



Registered participants of the Walk for Apraxia can utilize Facebook to help endorse and sustain their fundraising efforts while spreading awareness about childhood apraxia of speech. Read this guide for instructions on how to use Facebook for fundraising, tips, and FAQs. Please note that instructions are different for U.S. and International residents and you need to be registered for this year's Walk for Apraxia.

## Facebook Fundraising – U.S. Residents Only

Once registered for the Walk, U.S residents can connect their participant center directly to Facebook using these instructions:

1. From your local Walk for Apraxia webpage, log into your participant center.
  - a. If you do not know your local Walk URL, visit the [Walk for Apraxia webpage](#), scroll down and click on your Walk. Once on your Walk's page, look in the top right-hand corner to find the "Access Your Participant Center" box. Enter your user name and password to log-in. Forgot your log-in? Click the link in the box and follow the instructions.
2. After logging in, click the blue button on the HOME tab titled "Fundraise on Facebook" and follow the instructions. By directly connecting, any funds raised through Facebook will automatically be added toward your fundraising goal. It will also create a fundraiser on Facebook that you can invite supporters to donate, view, and share.
3. Once connected, you will see a message stating, "Your Fundraiser is Connected to Facebook!". You can always copy the link to your fundraiser from this area to post in other places (i.e. other social media platforms or in an email).



## Facebook Fundraising – International Residents

Although residents living outside the U.S. cannot directly connect their participant center to create a Facebook fundraiser, here are some other ideas on how to use Facebook as a tool to support your online fundraising efforts.

1. Visit your local Walk for Apraxia webpage and click on your team's link.
  - a. If you do not know your local Walk URL, visit the [Walk for Apraxia webpage](#), scroll down and click on your Walk.
2. By clicking on your team's link, you will be redirected to your team's webpage. Once on your team's page, you can pick one of the following ways to proceed:
  - a. COPY the URL to your team's webpage - donations then applied toward the team goal.
  - b. Click on your name to connect to your personal webpage. Then COPY the URL of your personal page – donations applied toward your personal fundraising goal.
3. Go to Facebook (or any social media platform) and CREATE a Post. Write a personalized message asking supporters to join your team or to donate. PASTE the link to the URL you copied to this message.
4. Click Post
5. When supporters click the link in your social media post, they will be linked to your team page or personal page and can either join your team or make a donation.

## Tips for posting on Facebook/Social Media

1. Share why you are raising money for Apraxia Kids through social media and include #WalkforApraxia. A personal, heartfelt story can really paint a picture of your connection with the apraxia community.
2. Add a photo of yourself. If you are walking on a team with an Apraxia Star, include a photo of yourself with that child or individual. Always ask permission before posting photos of children.
3. Share a video talking about why you walk.
4. Read the [Social Media Guide](#) for more information on how to use social media to spread awareness and raise funds.



## 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 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 receive 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](mailto: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 e-mail address will be shared with the 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, 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 the 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](mailto: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.