FACEBOOK FUNDRAISER FAQ

WHAT IS A WALK TO END ALZHEIMER'S FACEBOOK FUNDRAISER?

The Walk to End Alzheimer's website now allows participants registered for a 2018 Walk event to log in to their participant center and set up a 'Facebook Fundraiser' so that all donations received through Facebook will credit their fundraising page, and will be deposited directly to the Alzheimer's Association and their local Walk campaign. Facebook Fundraisers can motivate more friends to donate quickly on Facebook, and have the funds appear on your Walk to End Alzheimer's fundraising page. You can easily invite your Facebook friends to support your Fundraiser, and they will see updates about your progress as well as from other friends who donate. Your donors are also encouraged to invite and share with their friends, which means you may receive gifts from people you don't even know who were moved by your story!

HOW DOES IT WORK?

In order to create a Facebook Fundraiser for Walk to End Alzheimer's, you must be a registered participant for the 2018 event. Once registered, visit alz.org/walk and log in with your username and password, then click "Participant Center" to access your participant center. On the dashboard, you'll see an option to "Connect Fundraiser to Facebook" (this option can also be accessed from the "My Page" and "Social Media" sections). Click the button to connect.

You will be prompted to log into Facebook with your Facebook credentials, or if you're already logged in, confirm this is the correct account. You'll be asked to install the Alzheimer's Association Facebook app (if you have not already done so) and then grant permission for the app to access your Facebook Fundraiser pages. Once the app has been installed and permissions granted, your Facebook Fundraiser will be automatically created using your personal story, photo and goal from your Walk to End Alzheimer's fundraising page.
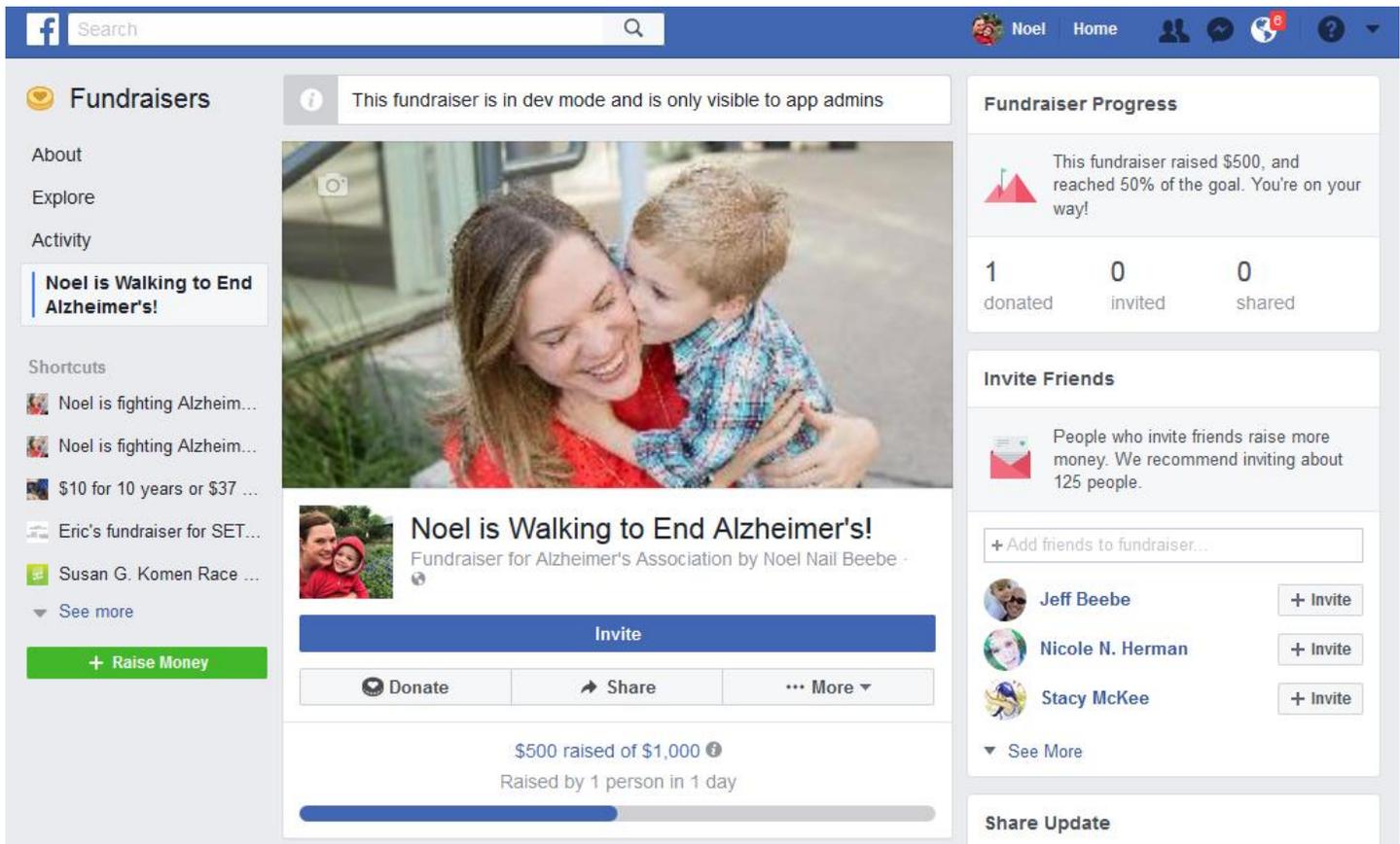
At this point, your Fundraiser has been created and shared on your timeline and with your Facebook Friends. Click the "View on Facebook" button to see your Fundraiser in action. Review the content and update the image and/or story as desired. The progress meter on your Facebook Fundraiser will stay in sync with the progress meter on your fundraising page.

