2024 Facebook Challenge Analysis: Regression or Resurgence?

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SocialAF.

Who we've worked with in the last 12 months...

NHS CHARITIES TOGETHER

Pancreatic CANCER UK

Prostate Cancer Research

CAMPAIGN AGAINST LIVING MISERABLY

The National Brain Appeal

YOUNG LIVES vs CANCER

woodgreen

ASTHMA+ LUNG UK

Tommy's Together, for every baby

mind

SHELTER

RSPCA.

EPILEPSY ACTION

MAGGIE'S Everyone's home of cancer care

National Autistic Society

BREAST CANCER NOW The research & care charity

TEENAGE CANCER TRUST

OVARIAN CANCER ACTION

Safe Haven for Donkeys

THE SALVATION ARMY

SAMARITANS

Stroke Association

Refuge For women and children. Against domestic violence.

DiABETES UK KNOW DIABETES. FIGHT DIABETES.

ANTHONY NOLAN

What we will cover

- Glossary of terms
- The evolution of FB Challenges
- 2024 key findings
- Constructing a great challenge
- Research call out and final thoughts

A quick note re the data we are sharing today

Glossary of Terms

£ raised per group member (£PGM)

Indicative income

Glossary of Terms

£ raised per group member (£PGM) $=\dfrac{\text{total £ raised}}{\text{peak group members}}$

This term helps us assess the quality of the group, and can help us compare a group of 5,000 members to a group of 1,000 members.

It doesn't consider ad spend and cost per lead.

£PGM Benchmark £28.74

Glossary of Terms

Indicative income **=** **Average £ raised per group member**
x
Average peak group numbers

Indicative income gives us a guide to how much the average challenge would raise based on the relevant parameters we set

Methodology

We will take an average across each category of the following:
- Peak group size
- £ raised per group member

And then we will multiply these together to reach an indicative income.

This will then give us a strong indication of which option is the most successful.

Peak group size

£ raised per group member

Facebook Challenges Over the Years

Year	Average group size	£PGM	Indicative Income
2021*	7,528	£38.43	£289,301.04
2022	4,137	£19.53	£80,795.61
2023	2,905	£33.33	£96,823.65
2024	3,175	£49.44	£156,972.00

*2021 data has been compiled based on memory and is from a small sample size!

The Evolution of Facebook Challenges

Year	Top line	Key theme	Learnings/experiences
2021*	Discovery	Sky-rocketing results	"Just press go!"
2022	All aboard	Regression/unpredictable	"Do FB challenges have a future?" "Why won't they work for us?"
2023	We know who this works for	Stabalising	"We know who this works for" "Let's create solid strategies"
2024	Fine tuning and innovation	Resurgence!	"We are becoming the masters"

