

Kleo | Social Media Glory

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# CASE STUDY

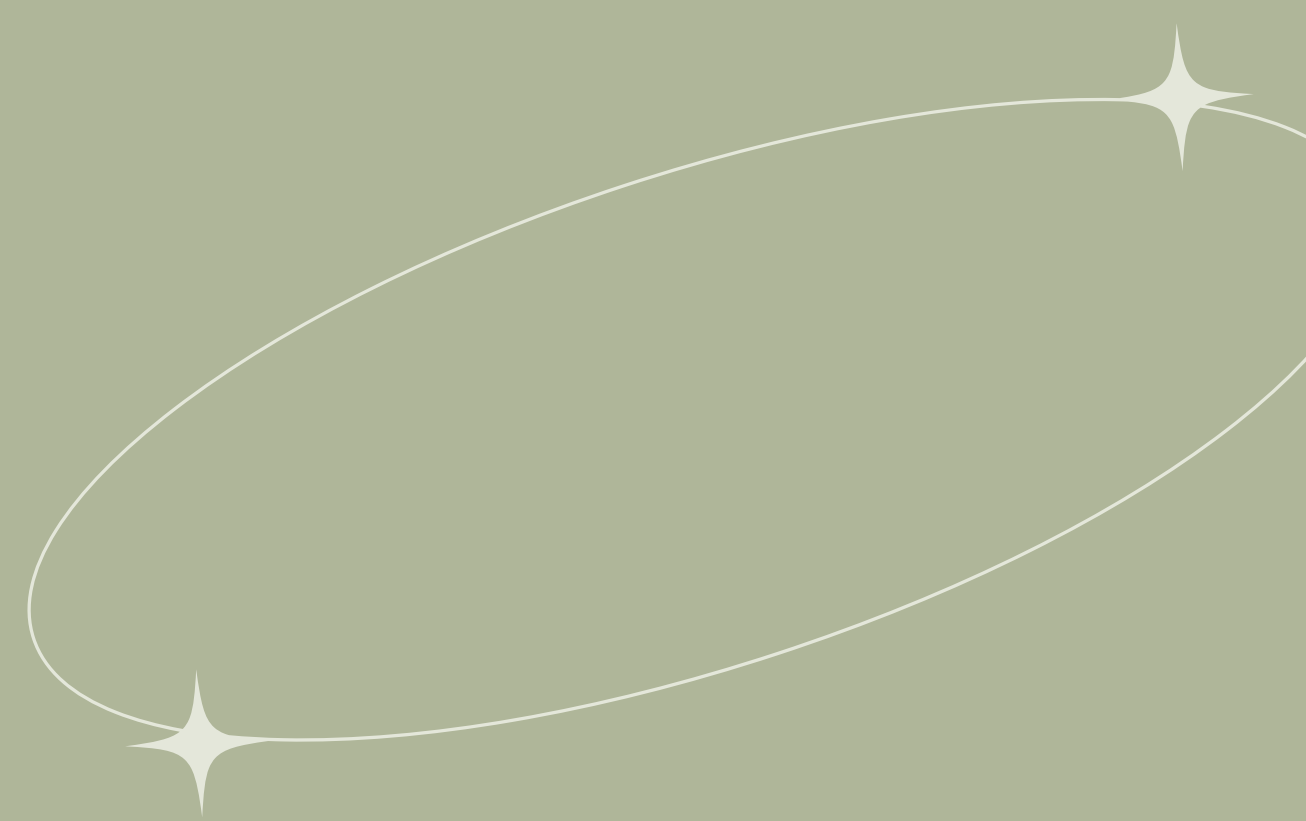
How I Reached 113% of KJDPH's Fundraising  
Target with Facebook & Email Marketing



