



We race towards more than a finish line,  
We race towards a cure!



**FACEBOOK FUNDRAISER  
THROUGH TEAMRAISER GUIDE**



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We strongly encourage you to spend some time exploring the Participant Center and setting up your Facebook Fundraiser through TeamRaiser (the event's website and platform for registering and fundraising).

If you have questions or need help, please don't hesitate to contact us.

The Les Turner ALS Foundation Team  
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## FACEBOOK FUNDRAISER THROUGH TEAMRAISER BENEFITS

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**Creating a Facebook Fundraiser through your Participant Center** is an exciting new feature that allows you to share your story and collect donations directly through Facebook!

Donations show up in real-time, and your fundraising total is reflected in both the Facebook Fundraiser and your Strike Out ALS 5k and 1 Mile Run, Walk & Roll Personal Fundraising Page.

It is important to note **that you MUST create your Facebook Fundraiser THROUGH your Strike Out ALS 5k Participant Center if you would like to it be linked to your Personal Fundraising Page.** A Fundraiser created on Facebook first CANNOT be linked.

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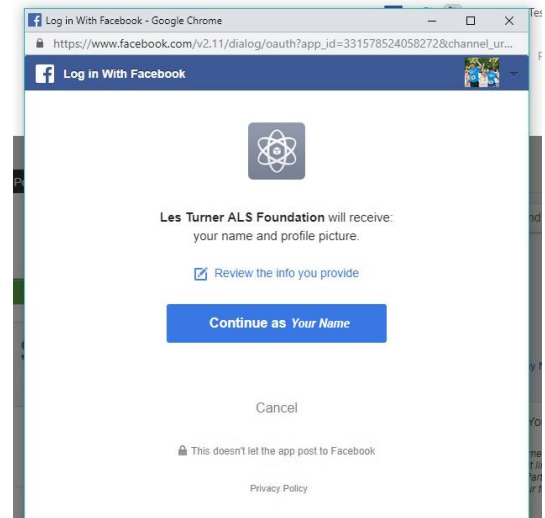
## STARTING YOUR FACEBOOK FUNDRAISER

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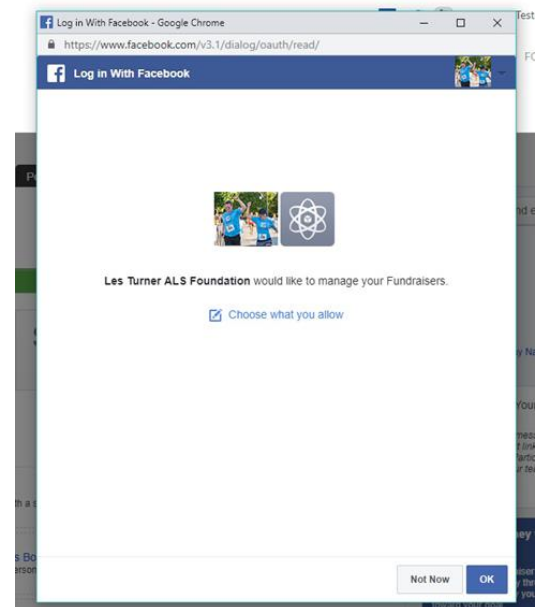
**Log into your Participant Center.** On the Home screen, click in the blue box the button that says “Fundraise on Facebook.” All the information you provided on your Personal Fundraising Page will be used to create your Facebook Fundraiser. **TIP: You should NOT create your Facebook Fundraiser until you have personalized your Personal Fundraising Page.** Any updates made to your Personal Fundraising Page after you’ve created a Facebook Fundraiser will NOT be applied.

The screenshot displays the 'Participant Center' for the 'LES TURNER ALS FOUNDATION STRIKE OUT 5k ALS'. The top navigation bar includes 'EVENT HOME', 'EVENT FAQ'S', 'FUNDRAISING RESOURCES', 'FOUNDATION WEBSITE', and 'DONATE'. The main content area is divided into 'Overview' and 'What to do next?'. The 'Overview' section shows a progress bar and four key metrics: '\$40.00 I Have Raised', '\$100.00 My Goal (change)', '40% Percent', and '79 Days Left'. The 'What to do next?' section lists four steps: 1. Set up your Personal Page, 2. Add Contacts to Your Address Book, 3. Send an Email, and 4. Thank your Donors. On the right side, there is a 'Send email' button and a list of actions: 'Add Contacts', 'View Your Progress', 'Edit Personal Page', 'Email Team', 'View Team Roster', and 'Manage Your Display Name'. Below these is a 'Message from Your Team Captain' section. At the bottom right, a blue box titled 'Raise more money with Facebook' is circled in red, containing the text: 'Connect your fundraiser to Facebook so you can raise money through your social network. The money you raise will count toward your goal.' and a button labeled 'Fundraise on Facebook'.

