

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.)

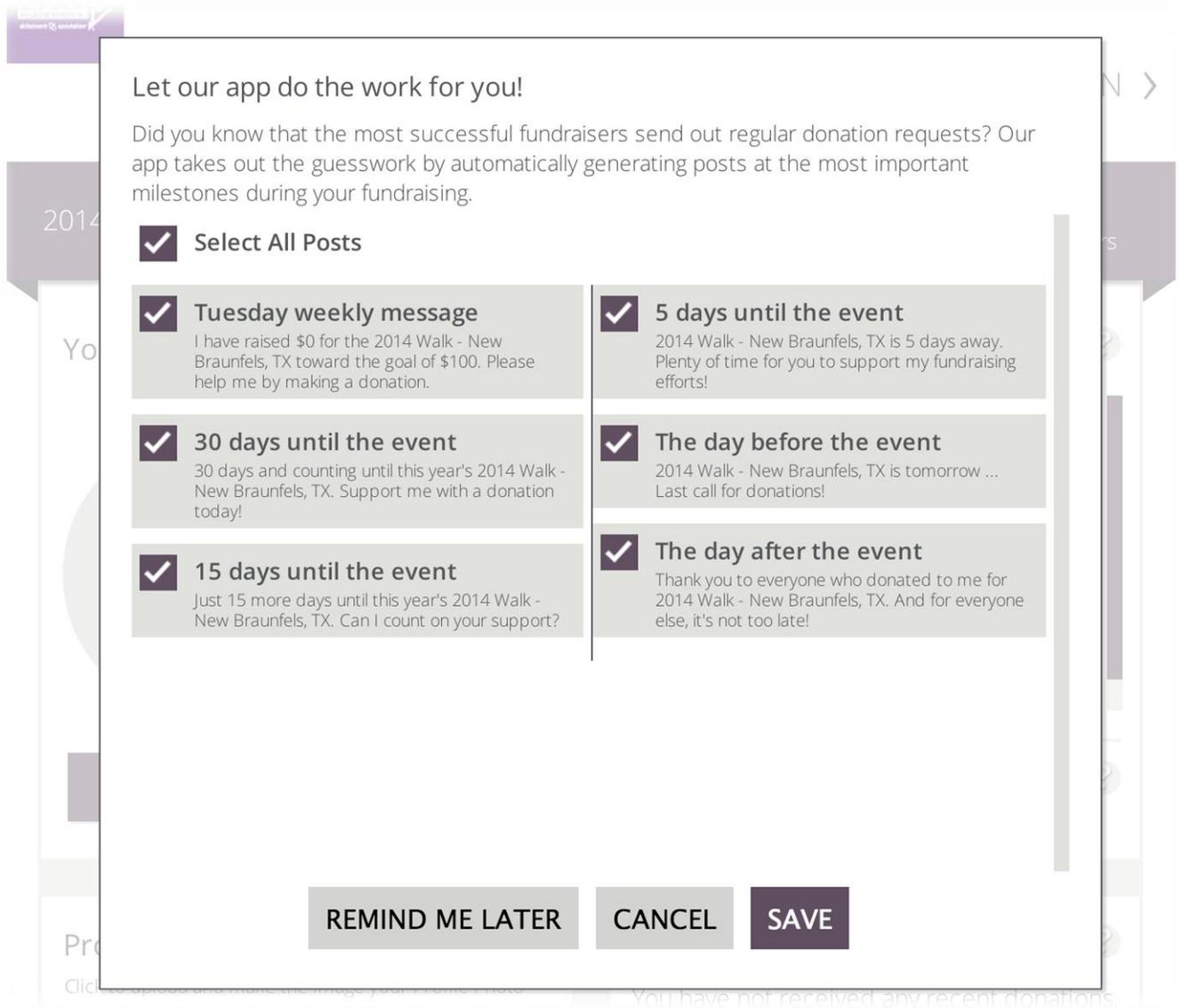
Your friends can click anywhere in the link to support your fundraising. They'll be taken directly to your personal donation form. Even better, they can "like," "comment," or "share" each post, just like they would with any Facebook post. Encouraging more interaction on each post will help your message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



The screenshot shows a Facebook post from Vincent Christopher, posted 14 seconds ago via Alzheimer's Association Walk. The post text reads: "Help me make some magic!". Below the text is a purple graphic for the "WALK TO END ALZHEIMER'S" with a white arrow pointing right. To the right of the graphic, the text says: "2014 Walk to End Alzheimer's New Braunfels, TX" and "I have raised \$0 for the 2014 Walk to End Alzheimer's New Braunfels, TX towards the goal of \$100. Please support me with a donation today!". At the bottom of the post, there are links for "Like · Comment · Donate · Share".

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.



Your Facebook App



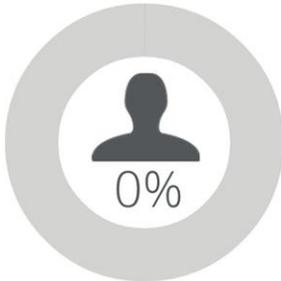
A MAKE A SELF DONATION >

2014 Walk - New Braunfels, TX

36 weeks 05 days 10 hours

Your Fundraising Progress

Personal Progress



\$0
raised to date

C Ask your friends to support you ?

I am participating in the 2014 Walk - New Braunfels, TX! Please support me with.. >

Please join me in supporting the 2014 Walk - New Braunfels, TX! >

I have raised \$0 for the 2014 Walk - New Braunfels, TX towards the goal of \$100... >

Create a custom message >

B SHARE YOUR PROGRESS >

Edit scheduled messages ?

D Profile Picture

Click to upload and make the image your Profile Photo



E Thank your donors ?

You have not received any recent donations. Why not ask your friends to support you?

F More
Visit your participant center >
Get help using the app >

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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. Donate 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 how 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.