After your Fundraiser is set up, invite your friends to donate by clicking the "invite" button. Be sure to thank those that donate and post updates in your fundraiser to keep the momentum going.

When donating, your friends can choose to share news of their donation publicly, with friends, or not at all. They can also enter a message that will be posted in your fundraiser.

Additionally, they can choose their payment method, and determine if they wish to share their email address with the Alzheimer's Association.

Finally, after a friend makes a donation, they are given the option to share your fundraiser with others to encourage giving.

When you return to your participant center, you will see that the option to "Connect Fundraiser to Facebook" has changed to "View on Facebook" so it can be easily accessed.

IF I UPDATE MY STORY OR PHOTO IN MY PARTICIPANT CENTER, WILL IT CHANGE ON MY FACEBOOK FUNDRAISER AS WELL?

No. Following the creation of your Facebook Fundraiser, updates to your story or photograph on your personal page will not be reflected on your Facebook Fundraiser. This allows you to tailor content appropriately in either location.

HOW DO DONATIONS MADE VIA FACEBOOK APPEAR ON THE WALK WEBSITE?

All Facebook Fundraiser donors appear as "Facebook Fundraiser" on the personal page honor roll along with their donation amount. The donor information will be available to you in the "Progress" section of your participant center, as well as on Facebook.

WILL MY DONORS GET A TAX RECEIPT IF THEY DONATE THROUGH FACEBOOK?

Donations will be processed by the Alzheimer's Association, but Facebook will issue the initial receipt to the email address tied to the donor's Facebook account. If the donor opts to share their email address with the Alzheimer's Association, they will also receive a receipt from the Walk website. Both receipts will include the Alzheimer's Association Tax ID Number and can be used for tax deductions. If the receipt is lost, donors can contact donorservicesinfo@alz.org to request a PDF receipt, or review their "Payment History" on Facebook and request a receipt from Facebook.

IS MY DATA (AND MY FRIENDS' DATA) SAFE?

In order to set up a Facebook Fundraiser, you must be a Facebook user, and as such, accept the terms of the Facebook Data Policy. By creating a Facebook Fundraiser through the Walk to End Alzheimer's website, **no personal information is shared with the Alzheimer's Association from Facebook** about you or your Facebook friends. Donors can choose whether or not their e-mail address will be shared with the Association at the time of their donation. See the Alzheimer's Association Privacy Policy here.

WHAT DATA WILL FACEBOOK RECEIVE ONCE I CONNECT MY PAGE TO FACEBOOK FUNDRAISERS?

When connecting your personal fundraising page to a Facebook Fundraiser, Facebook receives information on the campaign you are fundraising for, your personal story from your personal page at the time of the connection. On an ongoing basis, Facebook also receives updates on the amount of funds you have raised in order to keep the thermometer on your Facebook Fundraiser synced to the thermometer on your personal page. Facebook does not receive information about donors that donate through your personal page.

CAN I LINK AN EXISTING FUNDRAISER TO MY WALK PAGE?

No. Participants must register on the Walk to End Alzheimer's website first, then create the Facebook Fundraiser from their participant center. We cannot tie an existing Facebook Fundraiser to a new registration. If you have already created a Fundraiser and selected the Alzheimer's Association as the beneficiary, donations will be sent to the Alzheimer's Association as a general donation. To request that donations be moved to credit your Walk, please contact donorservicesinfo@alz.org. To begin receiving credit for new donations, please close your existing fundraiser, visit your participant center, and set up a new fundraiser.

HOW DO I DELETE A FACEBOOK FUNDRAISER?

To delete your fundraiser, log into Facebook. On the lower left-hand sidebar, under "Explore" click on "Fundraisers." On the left side of the page, under "Shortcuts" click on your Walk Fundraiser ("[Your Name] is Walking to End Alzheimer's"). Under the "Invite" button, click "…More" and select "Delete Fundraiser."