*2021 data has been compiled based on memory and is from a small sample size!
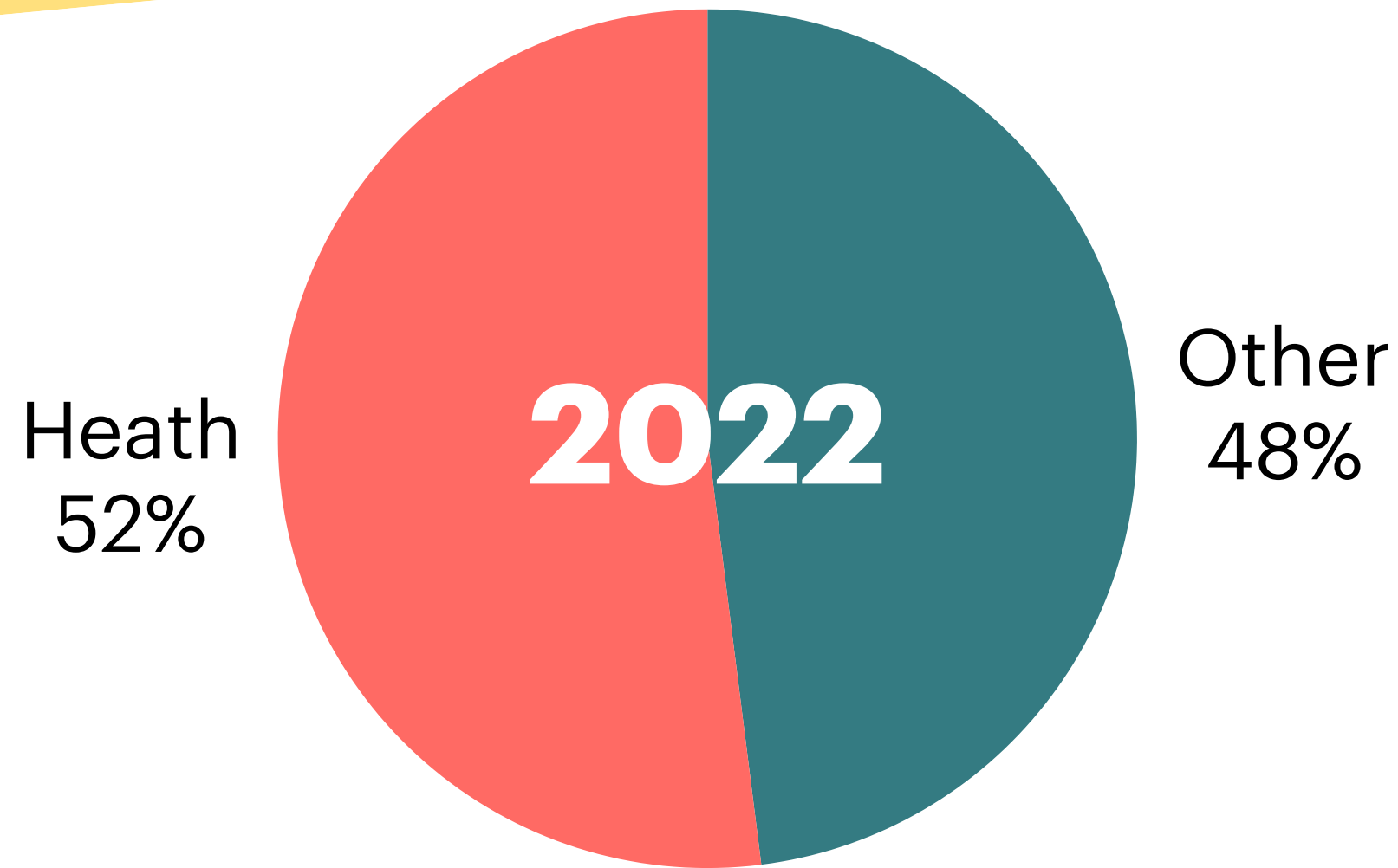
2022 vs 2024

