

How to Set Up Heart Walk Facebook Fundraising?

- The funds you raise on Facebook will roll up into your overall Heart Walk fundraising total only if linked through your Headquarters.
- **Start with Heart:** To make sure the funds reach your Heart Walk efforts, you have to be a registered participant who connects through your Heart Walk Headquarters to your Facebook Fundraiser. If you start a fundraiser on Facebook first, the American Heart Association does not receive the information to credit back to your event, company, team or to you personally.
- Log into your HQ by going to capitalregionheartwalk.org

The image shows a composite of two screenshots. The top screenshot is the 'Heart Walk HQ' dashboard for a user named Kristin. It displays the '2020 Orange County Heart & Stroke Walk' details for March 14, with a team of 'AHA - Tiffany's Team'. The dashboard includes progress indicators for 'Your Fundraising Progress' (0% raised of a \$250 goal) and 'Team Fundraising Progress' (4% raised of a \$5,000 goal). It also features a 'Share your Personal Page' section with social media icons and a 'Reach Your Goal Faster' section with a 3-step guide to connect the fundraiser to Facebook. The bottom screenshot shows a Facebook fundraiser page titled 'Help Keep Hearts Beating' by Liz Adams Critch. The page features a photo of a person in a red Heart Walk shirt and a progress bar showing \$745 raised of a \$825 goal. A 'Donate' button is visible at the bottom.