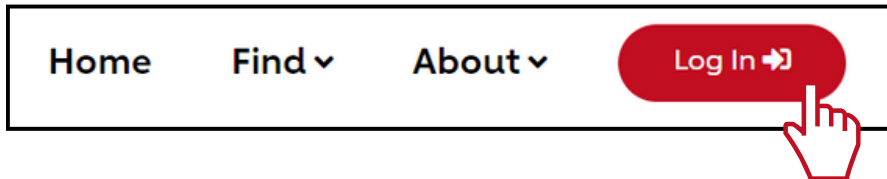


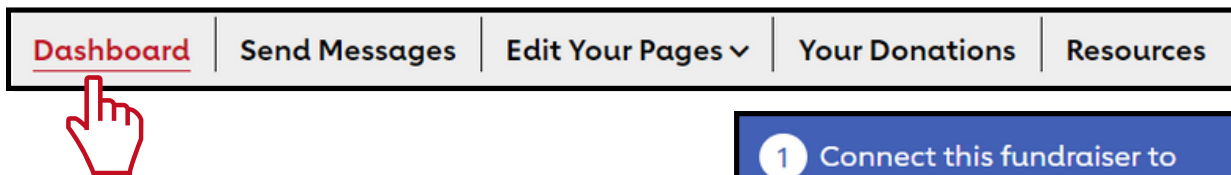


FACEBOOK FUNDRAISER INSTRUCTIONS

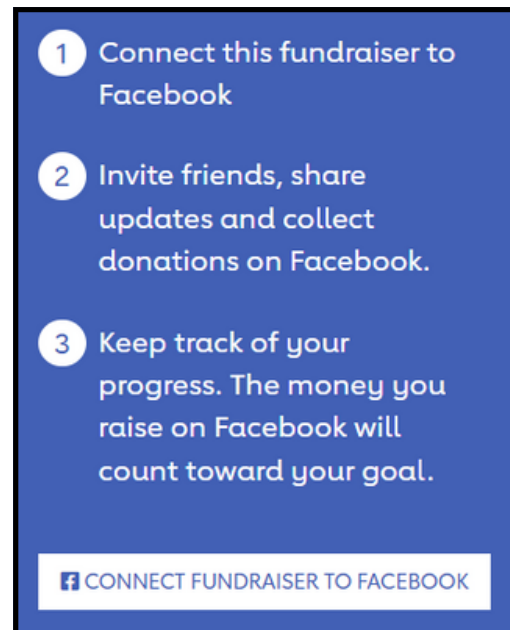
STEP 1: Log in to your Heart Walk HQ



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 American Heart Association website.
- Personal thermometer on the American Heart Association 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.