Key Facts

- Since 2022, the average group size has dropped by 24%, from 4,100 to 3,100

- The average £PGM has increased by 101%, from £19.53 to £39.44

- Indicative income rose by over 90%, from £80,795 to £156,972

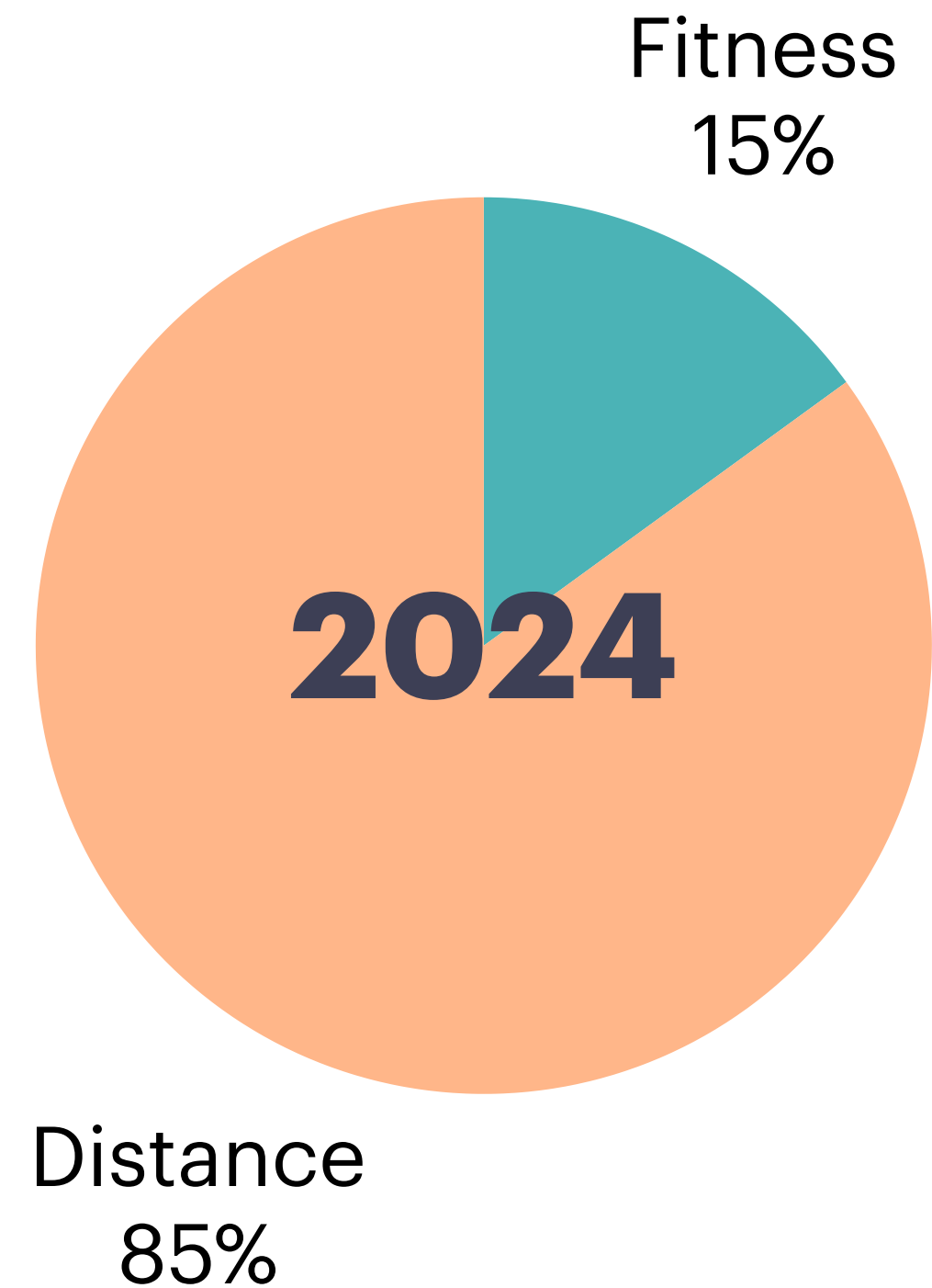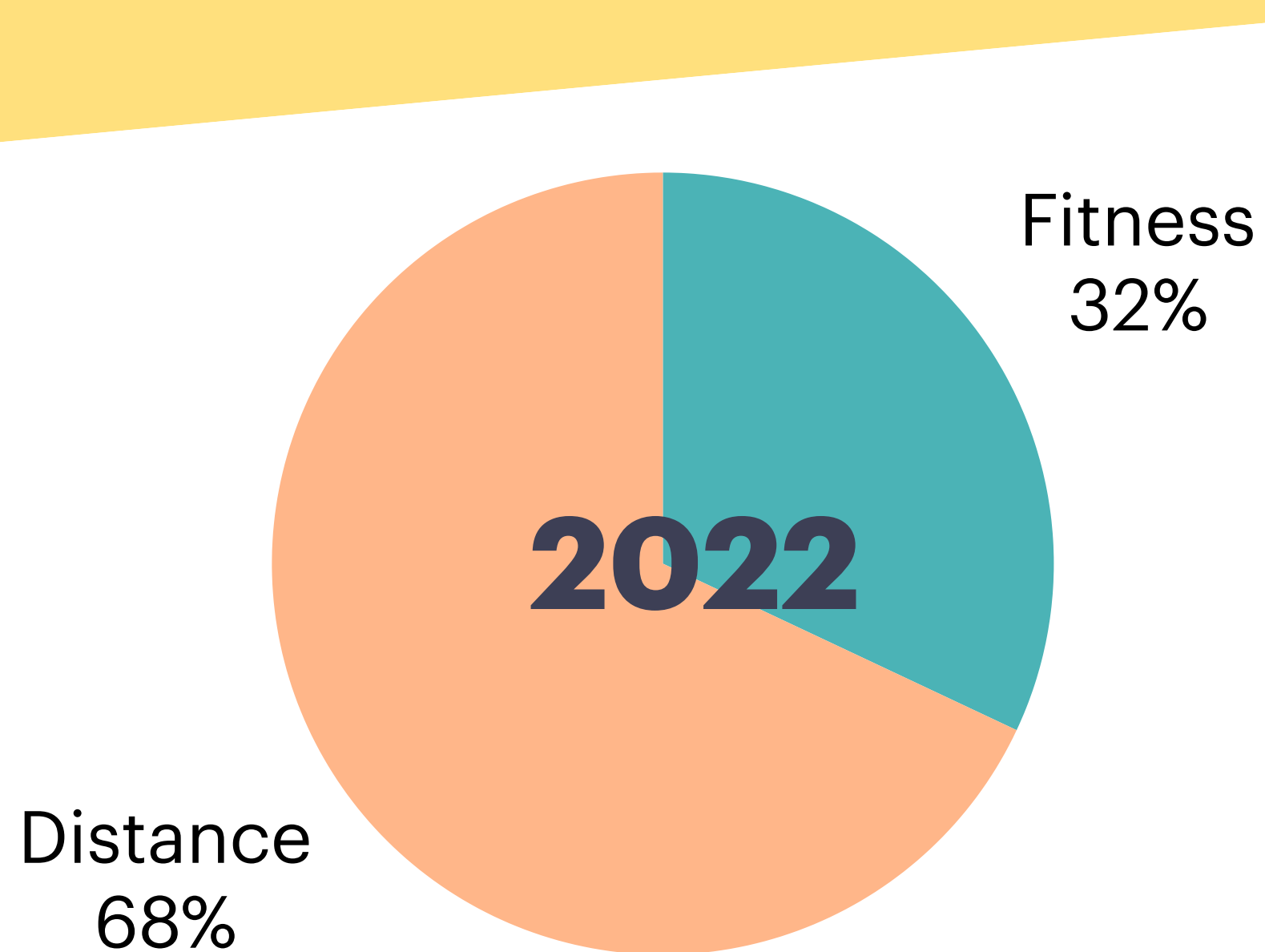- We saw charities average 1.6 challenges across the year in 2022 vs 2.5 in 2024

