

FACEBOOK FUNDRAISING

Participants registered for a Walk for Apraxia event can log into their participant center and set up a Facebook Fundraiser so that all donations received through Facebook will credit their fundraising page directly.

(Please note that at this time, walks in Canada cannot connect to Facebook Fundraising.)

****Participants must begin this process from thier Walk for Apraxia Participant Center. They cannot set up the fundraiser through Facebook first or connect an existing fundraiser to the participant center.****

Why use Facebook?

Many participants have a Facebook account to stay connected with friends, family, and supporters. If they feel uncomfortable directly asking for donations, Facebook can take the pressure off as participants can easily invite their friends to support their efforts. Plus, participants and followers will be able to easily track progress by watching the thermometer!

How does it work?

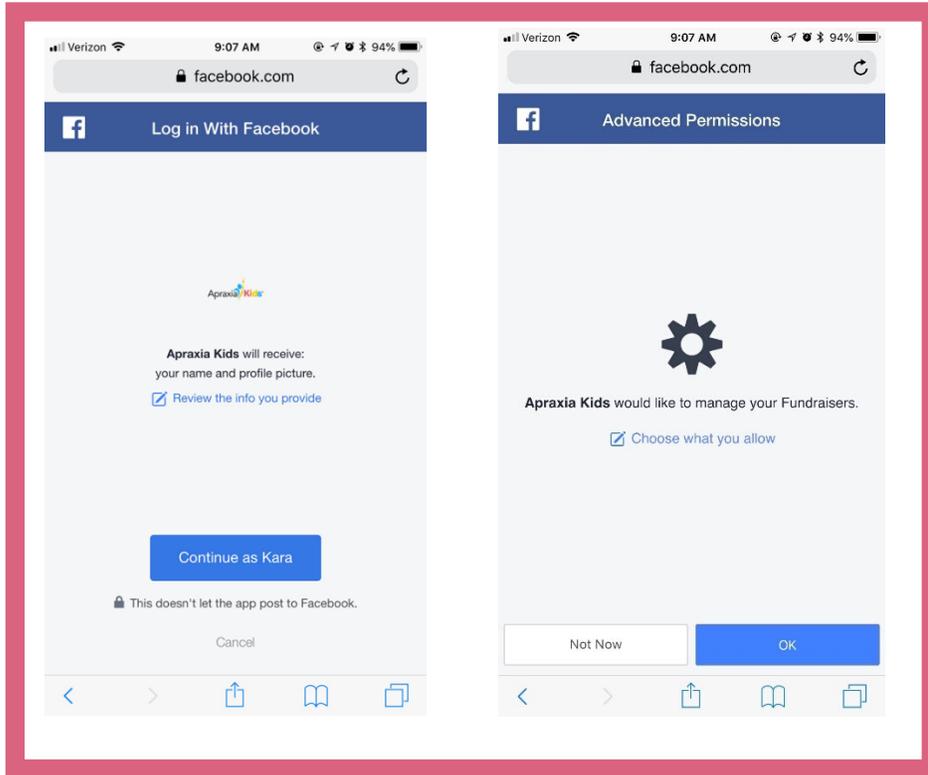
1. A participant registers for your walk and they log in to their participant center.
2. He or she will see an option on their dashboard to "Raise more money with Facebook". Click the Fundraise on Facebook button to connect.
3. Participants will be prompted to log into Facebook with their Facebook credentials, or if they are already logged in, confirm this is the correct account. They will be asked to install the Apraxia Kids Facebook app (if they have not already done so) and then grant permission for the app to access their Facebook Fundraiser pages.

Raise more money with Facebook

Connect your fundraiser to Facebook so you can raise money through your social network. The money you raise will count toward your goal.

 Fundraise on Facebook

(see next page for instructions continued)



Your Fundraiser is Connected to Facebook!

Use Facebook's fundraising tools to invite friends, share updates, and collect donations. We'll keep track of your progress.

