LUPUS FOUNDATION OF AMERICA
WALK TO END LUPUS NOW

Fundraise for Walk to End Lupus Now® with Facebook Fundraiser

What is the Walk to End Lupus Now® Facebook Fundraiser?

When you register for a Walk to End Lupus Now® event, your Fundraising Center allows participants to create a 'Facebook Fundraiser' so you can receive donations on Facebook. Fundraising on Facebook gives you the ability to share your cause with your friends and family and gain their support.

What if I've already received donations through my Fundraising Center profile?

Donations already given via your Fundraising Center will automatically sync to your Facebook Fundraiser once the connection between Fundraising Center and Facebook is complete, so that both monetary thermometers match.

How do I set up my Facebook Fundraiser?

1. **Find a walk and register.** (If you're already registered, navigate to your selected walk home site)
2. **Log into the Participant Fundraising Center** in the top right-hand corner.
3. Click Connect **Fundraiser to Facebook**.

4. Click **Create Fundraiser**.

5. Once the Facebook login page opens, **enter your login information** and the new Facebook Fundraiser will be created.

6. *The Participant Fundraising Center now contains a link to the newly created Facebook Fundraiser. The title and story for the Facebook Fundraiser are automatically created using the Personal Page information. If a goal was not defined for the fundraiser, the default goal is set to $150.00.*

Your Fundraiser is Connected to Facebook!

Use Facebook's fundraising tools to invite friends, share updates, and collect donations. We'll keep track of your progress.

https://www.facebook.com/d◌   Copy

Go to Facebook Fundraiser

7. Copy/paste the Facebook Fundraiser link in an email to send to friends and family or, click **Go to Facebook Fundraiser** to open the fundraiser in Facebook in a separate tab.

What if I've already created Facebook Fundraiser for my team outside of Fundraising Center?

If you already have a Facebook Fundraiser set up for your walk you can end it first. Then, if you decide to connect to your Fundraising Center profile, a new Facebook Fundraiser must be created, separate from your original fundraiser. Make sure to delete your old fundraiser.

Will donations received on Facebook appear on Fundraising Center?

Yes! All Facebook donations, along with the donor's name will be reflected in your personal Fundraising Center.

Will donors receive a tax receipt if they donate through Facebook?

The donation towards your Walk team are from the Lupus Foundation of America but your donor's emailed receipt will come from Facebook.

I no longer want my Walk fundraiser on Facebook.

To delete your fundraiser, log into Facebook and navigate to your fundraiser. Below the blue **'Invite'** button, click **'More'.** Select **'Delete Fundraiser'** from the drop down menu.

Sample Social Media Posts.

- *I'm raising money for the Lupus Foundation of America in efforts to help end lupus, a potentially fatal autoimmune disease that affects 1.5 million Americans. Please support me as I participate in the Walk to End Lupus Now® with a charitable donation as I walk to spread lupus awareness. This cause means a lot to me and together we can help make a difference. #WalktoEndLupusNow #WTELN*

- *On **[date],** I'll be walking for a cure for lupus. Lupus is a potentially fatal autoimmune disease that ravages different parts of the body from the skin or joints to the heart or kidneys. Support me in my efforts to help fight this disease as I walk in the #WalktoEndLupusNow #WTELN*

- *On **[date],** I'll be participating in the #WalktoEndLupusNow [city] event, in support of my **[family/ relationship/friend, name].** Please help me reach my fundraising goal of **[$ amount]** to raise money to help improve the quality of life for those suffering with lupus, like **[name].** #WTELN*