



FACEBOOK FUNDRAISER THROUGH TEAMRAISER GUIDE

**Team Race for ALS
ALS Walk for Life
Fundraise Your Way**



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The Les Turner ALS Foundation's Chicago Marathon Team Race for ALS, ALS Walk for Life, and Fundraise Your Way fundraisers use the fundraising platform TeamRaiser through Blackbaud's Luminate Online. The Facebook fundraising integration function is identical for all Les Turner TeamRaisers' participant centers.

We strongly encourage you to spend some time exploring the Participant Center and setting up your Facebook Fundraiser through TeamRaiser.

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

[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 Participant Center Personal Fundraising Page.

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

STARTING YOUR FACEBOOK FUNDRAISER

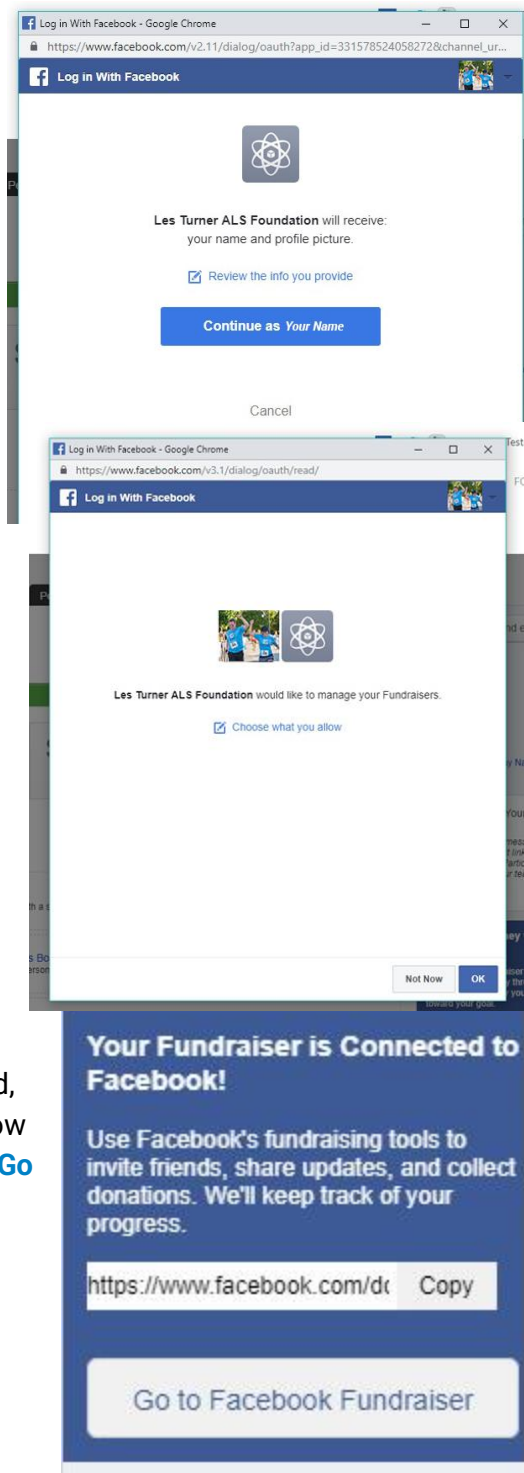
The screenshot shows the ALS Walk for Life Participant Center interface for the 2023 Chicago Marathon. The top navigation bar includes the ALS logo, social media icons, and user options like 'LOG OUT' and 'PARTICIPANT CENTER'. Below the navigation, the page title '2023 Chicago Marathon' is displayed with 'Home', 'Email', and 'Profile' tabs. A 'What to do next?' section lists five tasks: 'Set up your Personal Page', 'Add Contacts to Your Address Book', 'Send an Email', 'Thank your Donors', and 'Reach Out'. A prominent blue banner titled 'REACH YOUR GOAL FASTER' is circled in red, containing the text 'RAISE MONEY DIRECTLY ON FACEBOOK' and a three-step list: 1. Connect this fundraiser to Facebook, 2. Invite friends, share updates and collect donations on Facebook, and 3. Keep track of your progress. Below the banner is a 'Connect Fundraiser to Facebook' button. A 'Share' section with social media icons and a 'Recent Activity' section showing 'You joined 2023 Chicago Marathon' are also visible.

Log into your Participant Center. On the Home screen, click in the blue box the button that says “Connect Fundraiser to 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.

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.**

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”**.

