



How to create a Walk to End Alzheimer's Facebook Fundraiser

Registered Walk to End Alzheimer's® participants can log in to their Participant Center on alz.org/walk and set up a Facebook Fundraiser. All donations received through your Walk to End Alzheimer's Facebook Fundraiser will be credited to your fundraising total and reflected on your individual fundraising webpage.

What are the benefits of a Facebook Fundraiser?

- **Impactful.** On average, participants who create a Facebook Fundraiser raise more than twice the amount when compared to participants who fundraise online without one.
- **Quick.** Your Facebook friends can donate on the spot.
- **Easy.** With just a few clicks, you can invite friends to support your efforts.
- **Motivational.** Your friends will see updates about your progress and which of their friends are donating.
- **Far-reaching.** Your donors are encouraged to invite and share your fundraiser with their friends, which means you could receive donations from people you don't know who were moved by your story!

How does it work?

- You must be a registered participant in order to create a Walk Facebook Fundraiser. Once registered, visit alz.org/walk and log in with your username and password, then click "Participant Center."
- On the dashboard, click "Connect to Facebook" (also accessible from the "My Page" and "Social Media" sections). You'll be prompted to log into Facebook with your account credentials, or, if you're already logged in, confirm you're connecting the correct account.
- That's it! Your Facebook Fundraiser will be automatically created using the personal story, photo and goal from your Walk fundraising page.

Visit alz.org/fb for more details and instructions, including a how-to video and FAQ.

