

# Facebook Fundraiser



Facebook Fundraiser makes it easy for participants to raise money for and awareness for the American Heart Association | American Stroke Association. This new integration with Teamraiser that quickly connects participants to their friends and family while giving them double the reach to raise money towards their campaign without having to leave Facebook!

## HERE'S HOW TO GET STARTED:

**1** —

**Reach Your Goal Faster**  
Raise money directly on Facebook.

1. Connect this fundraiser to Facebook.
2. Invite friends, share updates and collect donations on Facebook.
3. Keep track of your progress. The money you raise on Facebook will count toward your goal.

[Connect Fundraiser to Facebook](#)

**Log in to your Heart Walk Headquarters and click to "Connect Fundraiser to Facebook."**

**2** —

You previously logged in to American Heart Association with Facebook.

Would you like to continue?

[Not Now](#) [OK](#)

**You'll be redirected to Facebook, and a pop-up window will appear that states AHA will receive your public profile. Click "OK."**

**3** —

Blackbaud Fundraiser Test App would like to manage your Fundraisers.

Review the info you provide

[Not Now](#) [OK](#)

**An additional pop-up window will appear that states AHA would like to manage your fundraiser. Click "OK."**

**4** —

**Your Fundraiser is Connected to Facebook!**

Log in to use Facebook's fundraising tools to invite friends, share updates and collect donations. We'll keep track of your progress on Facebook and on your Heart Walk page, so you'll always know how close you are to reaching your goal.

[GO TO FACEBOOK FUNDRAISER](#)

**Either you'll be brought to your Facebook Fundraiser or you will be prompted to go to your Facebook Fundraiser from your dashboard.**

## DID YOU KNOW?

- Participants can link directly to Facebook Fundraiser.
- Donations take place on Facebook but are processed through LO.
- Personal thermometer on TR 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