<https://www.facebook.com/apraxiakids> Copy

[Go to Facebook Fundraiser](#)

4. Once the app has been installed and permissions granted, the Facebook Fundraiser will be automatically created. At this point, the fundraiser has been created and shared on the participant's Facebook timeline and with their Facebook friends. Participants can click the "View on Facebook" button to see their fundraiser in action, review the content, and update the image and/or story as desired. The progress meter on the Facebook Fundraiser will stay in sync with the progress meter on their walk fundraising page.

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

Maximize your Facebook Fundraiser

Encourage participants using the Facebook Fundraiser to invite their friends to donate by clicking the "invite" button. When donating, 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 the participant's fundraiser. Additionally, they can choose their payment method, and determine if they wish to share their email address with Apraxia Kids. Finally, after a friend makes a donation, they are given the option to share the fundraiser with others to encourage giving.

FUN FACT:
For participants who fundraise, those who utilize the Facebook integration raise over twice as much as those who do not!

Facebook Fundraising FAQ

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 in the participant center will not be automatically 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 the 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 Apraxia Kids, 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 Apraxia Kids, they will also receive a receipt from the walk website. Both receipts will include the Apraxia Kids Tax ID Number and can be used for tax deductions. If the receipt is lost, donors can contact giving@apraxia-kids.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 for Apraxia website, no personal information is shared with Apraxia Kids from Facebook about you or your Facebook friends. Donors can choose whether or not their email address will be shared with Apraxia Kids at the time of their donation.

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, and 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 Facebook fundraiser to my walk page?

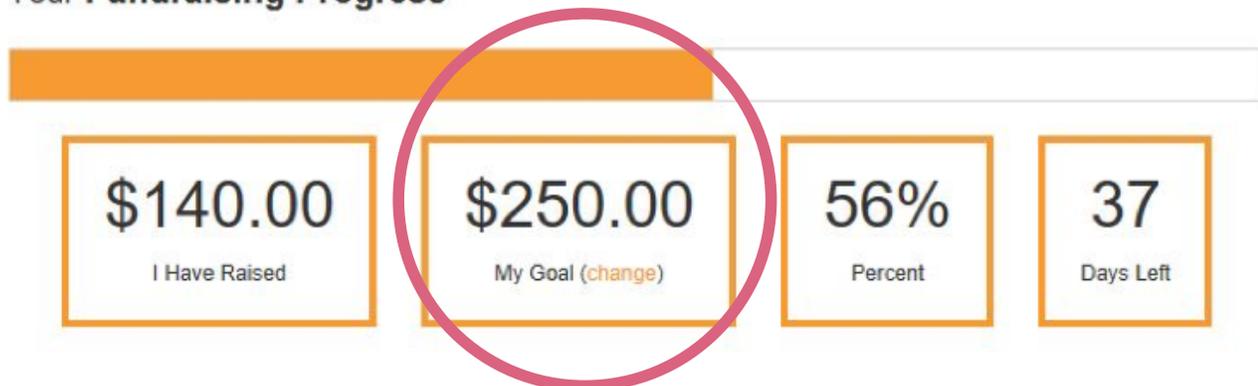
No. Participants must register on the Walk for Apraxia website first, then create the Facebook fundraiser from their participant center. **We cannot connect an existing Facebook fundraiser to a new registration.** If you have already created a fundraiser and selected Apraxia Kids as the beneficiary, donations will be sent to Apraxia Kids as a general donation. To request that donations be moved to credit your walk, please contact giving@apraxia-kids.org. To automatically receive credit for new donations, please close your existing fundraiser, visit your participant center, and set up a new fundraiser.

How do I change my fundraising goal?

In the "Home" tab of your participant center, click "change" in the box with your current goal amount.

Overview

Your Fundraising Progress



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. Under the "Invite" button, click "...More" and select "Delete Fundraiser."

Please note: If you delete your Facebook/Teamraiser integrated fundraiser, you cannot restart it.

Please contact giving@apraxia-kids.org if you delete your fundraiser by accident.