Cause Types

2022
Heath 52%
Other 48%

2024
Other 11%
Heath 89%

Challenge Types

2022
- Fitness 32%
- Distance 68%
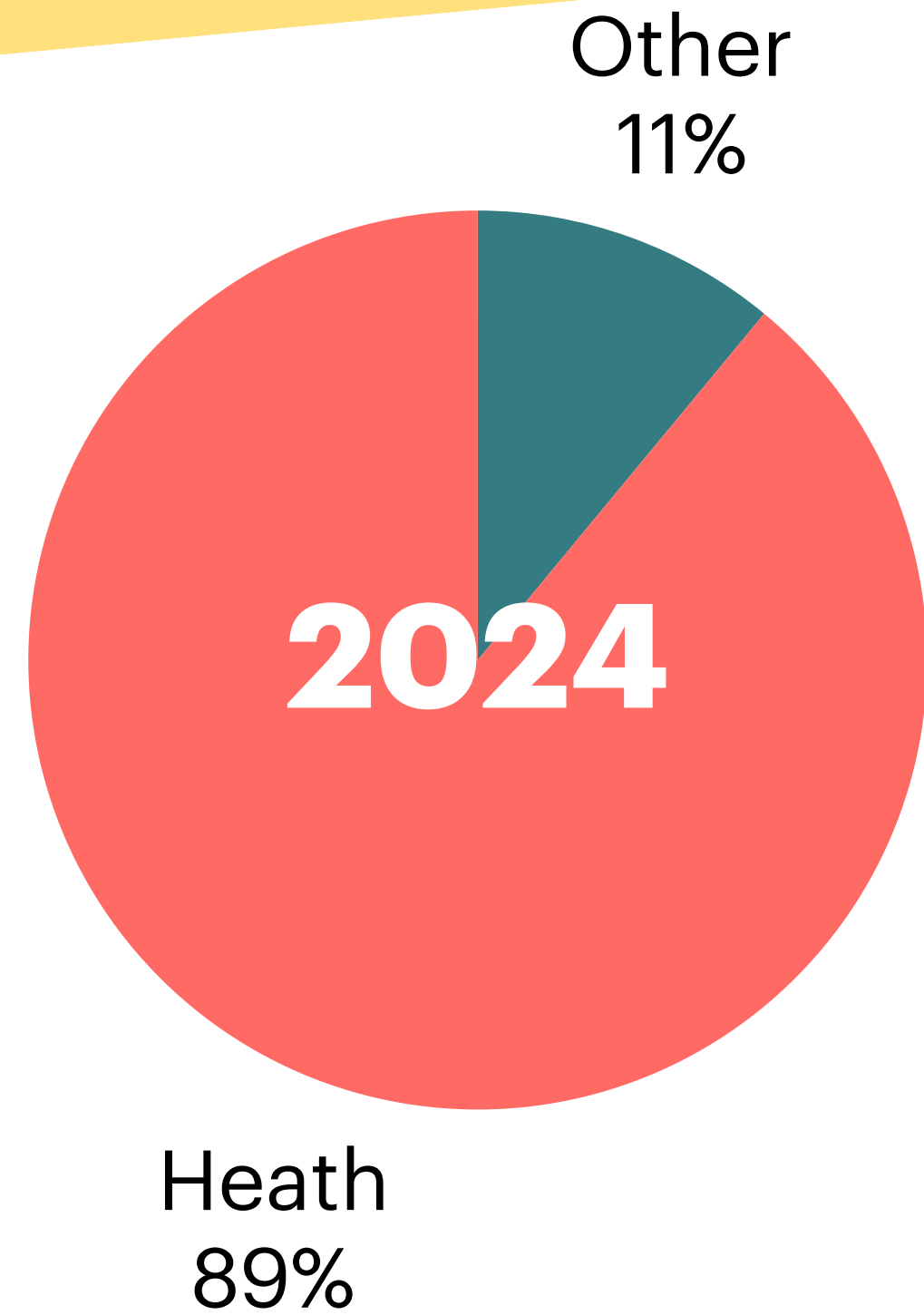
2024
- Fitness 15%
- Distance 85%

2024 Key Findings

2024 Key Findings

We examined data across all of our challenges to assess the performance of:

- **Cause type**
- Month
- **Distance vs Fitness**
- **Activity type**
- **Metrics**
- Over/Under 50 Miles
- Incentives
- Marketing agencies
- Group demographics (age, gender)

Cause Type

Health vs Other:

Cause type	Average group size	Average £PGM	Indicative income
Health	3,350	£51.47	£172,425.00
Other	4,365	£24.44	£106,681.00

Cause Type

Acute vs Chronic

Cause type	Average group size	Average £PGM	Indicative income
Acute	3,408	£58.49	£199,334
Chronic	3,100	£37.84	£117,304

Cause Type

Learnings

- Health charities are good FB Challenge candidates ('other' can still work!)

