

Fundraise with Facebook

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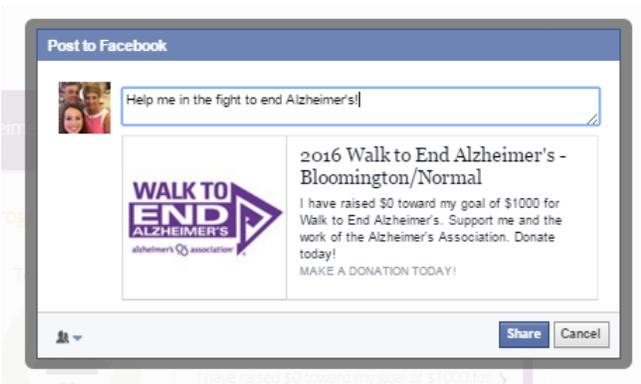
Ways to Install the Facebook app

1. Visit your participant center. You'll find a link titled "Fundraise with Facebook." Click on that link and follow the prompts in Facebook.
2. View an email from your event. You should receive a link directing to your custom instance of the application. Click on the link and follow the prompts in Facebook.

The power of a social donation ask

When you create a post with the app all your friends will see the call to action! First the message will appear on your Facebook Timeline page, and then your friends will see it in their News Feeds. (How and when your post appears in News Feeds is determined by Facebook.)

Your friends can click anywhere in the link to support your fundraising. They'll be taken directly to your personal donation form. Even better, they can "like," "comment," or "share" each post, just like they would with any Facebook post. Encouraging more interaction on each post will help your message reach even more people. That's the power of a social donation ask on Facebook!



Schedule automatic posts

One of the easiest and best ways to use the app is the automatic posts feature. In a matter of seconds you can set up enough posts to make a serious dent in your fundraising goal. And best of all the posts will update as you raise more money.

Yo

Let our app do the work for you!

Did you know that the most successful fundraisers send out regular donation requests? Our app takes out the guesswork by automatically generating posts at the most important milestones during your fundraising.

Select All Posts

<input checked="" type="checkbox"/> Tuesday weekly message I have raised \$0 for the 2016 Walk to End Alzheimer's - Bloomington/Normal toward the goal of \$1000. Please help me to advance Alzheimer's care, support and research by making a donation.	<input checked="" type="checkbox"/> 5 days until the event Walk to End Alzheimer's is just 5 days away! There is still time to support my fundraising efforts and advance Alzheimer's care, support and research!
<input checked="" type="checkbox"/> 30 days until the event 30 days and counting until Walk to End Alzheimer's. Help me to advance Alzheimer's care, support and research with a donation!	<input checked="" type="checkbox"/> The day before the event Walk to End Alzheimer's is tomorrow! Please donate to support the efforts of the Alzheimer's Association!
<input checked="" type="checkbox"/> 15 days until the event Just 15 more days until Walk to End Alzheimer's. Can I count on your support to help me lead the way to a world without Alzheimer's?	<input checked="" type="checkbox"/> The day after the event Thank you to everyone who has donated to my Walk to End Alzheimer's campaign. And for everyone else, it's not too late!

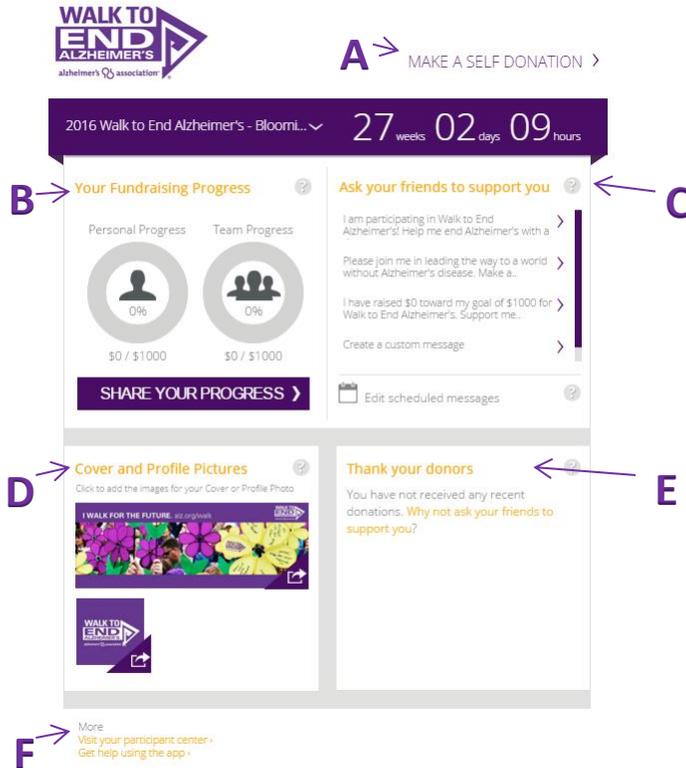
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REMIND ME LATER CANCEL SAVE

Your Facebook App



A. Make a self-donation

- Take charge of your fundraising by making a gift on your own behalf. It'll help you reach your goal even faster and your other donors and potential donors will know you mean business!

B. Share your progress

- Not only can you track your progress (and your team's progress) from the homescreen, you can also share your fundraising progress. Just click "share your progress" and our app will create a post that lets your friends know how well you're doing.

C. Suggested donation asks

- Your team at Alzheimer's Association wants you to have the best fundraising tools out there. Choose from a list of suggested donation asks, or create your own!

D. Update your profile or cover photo

- Setting your cover photo and profile picture to the Alzheimer's Association logo will help get the word out about your fundraising, even when you're not making an explicit donation ask. Show your friends show much Alzheimer's Association means to you!

E. Thank your donors

- You can view a list of your donors at any time. Better yet, you can thank them now right from the app. Create a thank you email or a thank you Facebook post and get even more people to support you.

F. Even more

- Get help using the app or log into your participant center from links in the footer of the app.