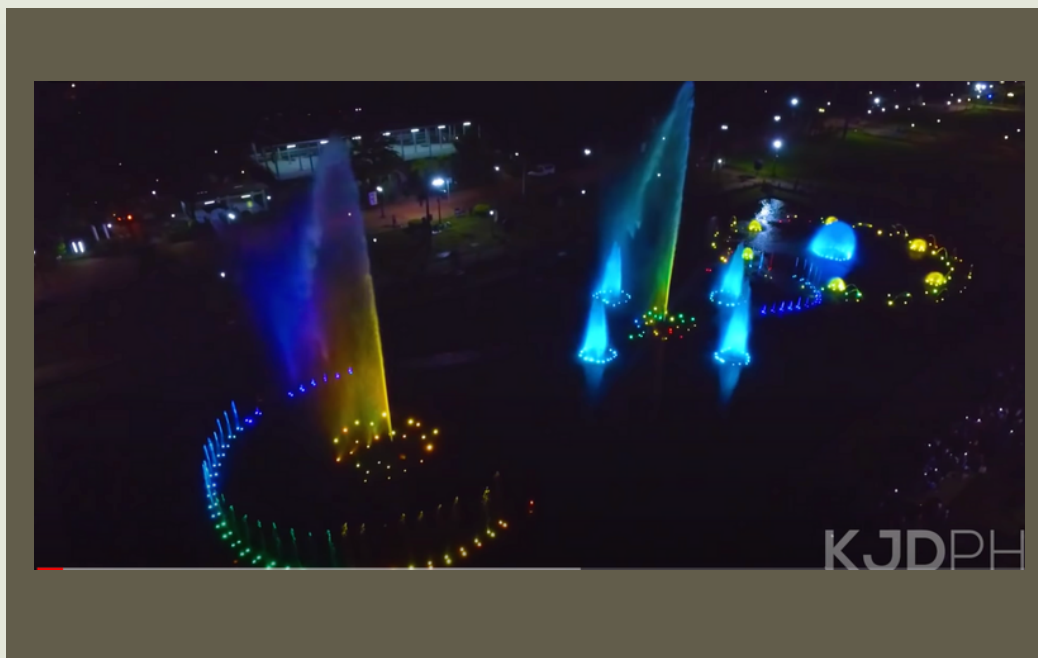
# About the Community a.k.a the Client



Kim Jongdae Philippines, mononymously known as KJDPH, is a community-led and non-profit fan organization for a multi-hyphenated Chinese-South Korean supergroup member EXO's Chen.



# THE PASSION-DRIVEN ORGANIZATION IS BEHIND ONE OF THE MOST GROUNDBREAKING PROJECTS FOR THE ARTIST.



The First Dancing Light and Sound Show



The First & Exclusive Globe Ad



Humanitarian activities such as blood donation drive among others.

Being recognised as the most passionate & trustworthy organization in the space, the community is armed with efficient organic marketing with its previous projects.

■ KIM JONGDAE PHILIPPINES  
■ IN PARTNERSHIP WITH WWF-PHILIPPINES

CHEN DAY 2021

Fundraising Event for  
Tuna Value-Adding in 21 Communities  
of Lagonoy Gulf and Mindoro Strait

September 8-19, 2021

Make A DAEfference

# LIVE & LIFE -TUNA- FULLEST

**TARGET: PHP 19,341 IN 14 DAYS**

The project will only run for 2 weeks so we could present the donation on the actual date of Chen's birthday. The target amount is the sum of 21 donations of 921 pesos —to make it more meaningful.

It has been our community's yearly tradition to carry out various projects to celebrate Chen's birthday, from fan activities for our fellow EXO-L to various charitable causes.

For this year, we are starting the charity fundraising project "Make a DAEfference", kicking off with a partnership with the WWF-Philippines. We aim to utilize the power of the EXO-L community to make a difference in the world —just as how Chen made a difference in our worlds through his voice and music.

All money that would go through this project would all be part of the donation for the cause under the name of



To commemorate EXO Chen's 30th birthday, the community, in partnership with a reputable non-profit organization World Wide Fund Philippines, geared up for a 14-day-fundraising initiative for those who lost their livelihoods amidst the effects of the pandemic.

