What is Boundless Fundraising and How Does it Work?

*boundless*Fundraising™ is application that enables participants to extend their fundraising efforts beyond their Participant Center page. Participants first register for an event. After registering, participants are given the option to add the *boundless* Fundraising™ application to their Facebook page with a few simple clicks.

Once participants have added the *boundless* Fundraising™ application to Facebook, they are able to send a quick stream story to their Facebook friends using the new **Get the Word Out** feature. They can also update their Facebook profile picture to use the Walk to End Alzheimer's logo with the new **Donate Your Profile Picture** feature, view their real-time fundraising status on their badge and use the **Share Your Story** community portal to share their personal story with other participants and Facebook friends. This year, they will also be able to **Schedule Newsfeeds** and push out a custom coaching message with the **Share With Friends** feature.

The Boundless Fundraising Application Canvas Page

How do I use the features to extend my fundraising efforts to Facebook?

1. Get the Word Out

The **Get the Word Out** feature allows you to choose a stream story to publish on your profile page. After selecting the desired message, click on the Share with Friends button, and a stream story is published to your profile page.

The below stream story is published to a participant's profile page and is visible to all Facebook friends and family through their News Feed. **Friends can donate directly** to the by clicking on the "*Alzheimer's Association*" link above the message.

2. Donate Your Profile Picture

After donating your profile picture, the new picture replaces the old profile picture and a stream story is delivered to all the participants friends.

3. Share Your Story

The Share Your Story feature. located on the application canvas page. is a forum exclusively for Walk to End Alzheimer"s participants Connect with other participants by telling your personal story and read about why other participants chose to join the walk.

4. Progress Monitor

This feature allows you to monitor your fundraising progress. The thermometer and raised amount update daily as you reach closer to your goal. Access your Participant Center by clicking on the "Walk HQ" button. The refresh button allows you to instantly update your badge with the click of a finger.

5. Scheduled Newsfeeds

The Scheduled Newsfeeds feature allows participants to program messages to go out throughout their fundraising cycle. They simply chose the messages they want to send out, and click "Save Updates"

6. Share Video

This feature allows a participant to share an official Alzheimer's Association video with all of their friends. Simply click "Share Video" to push it out to your wall.

How Do I Access the Application Once I've Installed It?

You can access the application from your Facebook Home page, by clicking on the Alzheimer's Association application in the apps tray on the right hand side of your screen.
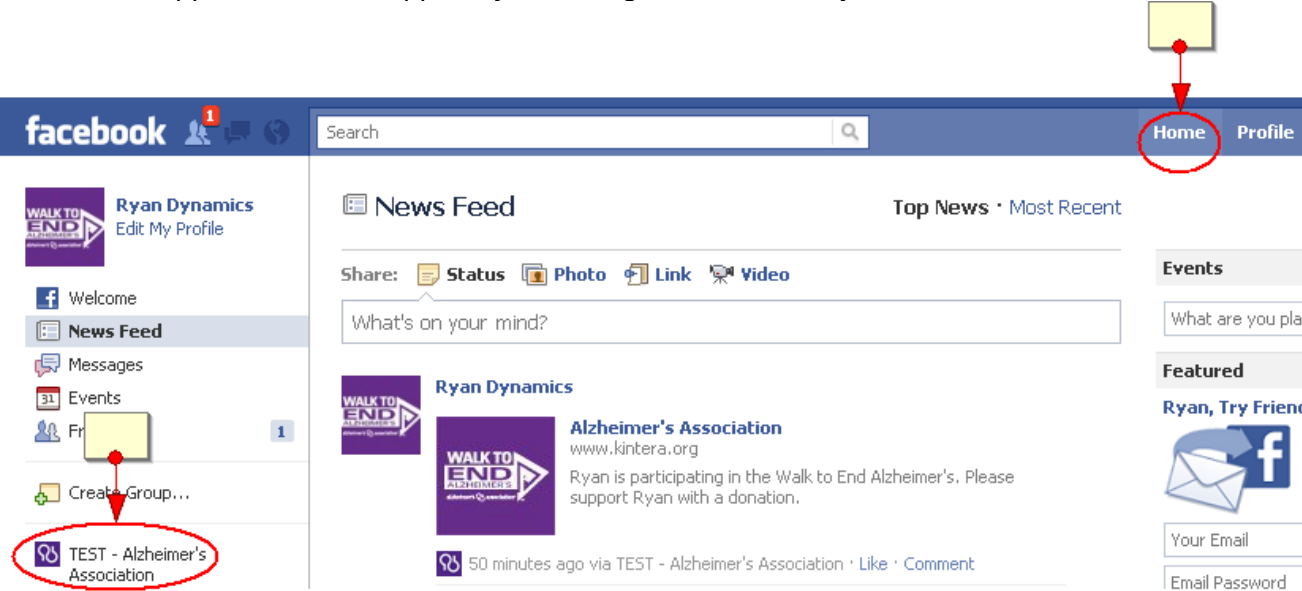
Stream Stories

The features listed below will send a stream story to your profile page and the wall of your Facebook friends. All stream stories sent from the canvas page will automatically include a link back to the your donation form.

> Donate Your Profile Picture
> Get the Word Out
> Share Your Story
> Scheduled Newsfeeds
> Share Video
> Share With Friends

There is also an automatic stream story sent out to all Facebook friends once every 24 hours – provided the participant has received a donation on their behalf.

Where does boundless Fundraising Show up in the event?

The following pages include the "Fundraise with Facebook" install link. Click this link to install the Boundless Fundraising application.
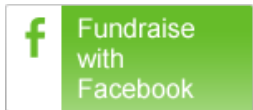
1. My Participant Center
2. Thank You Page after registering
3. Thank You for Registering Email
4. Thank You for Forming a Team
5. Someone Joined Your Team Email
6. Someone Made a Donation Emaail