THE LONGEST DAY®
ALZHEIMER'S ASSOCIATION®

HOW TO CREATE A FACEBOOK FUNDRAISER FOR THE LONGEST DAY.

Registered The Longest Day participants can log in to their Participant Center (**alz.org/thelongestday**) and set up a Facebook Fundraiser. All donations received through your Facebook Fundraiser for The Longest Day will be credited to your fundraising total and reflected on your personal fundraising webpage.

What are the benefits of a Facebook Fundraiser?

x2 **Impactful.** On average, participants who create a Facebook Fundraiser raise two times more 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 were moved by your story!

How does it work?

» You must be a registered participant in order to create a Facebook Fundraiser for The Longest Day. Once registered, 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 into Facebook with your account credentials, or, if you're already logged in, confirm you're connecting the correct account.

» That's it! Your Facebook Fundraiser will be automatically created using the personal story, photo and goal from your fundraising page for The Longest Day.

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