

Facebook Fundraisers

NAMIWalks is thrilled to announce we're launching a tightly-integrated experience with Facebook Fundraisers to help you increase your impact to help us meet our mission and goals.

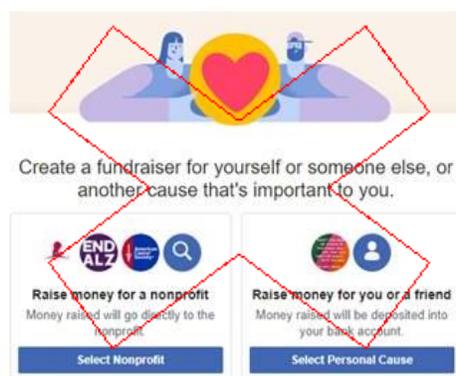
Facebook Fundraisers are one of the fastest ways for anyone to raise money for charities. On average, people raise \$150 through Facebook Fundraisers. Many of those donations happen within the first few minutes of the Facebook Fundraiser being published due to its relevance in the News Feed and timely alerts to friends.

Step-by-step instructions to create a Facebook Fundraiser

- 1.) Go to www.namiwalks.org/maryland
- 2.) Click "Login" in the upper right corner and enter your NAMIWalks email address & password.
- 3.) Click "Dashboard" in the taskbar at the top of your screen
- 4.) Click "Create Facebook Fundraiser" on the right side of your screen – you can also click on the scrolling picture that says "Create Facebook Fundraiser" in the center of your screen
- 5.) The NAMIWalks website will take care of the rest!

Here's something important to remember: if you want to do a fundraiser on Facebook, be sure to go through the NAMIWalks website. Don't create one directly on Facebook like the one you see below. That specific type of fundraiser doesn't count toward your fundraising goal and it takes Facebook several weeks to send the check. Instead, if you create a Facebook fundraiser through the NAMIWalks website, those donations will automatically be added to your fundraising total. **So, be sure to follow our instructions on creating a Facebook Fundraiser through the NAMIWalks website.** We've included an FAQ guide on the back of this sheet. It has never been easier to raise money over social media!

Don't create your fundraiser on Facebook!



*This is a fundraiser that you create directly through Facebook and it will **not count** toward your Walk fundraising goal. Be sure to go through the NAMIWalks website instead.*

FAQ

QUESTION I connected a Facebook Fundraiser to my fundraising page. What happens when someone donates?

ANSWER When someone donates on your Facebook Fundraiser, their donation will count toward your fundraising goal on our website. Fundraising progress (total raised) and your fundraising goal will always be in sync between Facebook and our website.

QUESTION Someone donated to me on Facebook and I can't see their name or email address.

ANSWER Facebook users may opt not to share their email address. We recommend thanking them from your Facebook Fundraiser page or by commenting/posting on Facebook. Once you've thanked your donors, you can mark each donor as "thanked" on your fundraising page on our website.

QUESTION I connected a Facebook Fundraiser to my fundraising page. What happens when I change my goal on my fundraising page?

ANSWER Whenever you change your goal on our fundraising website or on your Facebook Fundraiser, the fundraising goal will be synced so that both pages show the same fundraising goal.

QUESTION I connected a Facebook Fundraiser to my fundraising page but photos and text formatting did not show up on my Facebook Fundraiser.

ANSWER Facebook Fundraisers allows us to sync plain-text only. Any images, videos, or other rich content on the "My Story" tab on your fundraising page will be stripped out when syncing the content to Facebook.

QUESTION I connected a Facebook Fundraiser to my fundraising page. How can I thank my Facebook donors?

ANSWER You can thank your Facebook donors directly on Facebook by commenting on their donation, sending a one-to-one message through Messenger, or recognizing the publicly by mentioning them in a post. Once you've thanked your donors, you can mark each donor as "thanked" on your fundraising page on our website.

QUESTION I donated on Facebook and need my receipt.

ANSWER Your receipt was issued by Facebook and sent via email. If you need another copy of your receipt, please contact your Walk Manager for next steps. We cannot issue receipts for donations made on Facebook.

QUESTION I donated on Facebook and need a refund.

ANSWER Please contact your Walk Manager for next steps. We cannot issue refunds for donations made on Facebook.