



GFWC-WI Facebook Boost Guidelines – 2022-2024

During the 2022-2024 GFWC-WI administration, clubs can request \$20 to be used for advertising on Facebook for a club membership recruitment event to help 'boost' club's membership. Below are answers to some questions you may have.

What are examples of a membership recruitment event?

- *Meet & greet*
- *Membership tea*
- *Friendsgiving (more info on GFWC membership portal – under 'F'),*
- *Other membership ideas (look up Top 10 membership projects on the GFWC membership portal – under 'T' or look up membership ideas in the Club Manual found under 'C' in the advancement areas)*

How do I get on the GFWC membership portal? *If you don't know how or it has been a while since you have been on the GFWC membership portal go to: [Technology Tips — GFWC Wisconsin \(gfwc-wi.org\)](https://www.gfwc-wi.org) scroll to the bottom and there is a video on how to use the membership portal.*

When does this start? *It is happening now. GFWC-WI has tried it on the GFWC-WI Facebook page with a couple of clubs and also trying to start a new club. Just remember this is for membership recruitment so plan an event and make time to follow-up with anyone that is interested.*

How often can I request a \$20 Facebook ad? *Currently just once during the 2022-2024 administration.*

Who will host the ad? *If a club has a public Facebook page, it is requested the club does the actual advertising on their page, since the club has an advantage of page followers/likes and ties to the community. GFWC-WI will advertise on the GFWC-WI Facebook page if the club does not have a public Facebook page or you have Facebook administrative challenges.*

Who will write/design the ad? *The GFWC-WI CPR Chairman will help with designing and wording if requested and will need at least one weeks' notice. Canva, a design app with 1000's of graphics, will be used for designing the ad. The chairman will need all the specifics of the event (ex, when, where, etc.). Also see attached document titled "FB_Membership_Examples.pdf" for inspiration on wording.*

What kind of timing should we plan on?

- *Design/wording: No more than 1 week*
- *Facebook (Meta) ad approval: at most 24 hours*
- *Run ad/boosted post/event: 1-2 weeks (Note: Facebook requires minimum \$1/day for ad)*

Will the ad be a post or an event? *It is up to the club, there are advantages to both sides. Personal preference is for event, since you can put all the details in the event post easily and if someone says they are going or interested in your membership event they automatically get a reminder from Facebook about the upcoming event. A post you can easily add a message button and have a private conversation with an individual.*

My club has a Facebook page and we have never done an ad before what do we do? *Don't worry! Take a look at separate attachment titled: "GFWC-WI_How_To_FacebookAd.pdf" it gives step-by-step instructions on what to do. If you get stuck or have questions contact the CPR chairman (contact information at the end of this document).*

How will the club / club member be reimbursed? *Facebook bills on the 15th of each month. Submit a **signed** GFWC-WI voucher (found on [GFWC Wisconsin \(gfwc-wi.org\)](http://GFWC Wisconsin (gfwc-wi.org)) click on 'Members' and then 'Forms') after you receive your email receipt from Meta with final cost. Submit the **signed** voucher with receipt to GFWC-WI Treasurer, Michelle Munoz at gfwcwi.treasurer@gmail.com.*

Some additional resources:

[\(231\) Facebook Boosting vs Ads Manager \(Which Should You Use?\) - YouTube](#)

[Facebook Ads For Beginners: FAQs, How To Set Up & Time-Saving Tips \(searchenginejournal.com\)](#)

Final tips:

- Think about your target audience.
- Don't have too much text in your design. It could cause your ad to be rejected by Meta.
- Before you click 'go' – ask yourself "Would I click on it?"

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