- The closer your participant can be to the cause, the better

- Causes that are likely to have a high % of in-memory supporters, will perform better than those that don't.
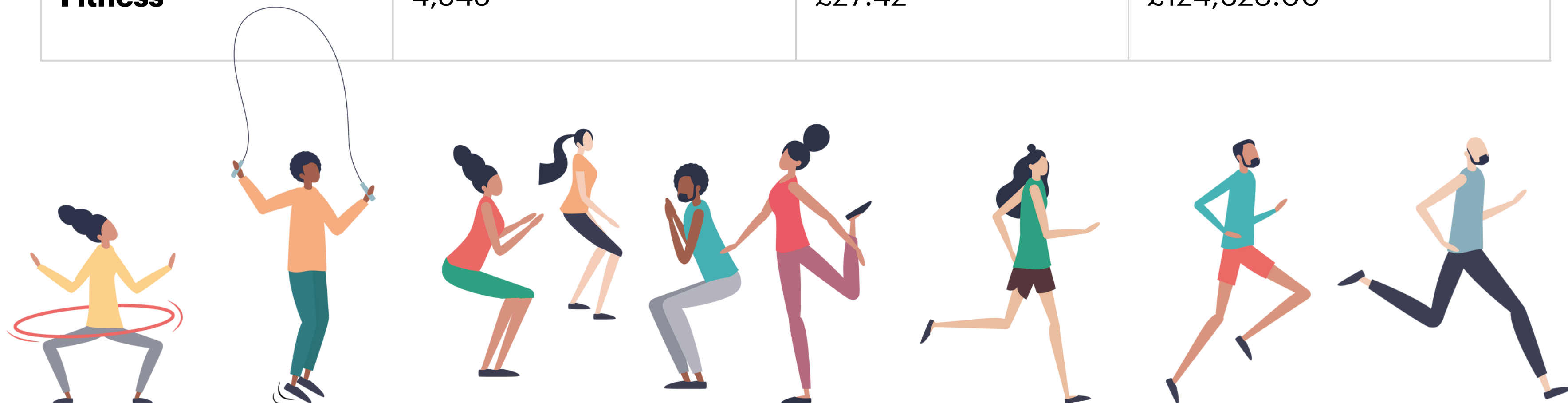
Challenge Type

Distance vs Fitness: how do we define this?

Challenge Type

Challenge type	Average group size	Average £PGM	Indicative income
Distance	2,937	£53.26	£156,425.00
Fitness	4,545	£27.42	£124,623.00

Challenge Type

Learnings

- Distance-based challenges knock fitness-based out of the park! Raising 25% more on average

- You'll attract more participants for fitness-based challenges, but they'll raise less

- If you're doing no more than four challenges per year, there's no reason for you to do anything fitness based

Distance WINS!

Activity Type

Challenge type	Average group size	Average £PGM	Indicative income
Walk	3862	£55.05	**£212,603.10**
Open	3142	£50.49	**£158,639.58**
Fitness	4570	£24.77	**£113,198.90**
Run	1873	£54.62	**£102,303.26**
Swim	1424	£63.46	**£90,367.04**
Jog	1701	£46.63	**£79,317.63**

Activity Type

Learnings

- Walks & 'Open' are still the top performers

- Run, Jog & Swim will raise a healthy amount per group member, but will typically have smaller groups (indicates a higher cost per lead)

- Fitness based challenges did outperform run, jog & swim challenges by means of volumes in the group

- Don't rule out running challenges - but think carefully about fine tuning your timings & concept (to be continued).

Metrics

Metric	Average group size	Average £PGM	Indicative income
Miles	3,080	£51.22	£157,757.60
Kilometres	1,754	£80.71	£141,565.34
Steps	3,098	£36.59	£113,355.82
Minutes	3,811	£29.31	£111,700.41

Metrics

Learnings

- Miles are king! Why?

- Kilometres can raise more per group member*, however aren't likely to recruit as many participants

- If you have an established flagship event - stick with it!

Do you use a specialist marketing agency for your challenge?

Bonus

## Do you use a specialist marketing agency for your challenge?

Marketing done	Average group size	Average £PGM	Indicative income
In House	2518	£43.09	**£108,500.62**
All agencies	4075	£54.11	**£220,498.25**

Bonus

Learnings

103%

- Charities that outsourced their marketing to an external agency, raised an average of 103% more than those that didn't