However, with its great intentions came great challenges.

# THE CHALLENGES

## Twitter Account Suspension

Early this year, the community just lost its highly-engaged Twitter account with over 13k followers and at least 20% engagement rate.

## Ad Policy

Facebook, with its ever-changing advertising policies, is considering crowdfunding as a restricted content

## Twitter Account Suspension

Early this year, the community just lost its highly-engaged Twitter account with over 13k followers and at least 20% engagement rate.

# THE SOLUTION

1. Facebook & Instagram ad
2. Social media strategy optimisation
3. Email marketing

With the community only relying on its growing presence on Facebook and Instagram, I hypothesized that the best way to have people donate is to put up a Facebook and Instagram Ad.

Echoing above, I hypothesized that the only workaround to comply with FB Advertising policy is optimising it's overall social media strategy: messaging, creatives and objectives.

With the community proving to be successful with its organic strategies. In addition, having an email list (list is from the loyal supporters of the organisation and the artist), it's time to put this list a.k.a "warm leads of potential donors" to good use and use to put a couple of email sequences.



# HERE IS HOW THE FUNDRAISING STARTED:



**TUNA VALUE-ADDING IN LAGONOY GULF AND MINDORO STRAIT**

**TEAM**

**Kim Jongdae Philippines Fundraise for WWF-Philippines**  
 06/09/2020 - 19/09/2021

Kim Jongdae Philippines is participating in Tuna Value-Adding in 21 Communities of Lagonoy Gulf and Mindoro Strait and are fundraising for World Wide Fund for Nature Philippines

[Donate Now](#) [Join](#)

*We are making a difference by raising money for a cause close to our hearts. Please support us by donating.*

