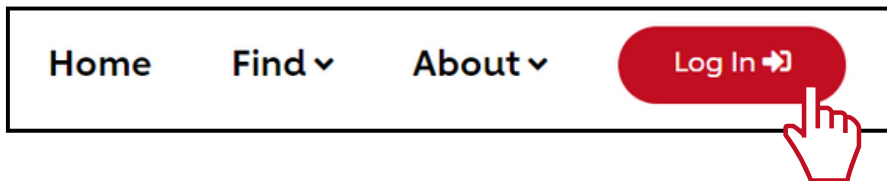




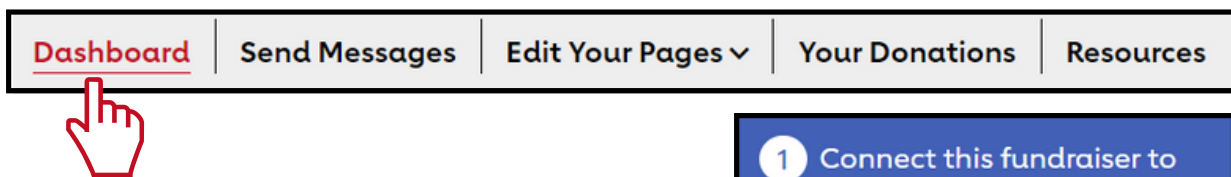
American Heart Association®
Heart Challenge™

FACEBOOK FUNDRAISER INSTRUCTIONS

STEP 1: Log in to your Heart Walk HQ

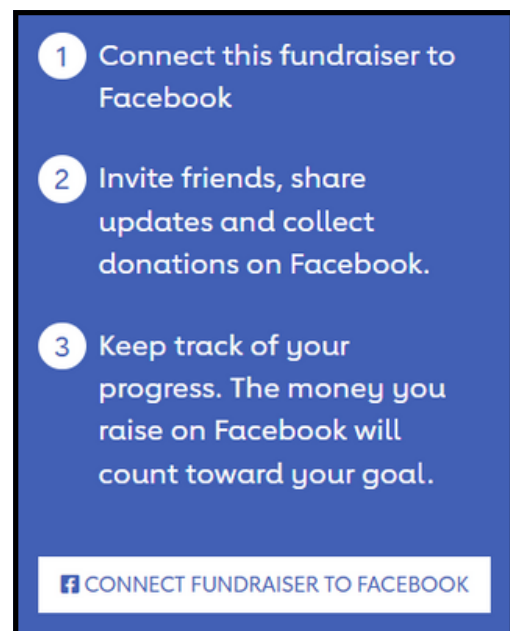


STEP 2: Go to your Dashboard



STEP 3: Scroll down & follow the instructions to connect your Facebook!

STEP 4: Start your Fundraising!



DID YOU KNOW?

- Participants can link directly to Facebook Fundraiser.
- Donations take place on Facebook but are processed through our AHA website.
- Personal thermometer on AHA website and FB Fundraiser are identical.
- Priority newsfeed placement of rich, dynamic, prominent posts, with CTA.
- Push notifications/reminders, remarket to non-donors, donors asked to share, etc.
- A frictionless way to manage, process, and record Facebook donations in TeamRaiser