- £PGM averages at 20% higher

- 61% more group members

- Happy to chat to share recommendations (Social AF don't run ads/marketing)
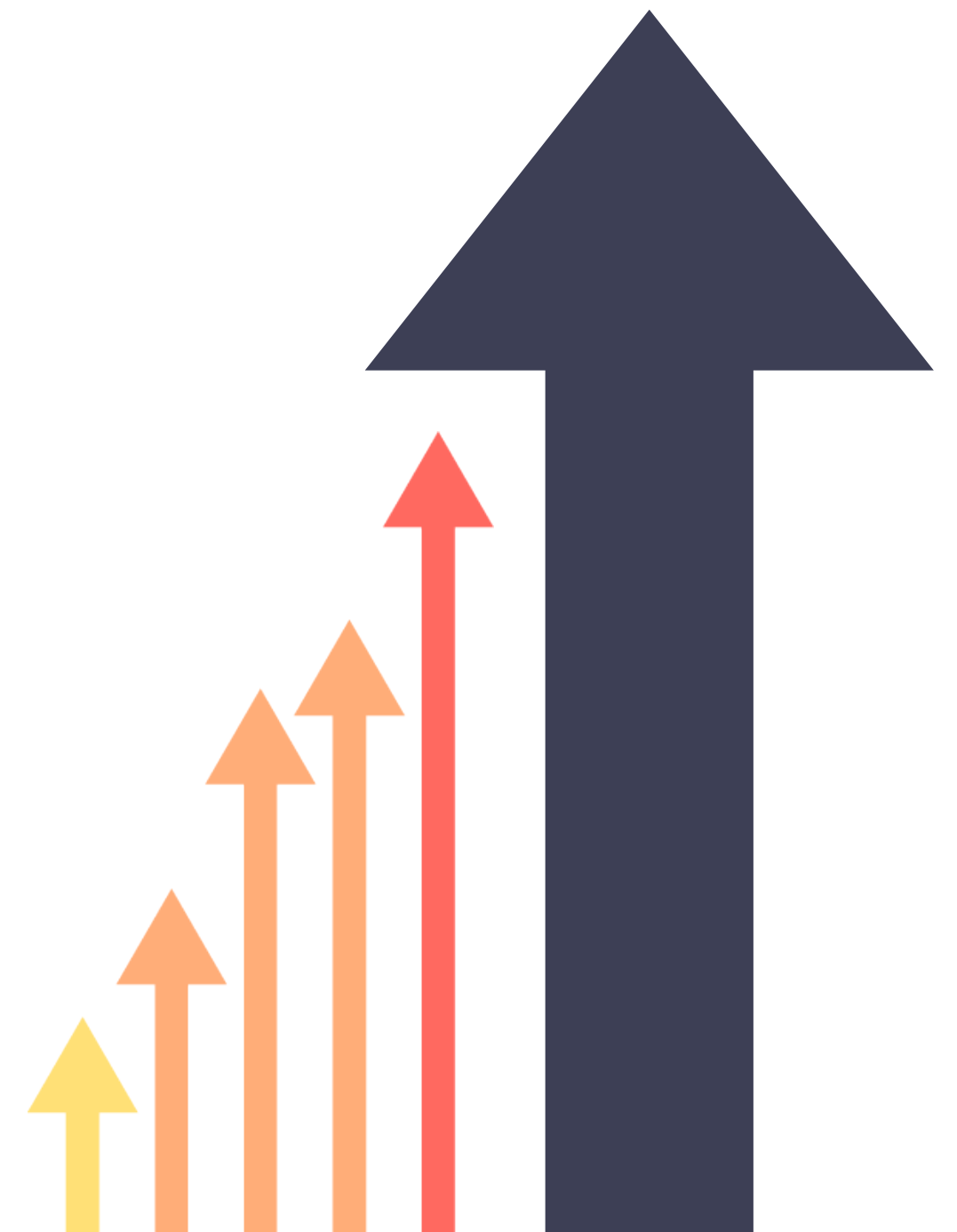
Constructing a great challenge (using learnings)

Constructing a Great Challenge

Learnings

- Health causes raise 61% more than causes classed as "Other"

- Acute causes raise 69% more than chronic causes

- Distance challenges raise 25% more than fitness based challenges

69%

61%

25%

Constructing a Great Challenge

Walking Works!

Learnings

- Walking based challenges tend to raise more £PGM and have a higher average group size than most other concepts
- Using the metric of miles will see you have a good balance between group numbers and a solid £PGM
- Using a specialist Facebook Challenge ads agency is worth the investment (if you are the right candidate)

Constructing a Great Challenge

A solid foundation:

- Distance based challenge
- Miles
- 50 miles or more

A note on what 'innovation' means for Facebook Challenges

Suggested Challenge Concepts

Walk 100 miles in XXX

Complete 60 miles in XXX
(cumulative 2 miles per day)

