

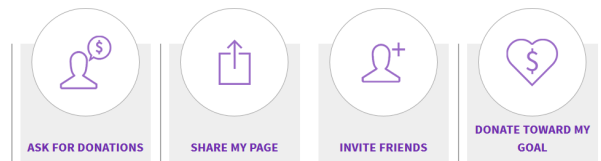
Facebook Fundraiser Makes Raising Money to Attack Cancer Easier Than Ever



IDEA! What about donating your special day to help fight cancer? Turn a milestone – think birthday, anniversary, or even “cancerversary” – into a day that helps others, by asking for donations instead of gifts or cards.

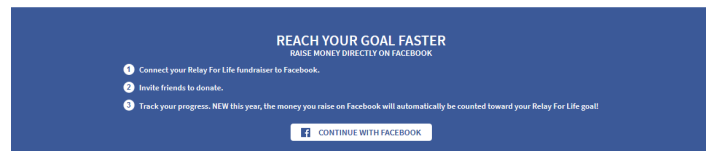
Whether you’re celebrating something special, or just wanting to make a difference fast, Facebook Fundraiser simplifies and supercharges your fundraising for the American Cancer Society movement. You can inspire your social network to donate by sharing why you’re dedicated to the fight against cancer.

Here’s how in 4 easy steps.



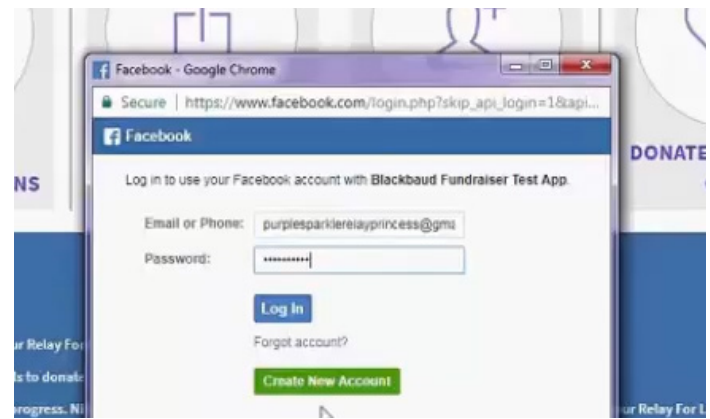
1

Sign in to your fundraising dashboard and select **CONTINUE WITH FACEBOOK**.



2

Log In to Facebook and **grant permission to link to your dashboard**.



3

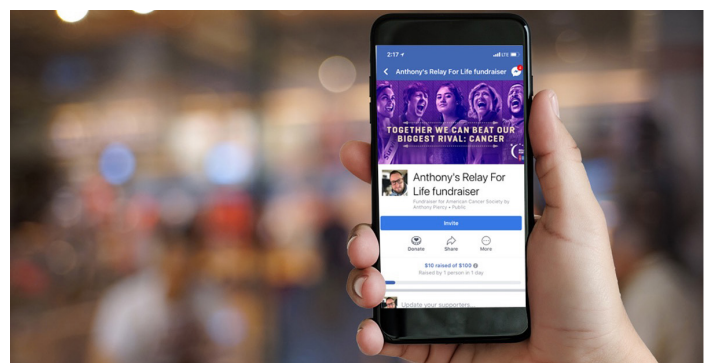
Click **GO TO FACEBOOK FUNDRAISER**.



4

Invite friends to donate, and track your progress.

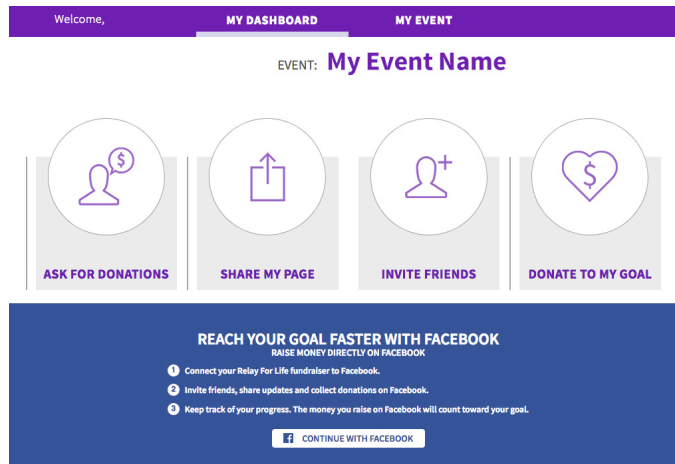
Want to learn more and see a demo? Watch this video.
youtube.com/watch?v=3RitK8sLOdQ



Additional Information

What do I need to do to get started?

