



Creating a Facebook Fundraiser that links to your CureSearch Walk fundraising page

Creating a Facebook Fundraiser is fast and easy, and a great way to boost your CureSearch Walk fundraising efforts! Follow these steps to get started! *Note: If you do not follow these steps, we cannot guarantee funds will be credited to your account.*

1. If you're not already registered for the CureSearch Walk. You **must** register before you can create your Facebook fundraiser as we cannot connect your account to your Facebook fundraiser once your fundraiser is created.
2. Log into your CureSearch Walk webpage. It's a good idea to personalize your CureSearch Walk website now, because your information will be transferred to your Facebook fundraiser. (You can always go back and edit both pages later, but you will have to edit each one separately.)
3. Go to your Participant Center, and make sure your "home" tab is selected. Click on the "Connect Fundraiser to Facebook" blue box on the lower right side (you may need to scroll down to see it).
4. You'll be prompted to log into Facebook. Double check to make sure it's your Facebook account. If it's not your account, click "switch user" on the upper right side.
5. The screen will say "CureSearch would like to manage your fundraiser." You must click OK to allow your Facebook fundraiser to connect to your CureSearch Walk website.
6. You will now be redirected to your Participant Center. In the same lower right area, you'll see "Your Fundraiser is Connected to Facebook." Click "go" to access your fundraiser.
7. You'll have the opportunity to edit your Facebook fundraiser. If your CureSearch Walk website was updated with a picture before you started your Facebook fundraiser, it will be visible on your Facebook fundraiser automatically. A few suggestions:
 - If you haven't done so already, we highly encourage you to personalize your photo and text!
 - You can also edit your subject line, goal, and end date. We encourage you to edit your subject line to something that will catch attention! Your goal is automatically set to \$500, but we encourage you to reach for the stars and set it higher. There is no penalty if you set a higher goal and don't reach it.
 - We encourage you to leave your fundraiser open until at least one month after the walk event date. Once the Facebook fundraiser ends you cannot restart it, and you may want to continue fundraising after the walk!
 - NOTE: Changes to your CureSearch Walk page may not sync with your Facebook fundraiser after initial set-up.



Facebook Fundraising Tips

- **When a donor gives via your Facebook fundraiser, they will be listed by name on your Facebook fundraiser page.** On the part of your CureSearch Walk fundraising page that shows your donors, they will simply be listed as "Facebook Donor." You can also see a list of your Facebook donors by logging on to your CureSearch Walk website, clicking on the "progress" tab, and scrolling to the bottom of your screen.
- **The amount of funds on your Facebook fundraiser page and your CureSearch Walk fundraising page will constantly "talk" to each other.** When you receive a Facebook donation, your fundraising website total will go up, and when you receive a donation on your fundraising website, your Facebook total will go up.
- **We strongly encourage you to thank your Facebook donors right on Facebook!** Create a post thanking them and make sure to tag each donor. While you're at it, add the link to your Facebook fundraiser so other prospective donors can see your fundraiser and donate!
- **VERY IMPORTANT:** When you follow this process, you will see a "DONATE" button on Facebook. Please note: NEVER ADD A DONATE BUTTON FROM Facebook (i.e. starting the fundraiser while in Facebook, instead of your Participant Center). If you start your fundraiser in Facebook, CureSearch will get the funds, but it may not automatically count towards your personal fundraising total.

Questions? Email your staff contact.