

# Event Promotion on Facebook Helps Crush Fundraising Goal for Nonprofit

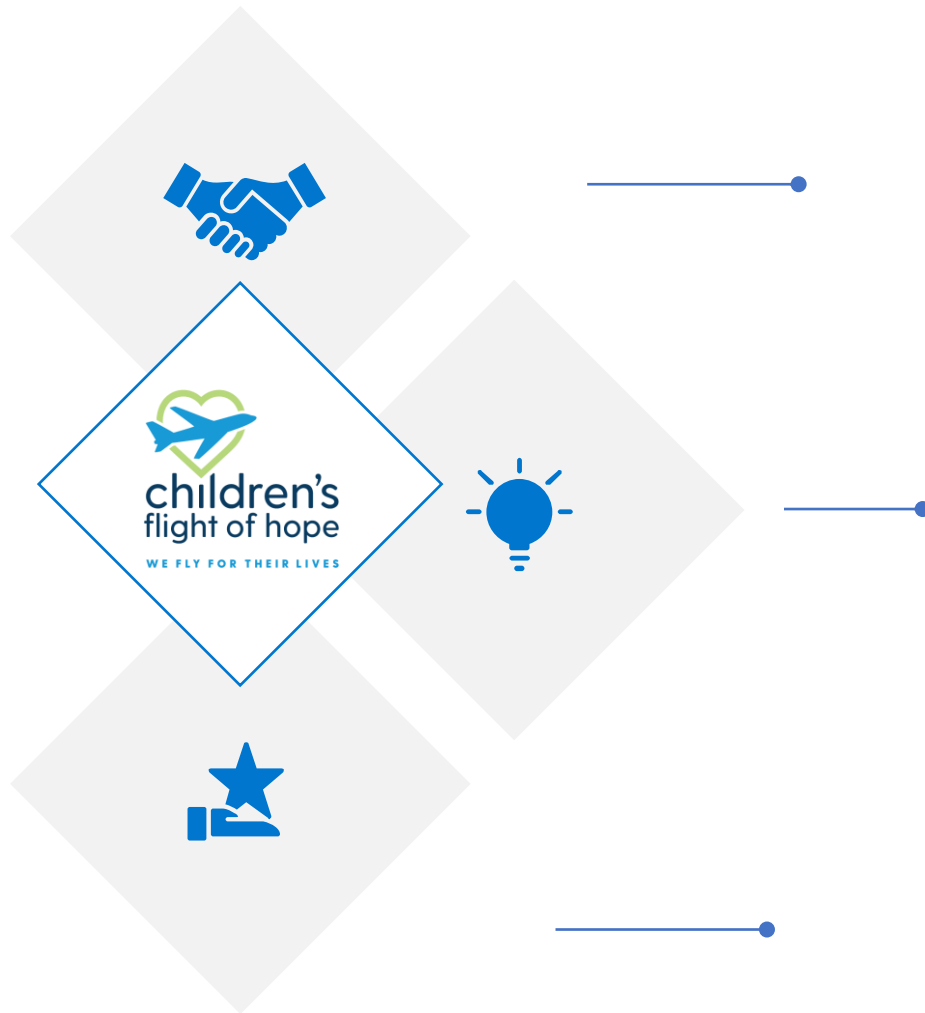


Social Media Advertising Case Study



# Children's Flight of Hope

## CASE STUDY



### About Children's Flight of Hope

Children's Flight of Hope (CFOH) offers hope and healing to families by providing air transportation to children in need of specialized medical care. They are committed to helping families through the duration of their child's treatment.

### Opportunity for CFOH

CFOH holds an annual beer event in Downtown Raleigh. They invite 24 breweries and have thousands of event attendees sample the beers. This event raises money for the CFOH charity, and is their main donation event of the year.

### HBT Digital's Solution

HBT Digital used Facebook and Instagram ads to promote the charity, event, and the breweries. The company used special photos and videos to drive awareness and conversions (ticket sales) for the event. It was a smashing success!

# Digital Marketing Outcome



*HBT Digital is, hands down, the most effective, creative, reasonable, and collaborative marketing company I have worked with. RJ and his team go the extra mile to build quality content that helps us meet our goals to bring in new funds to support our mission of helping children in need. -Haley T., Children's Flight of Hope*

## Creative



## Top Highlights

**Over 500 Attendees**

Record for the event

**Over \$160,000 Raised**

Ticket Sales, Merch, and Donations

## Facebook/Instagram Ad Performance



- 23,037 people reached
- 126,105 impressions
- 1,802 clicks to ticket site
- 400 purchased tickets from campaigns