Run 50 miles in XXX

Research call out
& final thought

Research Call Out & Final Thoughts

- Use data to inform your decisions
- Ask questions!
- The innovation is in the supporter journey & experience - not your concept
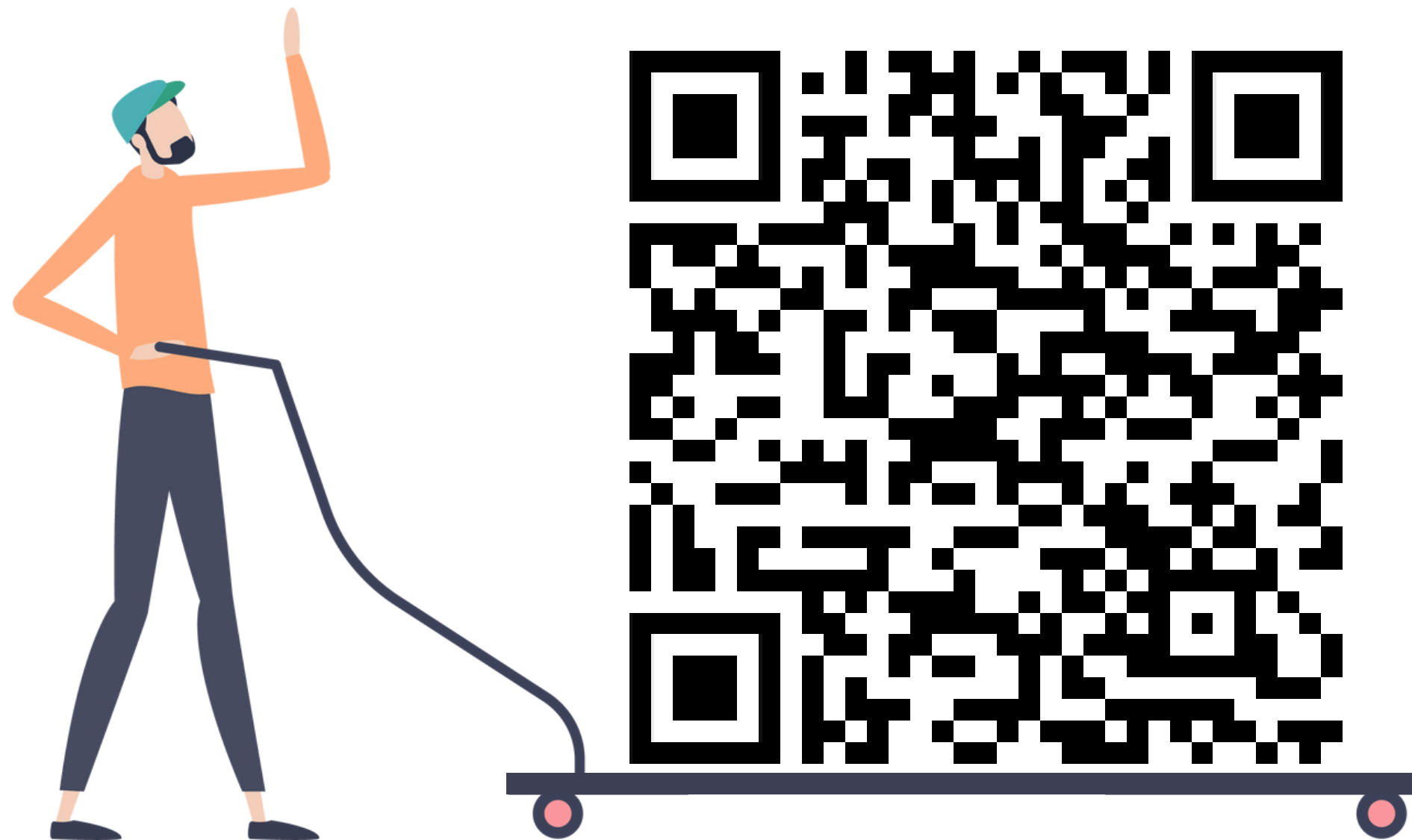
Research Call Out

- Research call out
- Be part of the biggest data-deep dive in Facebook Challenge history
- Scan this QR code complete this short survey:
- You'll be the first to hear the results
- It will be game changing!

Next Steps

If your Facebook Challenges aren't meeting your expectations, book in a free consult here:

We Are **SocialAF.**

Experts in Social Media Moderation

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