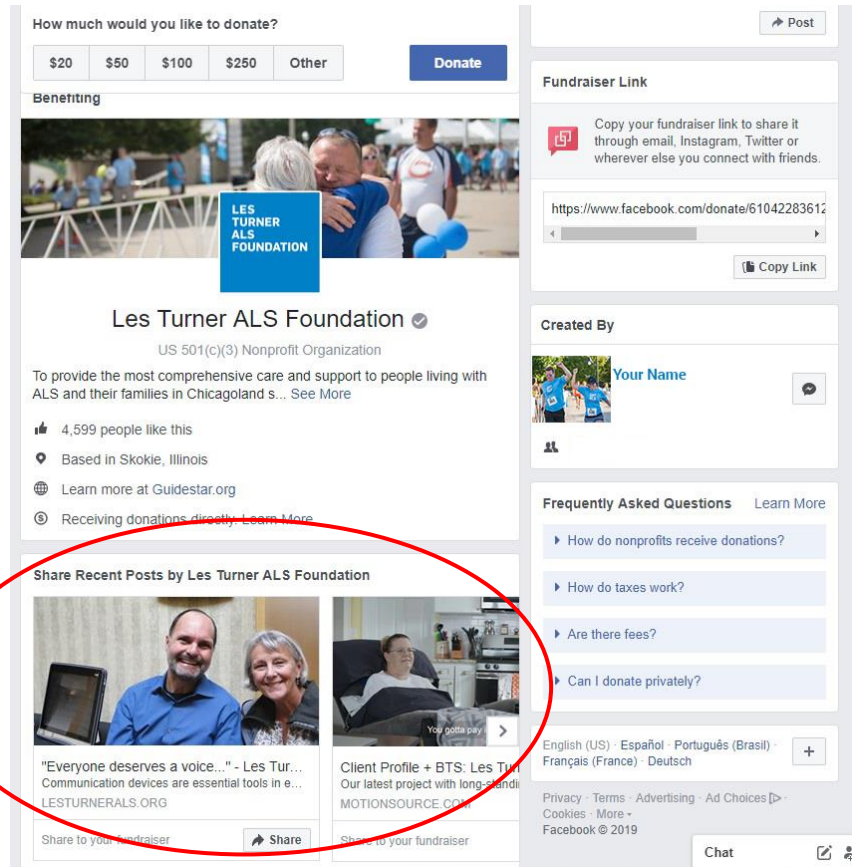


Welcome to your Facebook Fundraiser! **Follow the corresponding boxes below to see how to manage your fundraiser:**

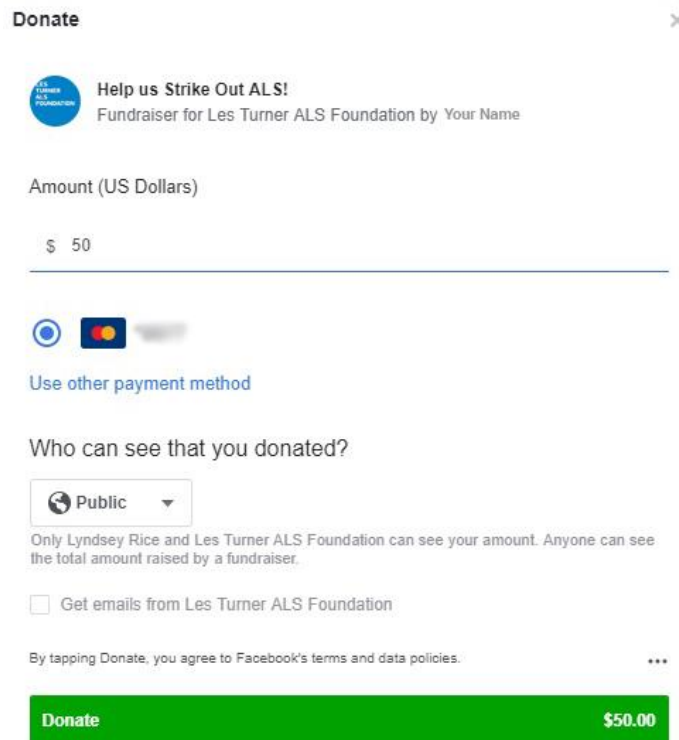
1. Change your cover photo
2. See your fundraisers progress
3. Invite your Facebook Friends to donate to your Fundraiser
4. Share updates with your followers
5. Write a post to your donors

The screenshot shows a Facebook fundraiser page for 'Help us Strike Out ALS!' for the Les Turner ALS Foundation, created by Lyndsey Rice. The page features a cover photo of two people in blue 'STRIKE OUT ALS' shirts celebrating. A progress bar shows \$25 raised of a \$25 goal. The page includes an 'Invite' button, a 'Share' button, and a 'Post' section with a text input field. On the right, there is a 'Fundraiser Progress' section with a bar chart, an 'Invite Friends' section with a list of friends and '+ Invite' buttons, a 'Share Update' section with a text input field, and a 'Fundraiser Link' section with a 'Copy your fundraiser link' button. Five orange boxes with numbers 1-5 are overlaid on the page to indicate key management features: 1 (cover photo), 2 (Fundraiser Progress), 3 (Invite button), 4 (Share button), and 5 (Post text input).

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.



FAQS FOR FACEBOOK FUNDRAISERS THROUGH TEAMRAISER

Can I create a Facebook Fundraiser first and then connect it to my TeamRaiser fundraising page?

No! You must create the Facebook Fundraiser through your Participant Center. Fundraisers created directly on Facebook will not link to your TeamRaiser 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?

Team Race for ALS Facebook Fundraisers will end one month after race day. Fundraise Your Way and ALS Walk for Life Facebook Fundraisers will end one year after the event day.

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. Edits can be made to Facebook fundraiser text and photos once posted.

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 [payment support form](#) to ask for a refund. The Foundation is unable to process these refunds on your behalf.