You will then be prompted to log in with Facebook. Select the button that says, **“Continue as Your Name.”**



Select **“OK”** on this screen to link your Facebook Fundraiser with the Les Turner ALS Foundation. **This allows all donations made through Facebook to be automatically applied to your Personal Fundraising Page on the Strike Out ALS 5k website.**



Congratulations! You should now be back on your Participant Center Home Page and the blue box will read, **“Your Fundraiser is Connected to Facebook”**. You are now given a direct link to your Facebook Fundraiser. Select **“Go to Facebook Fundraiser”**.



Welcome to your Facebook Fundraiser! **Follow the corresponding boxes below to see how to manage your fundraiser:**

1. Change your cover photo
2. See your fundraisers progress
3. Invite your Facebook Friends to donate to your Fundraiser
4. Share updates with your followers
5. Write a post to your donors

The screenshot shows a Facebook fundraiser page for 'Help us Strike Out ALS!' by Lyndsey Rice. The page features a cover photo of two people in blue 'STRIKE OUT ALS' shirts, a progress bar showing \$25 raised of a \$25 goal, and an 'Invite' button. The right sidebar includes 'Fundraiser Progress', 'Invite Friends', 'Share Update', and 'Fundraiser Link' sections. Five orange boxes with numbers 1-5 are overlaid on the page to indicate key management features: 1 (camera icon), 2 (Fundraiser Progress), 3 (Invite button), 4 (Share button), and 5 (Write something... text area).

**1** [Camera icon]

**2** Fundraiser Progress

**3** Invite

**4** Share

**5** Write something...

**Fundraiser Progress** 2

This fundraiser raised \$25, and reached 100% of the goal. You did it!

2 donated 0 invited 0 shared

**Invite Friends**

Invite more friends to your fundraiser.

Add friends to fundraiser...

Deb Thompson + Invite

Denise Leftakes Beadle + Invite

Eldon F. Conley + Invite

See More

**Share Update**

Introduce your fundraiser by sharing it in News Feed. Tell friends why you're raising money and how they can help.

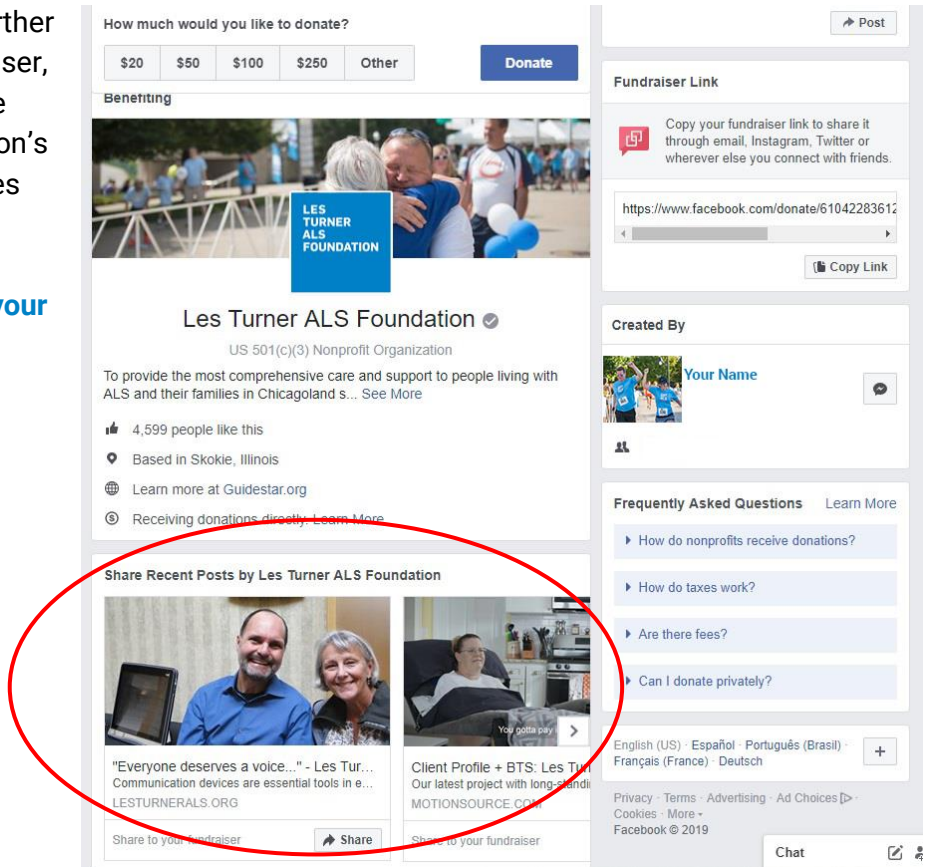
Thanks for the support so far...