Once you sign up on your fundraising page, you can connect it to Facebook Fundraiser right through your dashboard.



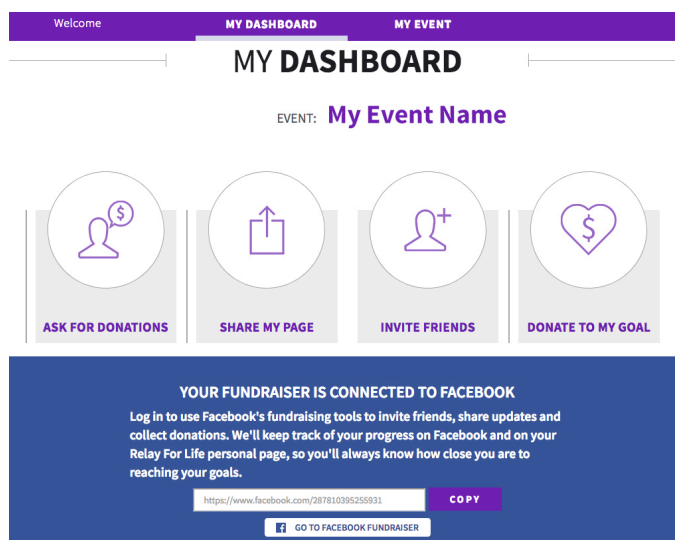
What if I have already created a fundraiser on Facebook?

If your Facebook Fundraiser isn't already connected to your dashboard, please close that fundraiser, and connect your fundraising page by logging into the dashboard and creating a new Facebook Fundraiser.

If you've already raised funds through Facebook without connecting to your dashboard, contact your staff partner to help you ensure all your funds are accounted for.

How do I know if my Facebook Fundraiser is connected to my dashboard?

If your Facebook Fundraiser is successfully connected to your dashboard, you will see a link telling you Your Fundraiser is Connected to Facebook.



Can I go directly to Facebook to create my Facebook Fundraiser?

No, you must log in to your dashboard to create and connect your fundraiser to Facebook.

Will my event get credit for funds raised through Facebook Fundraisers?

Yes, if you create a Facebook Fundraiser through your dashboard, your event automatically gets credit.

How will these donations appear on my website?

Donations received through Facebook Fundraiser will come through as an online donation, just like any other donation received through the event website.

How will these donations show up on my fundraising page's honor roll?

Donations will appear with the recognition names from your Facebook Fundraiser.

What does my Facebook Fundraiser look like when I connect to my dashboard?

You'll see a photo, and your personal page story. Once you create your fundraiser you can customize your photo and story. Remember, sharing your own story of why you fight will go a long way in helping people decide to donate to your cause!

Will my fundraising totals (and progress toward my goal) increase as I receive donations on my personal page and Facebook Fundraiser?

Yes! Both your personal page and Facebook Fundraiser will display totals of all donations.

How does a Facebook Fundraiser close?

The Facebook Fundraiser closes anytime you choose, or whenever the event website closes.

How do donors get a receipt?

Donors will receive an on-screen thank-you and an email receipt from Facebook. Donors can always view their payment history in Facebook.

What if a donor needs a refund?

The donor should contact Facebook to issue a refund, or they can contact the American Cancer Society at 1-800-227-2345.

If you'd like additional help from Facebook, please visit www.facebook.com/help/contact/162031714239823

Thanks for leading the fight against cancer – through your Facebook Fundraiser!

