

Participants registered for The Longest Day® can create a Facebook Fundraiser through their Participant Center at alz.org/thelongestday. All donations received through your Facebook Fundraiser will be credited to your fundraising total and reflected on your personal fundraising page.

Benefits of a Facebook Fundraiser

- » **More funds to fight Alzheimer's.** On average, participants who create a Facebook Fundraiser raise more than twice the amount than participants who fundraise online without one.
- » **Quick.** Your Facebook friends can donate on the spot.
- » **Easy.** With just a few clicks, you can invite friends to support your efforts.
- » **Motivational.** Your friends will see updates about your progress and which of their friends are donating.
- » **Far-reaching.** Your donors are encouraged to invite and share your fundraiser with their friends, which means you could receive donations from people you don't know who are moved by your story!

How to get started

- » Once you're registered for The Longest Day, visit alz.org/thelongestday and log in with your username and password, then click "Participant Center."
- » On the dashboard, click "Connect to Facebook" (also accessible from the "My Page" and "Social Media" sections). You'll be prompted to log in to Facebook — if you're already logged in, confirm you're connecting the correct account.
- » Your Facebook Fundraiser will be automatically created using the personal story, photo and goal from your fundraising page for The Longest Day.
- » Invite your Facebook friends and ask them to help you reach your goal. Post regular updates on your progress, and thank your donors on your Facebook page.

For more details and instructions, watch this [video](#) at alz.org/FBVideo. Questions? Contact tld@alz.org.