Post

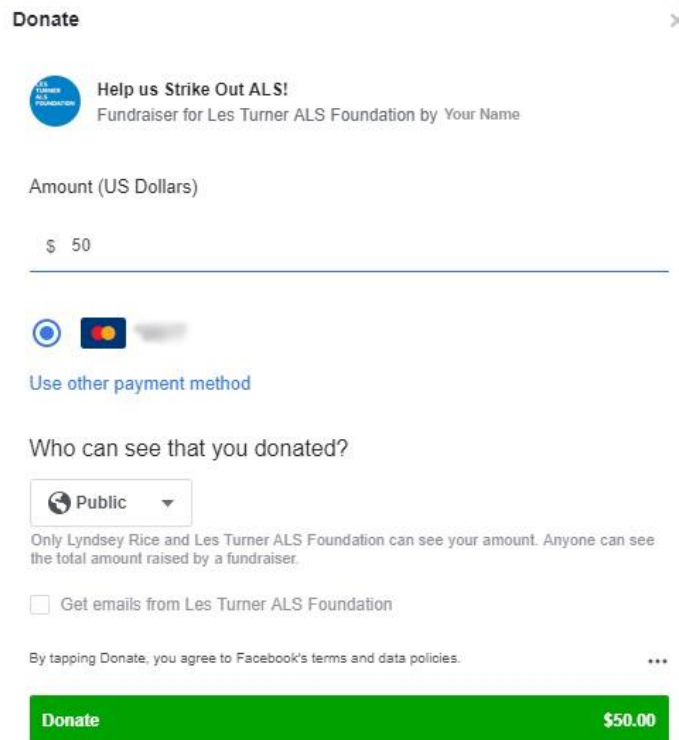
**Fundraiser Link**

Copy your fundra Chat

When you scroll down further in your Facebook Fundraiser, you'll see it's linked to the Les Turner ALS Foundation's Facebook page. This gives you **the ability to share recent posts from the Foundation's Page with your followers** to teach them about the work we do.



And finally – through your Facebook Fundraiser, **you can make a self-gift**. Show your friends you are willing to make a leadership gift to the cause before you ask them.



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## FAQS FOR FACEBOOK FUNDRAISERS THROUGH TEAMRAISER

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### **Can I create a Facebook Fundraiser first and then connect it to my Strike Out ALS 5k fundraising page?**

No! You must create the Facebook Fundraiser through your Participant Center. Fundraisers created directly on Facebook will not link to your Strike Out ALS 5k account.

### **Can't I just share my page on my Facebook profile instead?**

Sure. However, creating a Facebook Fundraiser will help you reach new donors and hit your fundraising goal. Facebook makes it incredibly easy to invite your Facebook Friends to donate after your fundraiser has been created. Plus, your friends will see updates when people donate on their news feeds. Also, you can more easily communicate with your Facebook donors by posting updates and thanking them for their donations.

### **Can International donations be made through my Facebook Fundraiser?**

No. The Facebook Fundraiser will only accept U.S. donations. If you have someone that is trying to make an international donation, please refer them to your Personal Fundraising Page link.

### **When will my Facebook Fundraiser end?**

Your Facebook Fundraiser will automatically end on Saturday, July 27, 2019, two weeks after the event.

### **What information is synced between my Foundation fundraising page and my Facebook Fundraiser?**

Donations will sync between the two sites. If you customize your photo, story, fundraising goal, etc., in the Participant Center on the Foundation's event site, these customizations will sync to your Facebook Fundraiser. At this time, this is a one-way sync so updating information on the Facebook Fundraiser will not sync to your Participant Center.

But remember, please make all your customizations BEFORE creating your Facebook Fundraiser. Once your Facebook Fundraiser is created, it will not pick up any changes made afterwards in your Participant Center.

### **Do donations still go to the Foundation if people donate through my Facebook Fundraiser?**

Absolutely! All donations raised via Facebook Fundraisers will go towards your personal fundraising goal, supporting people living with ALS.

### **My personal fundraising page lists "Facebook Fundraiser" instead of donor names for those that gave to my Facebook Fundraiser. How will I know who donated?**

When you are logged into your Participant Center, you will be able to see who gave to you via your Facebook Fundraiser. Gifts will be listed on your donor honor roll as "Facebook Fundraiser" per Facebook's privacy policy. You will also see who donated to you when you look at your fundraiser on Facebook. Donors have the option to choose whether they will share their information with the Les Turner ALS Foundation during the donation process

on Facebook. Some donations may be listed on your Facebook Fundraiser as private donations and that is because the donor did not opt-in to information sharing.

**I donated on Facebook. How can I get a receipt?**

You received an email from Facebook with a receipt to the email address associated with your Facebook account. Visit the [Facebook Payment History](#) page if you need to reprint that receipt.

**I donated on Facebook, how do I get a refund if I accidentally donated in error or donated to the wrong amount?**

Please use Facebook's [donation support form](#) to ask for a refund. The Foundation is unable to process these refunds on your behalf.