

What is Boundless Fundraising and How Does it Work?

boundlessFundraising[™] 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

facebook

Search

WALK TO
END
ALZHEIMER'S

alzheimer's association

Home

Share Your Story

Scheduled Newsfeeds

Share Video

Help spread the word by donating your picture and letting your friends know you're lending your support!

Donate Your Profile Picture

WALK TO
END
ALZHEIMER'S

alzheimer's association

Click the above photo to use it as your profile picture.

Get the Word Out

1. ☒ I am participating in the 2012 Walk to End Alzheimer's – Port St. Lucie, FL! Please support me with a donation.

2. ☐ Please join me in supporting Alzheimer's Association!

3. ☐ Kelly has raised \$0 for the Walk to End Alzheimer's towards the goal of \$0. Support Kelly with a donation.

4. ☐ Write your own message.

Share with Friends

Your Progress Indicator

WALK TO
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alzheimer's association

Goal: \$0
Raised: \$0

Walk HQ

boundlessFUNDRAISING[™] by charityDYNAMICS

Refresh

The raised amount on your progress indicator updates every time you receive a donation. In some instances, it may take Facebook 24 hours to reflect your latest donation. If this is the case, you can click the "refresh" button on the progress indicator and your raised amount will update automatically.

Need some technical help?

(Opens new window)

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.

Get the Word Out

1. ☒ I am participating in the Walk to End Alzheimer's! Please support me with a donation.

2. ☐ Please join me in supporting Alzheimer's Association!

3. ☐ Ryan has raised \$250 for the Walk to End Alzheimer's towards the goal of \$1000. Support Ryan with a donation.

4. ☐ Write your own message.

Share with Friends

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.



Ryan Dynamics



Alzheimer's Association

I am participating in the Walk to End Alzheimer's! Please support me with a donation.



3 seconds ago via TEST - Alzheimer's Association · Like · Comment

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.

Donate Your Profile Picture



Click the above photo to use it as your profile picture.



Ryan Dynamics



Alzheimer's Association

I am participating in the Walk to End Alzheimer's! Please support me with a donation.



3 minutes ago via TEST - Alzheimer's Association · Like · Comment

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.

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Share Your Story

Help spread the word by sharing your story through your news feed and with others participating in this event!

Fields marked with an asterisk (*) are required.

* Title

* Content

3000

Share

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”

facebook

WALK TO END ALZHEIMER'S

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Schedule Newsfeeds to Remind Your Friends of Your Participation & Fundraising for 2012 Walk to End Alzheimer's – Port St. Lucie, FL

Scheduled News Feeds

☐ Countdown (Sent 30 days before the event)

30 days and counting until this year's 2012 Walk to End Alzheimer's – Port St. Lucie, FL. Support me with a donation today!

☐ Countdown (Sent 15 days before the event)

Just 15 more days until this year's 2012 Walk to End Alzheimer's – Port St. Lucie, FL. Can I count on your support?

☐ Countdown (Sent 5 days before the event)

2012 Walk to End Alzheimer's – Port St. Lucie, FL is 5 days away. Plenty of time for you to support my fundraising efforts!

☐ Eve of Event (Sent 1 day before the event)

2012 Walk to End Alzheimer's – Port St. Lucie, FL is tomorrow ... Last call for donations!

☐ Thank you (Sent the day after the event)

Thank you to everyone who donated to me for 2012 Walk to End Alzheimer's – Port St. Lucie, FL. And for everyone else, it's not too late!

☐ Progress Update (Sent every Tuesday leading up to the event)

I have raised \$0 for the 2012 Walk to End Alzheimer's – Port St. Lucie, FL toward the goal of \$0. Please help me by making a donation.

Save Updates

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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.


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Share These Videos With Your Friends

Video News Feeds



Share Video

Join the Alzheimer's Association Walk to End Alzheimer's™ and unite in a movement to reclaim the future for millions. Together, we can end Alzheimer's disease. Together, we can stop the sixth leading cause of death in the United States.



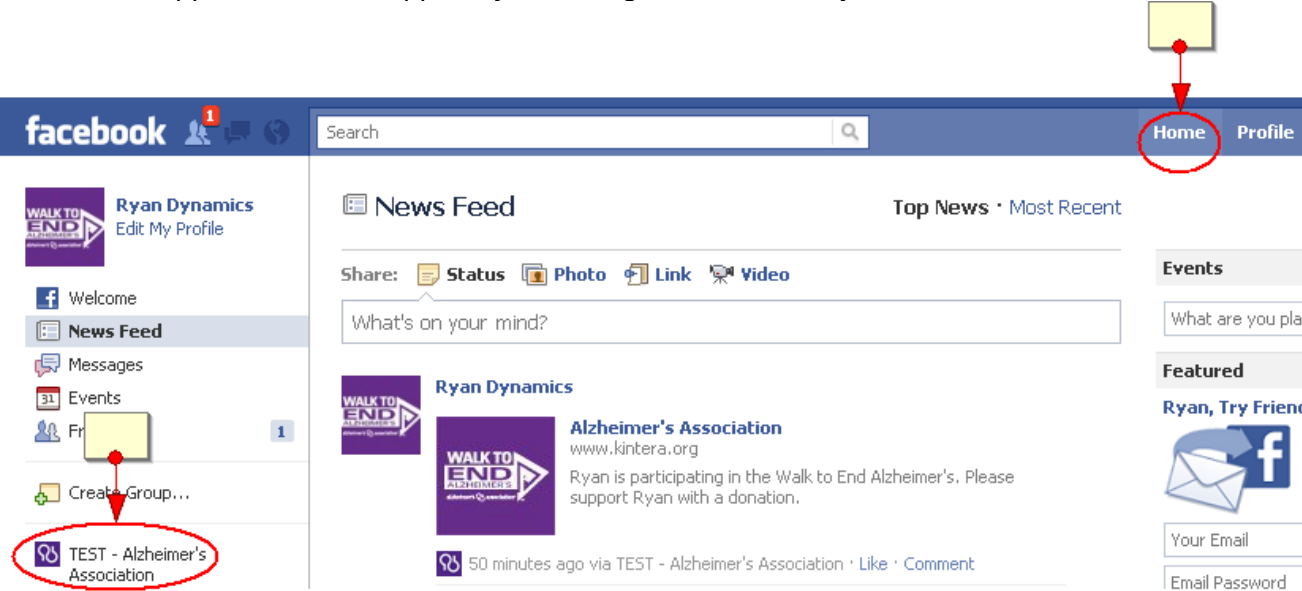
Share Video

Join people across the country by supporting the Walk to End Alzheimer's. Your donation goes toward groundbreaking research, improved care and the end of the sixth leading cause of death in the nation. Get more information at www.alz.org/walk

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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

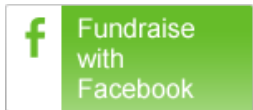
The features listed below will send a stream story to your profile page and the wall of your Facebook friends. All stream stories sent from the canvas page will automatically include a link back to the your donation form.

- 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