**MY STORY**

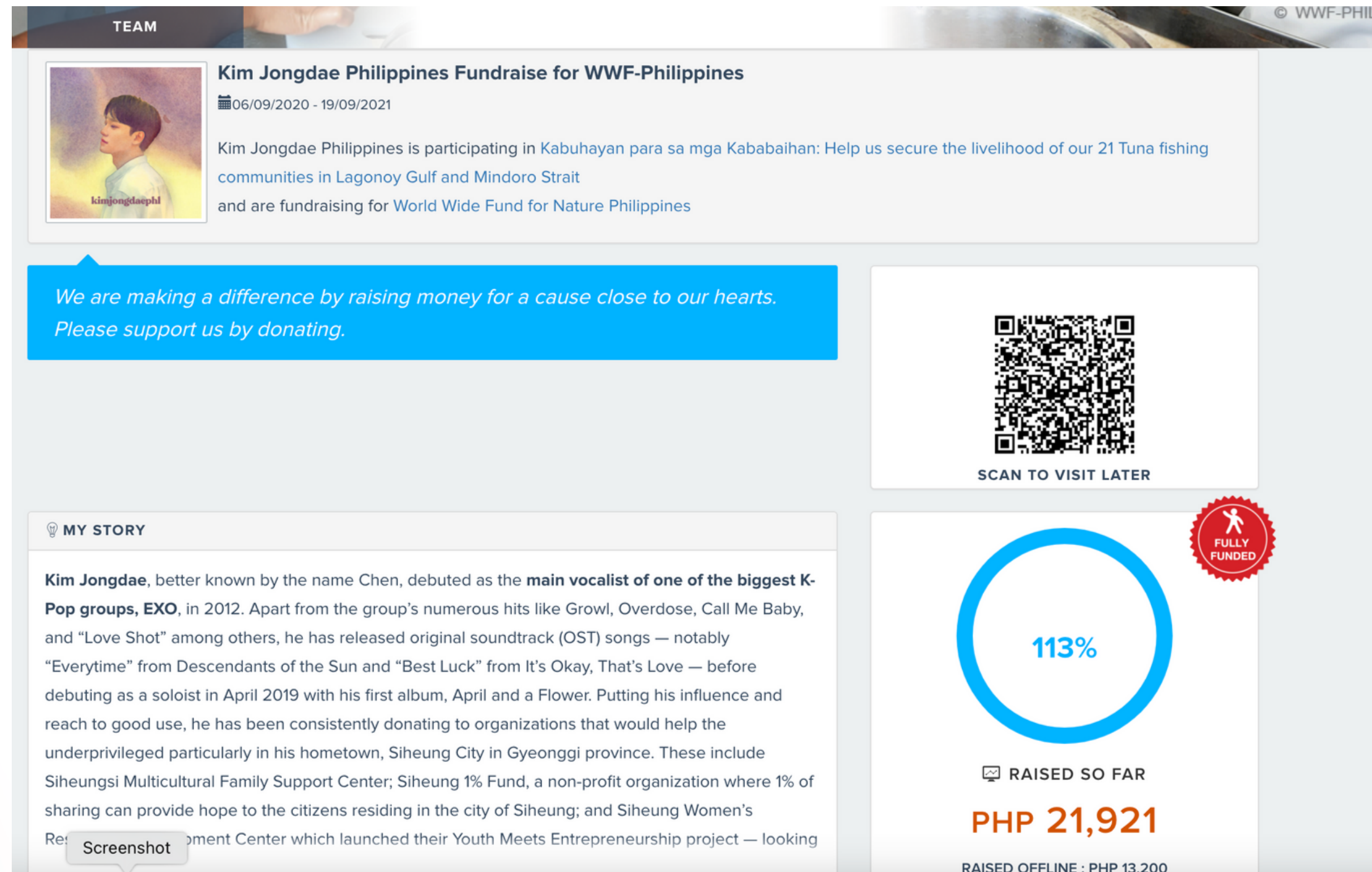
Kim Jongdae, better known by the name Chen, debuted as the **main vocalist of one of the biggest K-Pop groups, EXO**, in 2012. Apart from the group's numerous hits like Growl, Overdose, Call Me Baby, and "Love Shot" among others, he has released original soundtrack (OST) songs — notably "Everytime" from Descendants of the Sun and "Best Luck" from It's Okay, That's Love — before debuting as a soloist in April 2019 with his first album, April and a Flower. Putting his influence and reach to good use, he has been consistently donating to organizations that would help the underprivileged particularly in his hometown, Siheung City in Gyeonggi province. These include Siheungsi Multicultural Family Support Center; Siheung 1% Fund, a non-profit organization where 1% of sharing can provide hope to the citizens residing in the city of Siheung; and Siheung Women's

**0%**  
 RAISED SO FAR  
**PHP 0**

SCAN TO VISIT LATER

Screenshot Time Limit X

# HERE IS HOW IT ENDED:



**TEAM**

**Kim Jongdae Philippines Fundraise for WWF-Philippines**  
06/09/2020 - 19/09/2021

Kim Jongdae Philippines is participating in Kabuhayan para sa mga Kababaihan: Help us secure the livelihood of our 21 Tuna fishing communities in Lagonoy Gulf and Mindoro Strait and are fundraising for World Wide Fund for Nature Philippines

*We are making a difference by raising money for a cause close to our hearts. Please support us by donating.*

**MY STORY**

Kim Jongdae, better known by the name Chen, debuted as the **main vocalist of one of the biggest K-Pop groups, EXO**, in 2012. Apart from the group's numerous hits like Growl, Overdose, Call Me Baby, and "Love Shot" among others, he has released original soundtrack (OST) songs — notably "Everytime" from Descendants of the Sun and "Best Luck" from It's Okay, That's Love — before debuting as a soloist in April 2019 with his first album, April and a Flower. Putting his influence and reach to good use, he has been consistently donating to organizations that would help the underprivileged particularly in his hometown, Siheung City in Gyeonggi province. These include Siheungsi Multicultural Family Support Center; Siheung 1% Fund, a non-profit organization where 1% of sharing can provide hope to the citizens residing in the city of Siheung; and Siheung Women's Re:ment Center which launched their Youth Meets Entrepreneurship project — looking

QR Code: **SCAN TO VISIT LATER**

**113%** **FULLY FUNDED**

**RAISED SO FAR**  
**PHP 21,921**  
RAISED OFFLINE : PHP 13,200

The community has reached its target of 21,921 PHP on the exact same day September 21, 2021 with a 113% success rate!



