



Relay For Life

Facebook Fundraising Guide

facebook

Facebook Fundraising Application



The Facebook Fundraising Application makes fundraising convenient and fun! Now you can fundraise while you are logged onto Facebook. Setting up the application is very easy! Just follow the five simple steps below.

1. Go to your local Relay For Life Web site, and log-in to your participant center.
2. Select the Fundraise with Facebook button to begin the setup process (you may need to log- in to Facebook).
3. Facebook will ask you if Relay For Life can post updates to your wall, which will allow your friends to see your fundraising progress. If you would like to add the Fundraising Application you must select "Allow."
4. Locate the Fundraising App from your Facebook Home page, and then select "American Cancer Society – Relay For Life"
5. From here you can add the Relay For Life logo to your profile picture, check your fundraising progress, and make updates and ask for donations from your Facebook friends. The Application will automatically provide a link back to your Relay For Life fundraising page where your friends can make a donation.
6. The fundraising application can automatically post status updates and videos to your newsfeed. Just select the desired number of messages and frequency that you would like messages automatically posted.

Next Steps:

- 'Donate' or change your profile picture to the Relay For Life logo
- Share pre-written Status Updates or create your own
- Post your Fundraising Progress
- Be sure to post often to update your friends on your progress!

Facebook Fundraising Tips

A great way for individuals to fundraise for Relay For Life is by using their network of friends on Facebook. Many people have more contacts on Facebook than they have in their email address book, or even in phone numbers in their mobile phone. This makes Facebook the ideal place to ask your friends for donations, and recruit team members for Relay For Life.

Posting Status Messages

Posting messages on you profile is the best place to fundraise on Facebook, because your messages show up on the Newsfeed of your network of friends. Keep your status update fresh and related to Relay For Life, and always include a link back to your personal fundraising page so people can easily donate to your team. Recognize your donors on your profile by tagging them in your status message. This will not only recognize how much you appreciate their donation, but it may inspire your other friends to donate through peer

pressure. Tagging friends in status messages can be accomplished by typing an @ symbol, and then start typing the person's name you want to tag (you will see a list of names appears as you begin to type).

Status Messages Tips:

- Telling your friends why you are involved with the cause
- Ask friends to donate to your fundraising efforts on your Birthday
- Advertise upcoming fundraising events your team is hosting
- Share stories & resources from Cancer.org so people see the how their donations help
- Use humor in your messages, but still ask for a donation (Ex: "ONE DAY ONLY -Make a donation to my Relay For Life team and I'll send you an autographed picture of me!")
- Include a link to your personal fundraising page so people can easily donate
- Post a thank you message on your profile and tag your donors

Using Facebook Events to Fundraise

Another option for participants is to create a Facebook Event for their personal fundraising efforts. This strategy works exceptionally well for those people that have a lot of friends on Facebook, and have an inspiring story of why they are participating in Relay For Life. You can fundraise with a Facebook Event by using following fields:

- **Date and Time:** Date of the Relay For Life event. **Location:** Where the Relay For Life event will be held.
- **More Info Section:** Share your personal story about why you are involved, ask for a donation and encourage your friends to share with other friends.

The next step is to invite your friends to join you in your fight against cancer, and to continually post messages to the Event wall to remind your friends of their commitment. Be sure to check out your participant center for lots of great information about fundraising with Facebook.