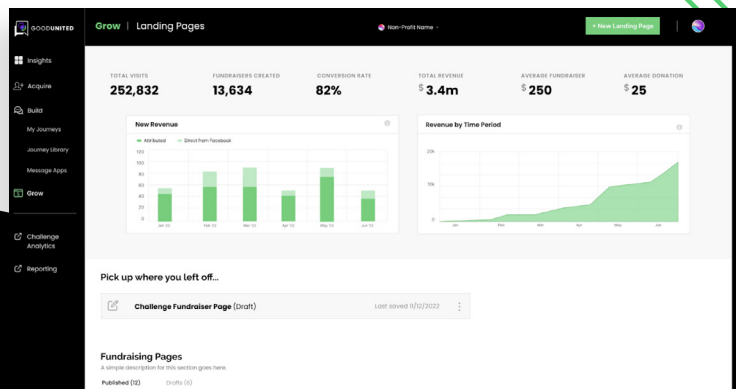
CHALLENGES
on Facebook

Challenges on Facebook, a time-bound, social fundraising-based peer-to-peer campaign fully conducted in-channel, has become a staple for leading nonprofits who want to **activate and engage their social media community.**

GoodUnited provides services that help nonprofits get the most out of these growth fundraising events, ensuring the supporter experience is world-class **from start to finish.**

1 **CHALLENGE CREATION & STRATEGY**

Streamline the Challenge creation process and outline Challenge strategy to maximize lead and revenue generation.

2 **CHALLENGE PROMOTION**

Our team of Facebook advertising experts strategically create, deploy, and test ads to recruit new leads for your Challenge.

3 **COMMUNITY MANAGEMENT**

Work with our community team to monitor and moderate challenge groups, eliminate spam, and ensure your nonprofit delivers the standard that is expected of your brand.
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4 **REPORT & ANALYZE CHALLENGE RESULTS**

Gain access to 75+ data points from a single dashboard. Analyze data from GoodUnited's dashboard or use our API to export data to your CRM or 3rd party reporting tools.

ABOUT
GoodUnited

Founded in 2015, GoodUnited is headquartered in Charleston, SC and is an **industry leading** **conversational messaging platform.**

Built specifically for social media, GoodUnited empowers 501(c)(3) nonprofits with the tools to acquire and activate new supporters, build personal relationships at scale, and grow repeatable and predictable revenue on social media platforms.

Hundreds of nonprofits trust GoodUnited to help grow their organization in social channels - including Susan G. Komen, Wounded Warrior Project, and Make-A-Wish Foundation.