# The Results

With it's 5-day-quick but sweet Facebook Ad run, the campaign has:

- over 600% increase in video views (usable for lookalike retargeting in the future),
- 428% increase in Facebook engagement
- 97% increase in follower-to-like conversion

The screenshot shows a Facebook post from 'Kim Jongdae Philippines', a sponsored advertisement. The post features a birthday greeting for 'CHEN' with a profile picture of the artist. The text includes a quote in Korean and English, and the date '9.21 1992'. The post has received 91 comments and 314 shares.

**Kim Jongdae Philippines**  
Sponsored (demo)

"You are good enough."  
In this world full of doubts, your kindness will remain.  
"There really is no such thing as competition in music."  
Thank you for the comforting words & music. ... [See More](#)

**HAPPY BIRTHDAY**  
**CHEN**

9.21  
1992

사랑하는 그대여 못다 쓴 이 편지가  
그대에게 닿을진 알 수 없겠조  
차마 닿지 못해도 그대 안녕하기를  
잘 지내고 있기를 바라고 또 바라요

My love, I may not ever know  
If this incomplete letter would reach you  
Even if it doesn't, I hope you're fine  
I desperately hope that you'll be well

—안녕 (Hello) by CHEN

91 Comments 314 Shares

# And more...

## Post Reach

September 14 - September 20

150,644

People Reached ▲7956%



## Post Engagement

September 14 - September 20

10,910

Post Engagement ▲4282%



## Page Followers

September 14 - September 20

193

Page Followers ▲97%

161

Page Likes ▲73%



## Recommendations

September 14 - September 20



We have insufficient data to show for the selected time period.

## Videos

September 14 - September 20

24,799

3-Second Video Views ▲50510%

# And The ad campaign results ..

The screenshot shows the Facebook Ads Manager interface. At the top, it displays the account name 'Ysa B. Milanes (291614617709098)', the status 'Updated just now', and buttons for 'Discard Drafts' and 'Review and Publish (1)'. A notification banner indicates that changes may impact young audiences as of August 23. Below this, there is a search and filter bar and a date range selector set to 'This month: Sep 1, 2021 - Sep 21, 2021'. The main content area shows two tabs: 'Ad Sets for 2 Campaigns' (selected) and 'Ads for 2 Campaigns'. A toolbar includes options like 'Create', 'Duplicate', 'Edit', 'A/B Test', 'Rules', 'View Setup', and 'Reports'. The table below lists the performance metrics for two campaigns.

Off / On	Campaign Name	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
<input checked="" type="checkbox"/>	#HappyChenDay : 16:9	92,021 Reach	92,021	93,622	₱8.08 Per 1,000 People Re...	₱743.40	Sep 19, 2021
<input checked="" type="checkbox"/>	#HappyChenDay 1:1	29,842 Post Engagements	54,523	67,157	₱0.05 Per Post Engagement	₱1,463.03	Sep 19, 2021

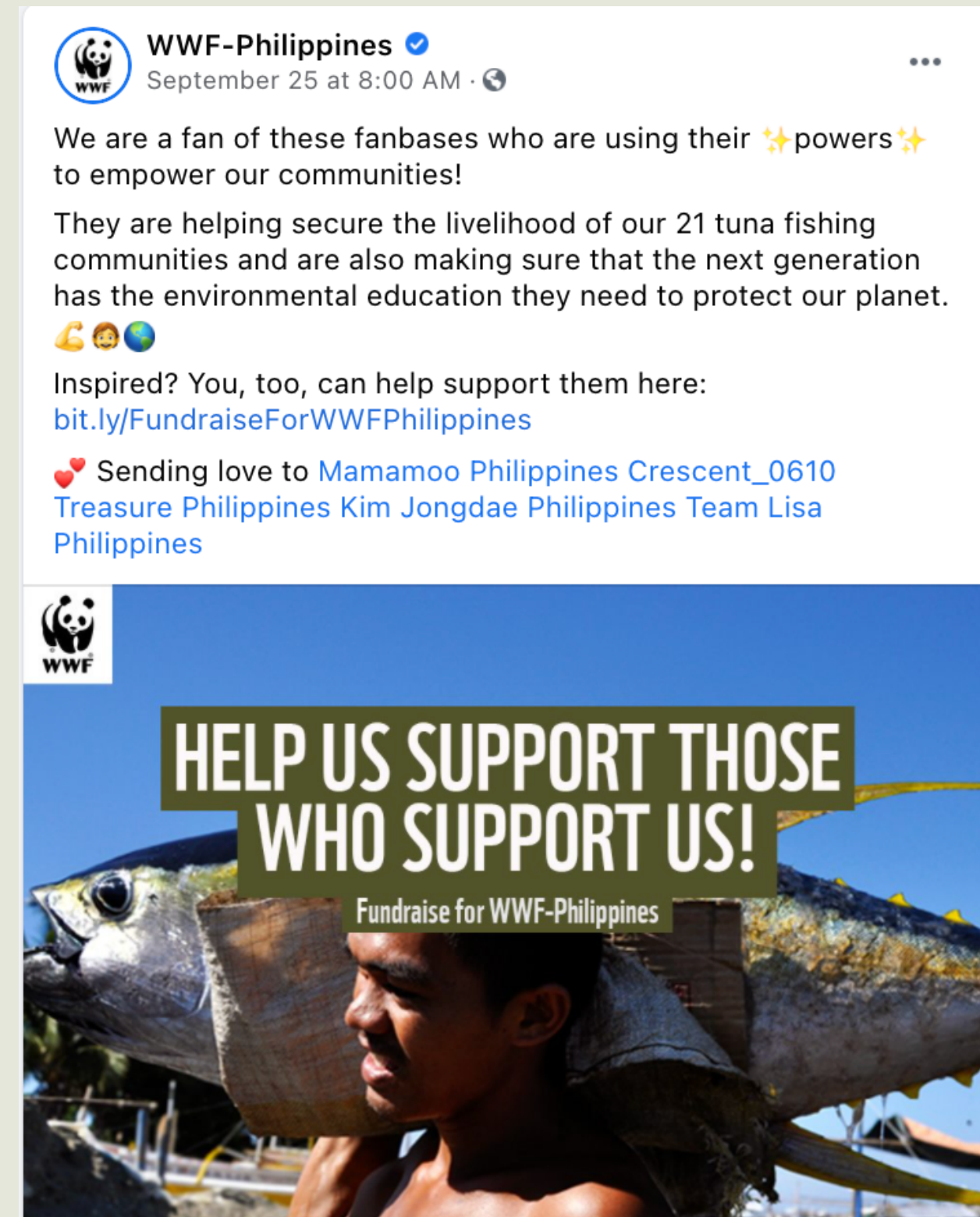
## The ad campaign results

We spent 2206PHP in ads and it has generated the community a 994% return on ad spend (the total of donations amounted to 21,921PHP.)

# Conclusion

Since it's apparent that social media platforms have their eyes on organizations such as KJDPH, With a healthy mix of passion for helping others and the right social media strategy & tactics, a non-profit organization can absolutely kick-off a successful social media fundraising campaign even with Facebook Ad policy and a few more challenges sometimes getting in their way.

With its success, The community was featured in WWF's Facebook Page thus increasing its community credibility and social media footprint..





Let's partner up on  
your next fundraising  
campaign?

Email me at [kleo@socialmediaglory.com](mailto:kleo@socialmediaglory.com)  
or get your free personalized social media  
audit here where I will perform my 10-point  
inspection on one of your social media  
pages, all for free and no risk involved!

