



TOP 10 WAYS YOU CAN USE FACEBOOK TO FUNDRAISE

1. Ask for it

Make sure you're asking your friends to do something. Use words like, "Donate now!" or "Share this!". Unless you're direct, you won't get results.

2. Tell them how

Make sure you include a brief explanation of how and where they can donate to you.

3. Make it a challenge

Set a lofty goal for yourself, and let everyone know what it is. Tell them they're the only ones who can help you reach that goal. Give them something to care about.

4. Tell a story

Why are you participating in Walk to End Alzheimer's? Tell your friends why this is important to you, and why you need their support. Make it personal.

5. Promote, Promote, Promote!

Don't just use your status. Message everyone you know! Spread the word messages, chat, your info box...let Walk to End Alzheimer's takeover your Facebook profile until the event is over.

6. Brush up on your Emily Post.

Manners are everything. If someone donates to your team, thank them publicly through social media. Combine this tactic with number 7 to make it more interactive and visible!

7. What's an @?

Use it to tag your friends on Facebook or Twitter. Type @ in front of someone's name in your status update and your post will be visible – drawing more eyes to your message.

8. Sharing is caring.

If you add a link or a video to your post on Facebook, it adds a "share" button. Then your friends can repost your message and share with their friends.

Try <http://alz.org/walk!>

9. Become a fan

Join us on Facebook, & follow us on Twitter. You'll get news and meet other people with ideas on Walk to End Alzheimer's fundraising. Search for Walk to End Alzheimer's and you'll find us.

10. Have fun!

Raising money and participating in Walk to End Alzheimer's is fun. At the end of the day, feel good about what you're doing for the cause.

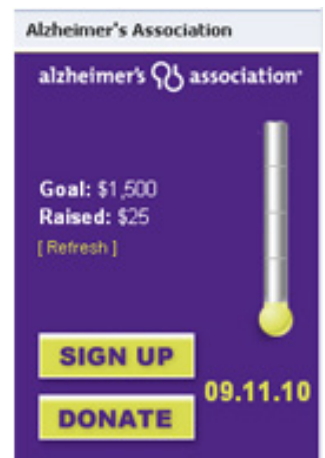
FACEBOOK FUNDRAISING BADGE

Our Walk to End Alzheimer's has a Facebook badge to help you stay connected and fundraise. Download this Facebook badge from our Walk to End Alzheimer's partner, Boundless Fundraising to watch your dollars grow!

Once you have added Boundless Fundraising application to Facebook, your fundraising progress displayed on your Facebook page where your

friends can check your progress and donate to your efforts. Your friends can click a link to make a donation towards your participation in Walk to End Alzheimer's. It's that easy!

As your fundraising total increases, Boundless Fundraising sends Newsfeeds to your wall on Facebook to keep your friends up to date on your participation and fundraising progress.





Suggested Facebook and Twitter messages for Walk to End Alzheimer's

Tips:

- Add your link to EVERY message so your friends can easily access your page to donate or register.
- Thank each of your friends on their pages. You never know who else is going to read their page and possibly donate to you.
- Have fun and make it personal.
- If you have teammates on Facebook or Twitter, post comments that help create some healthy competition.
- Make your language specific to yield better results.
- Messages with a * are specifically geared toward an audience that both checks and updates their status on a frequent basis. These messages contain a "follow up" element.

Join my team

Tip: Post on your friend's walls or use as a status update.

1. I'm on the MOVE to end Alzheimer's! Join my team today at (insert team link)
2. Be part of the MOVEment to end Alzheimer's! Join my team today at (insert team link)
3. Show me how you MOVE! Join my team and walk to end Alzheimer's. (insert team link)
4. Who's ready to WALK for a great cause? Join my team to end Alzheimer's at (insert team link)
5. *Take Action! I need five people to join my Walk to End Alzheimer's team today. Visit (insert team link)
Follow up: (Insert friend's name) just joined my team! I'm still looking for 4 more cool people.
6. * I'm participating in Walk to End Alzheimer's on (insert date) Will you join my team? (insert team link)
Follow up: (Insert name) is walking with me on (insert date) to end Alzheimer's. Join us at (insert team link)

Fundraising Messages

Tip: Post as a status update and change your status message regularly.

1. Support me as I walk to end Alzheimer's! Please donate to my Walk to End Alzheimer's fundraising efforts. (insert personal link)
2. Your donation can help millions of families affected by Alzheimer's disease. Support me as I walk to end Alzheimer's. (insert personal link)
3. Your donation makes a big difference! Please support me as I walk to end Alzheimer's. (insert personal link)

4. 5.3 million people are living with Alzheimer's. Please make a donation to my efforts to end this devastating disease. (insert personal link)
5. Support me as I walk to end Alzheimer's! All of the cool kids are doing it: (insert personal link) – then comment to your post and thank all of your Facebook friends who have already donated to the cause.
6. * I need to raise (X dollar amount) to reach my Walk to End Alzheimer's fundraising goal. Donate (X specific dollar amount) to me today to make a difference! (Insert personal link)
Follow up: Thank you (Insert donor's name) for helping those affected by Alzheimer's. You can support my Walk to End Alzheimer's efforts at (Insert personal link)
7. *I'm working to raise (X total dollar amount) for people affected by Alzheimer's. Will you help me? Donate today at (Insert personal link)
Follow up: (Insert donor's name) just made a donation to help my fundraising efforts. Will you donate too? (Insert personal link)

Thank you messages

Tip: Post on your friend's walls as soon as they donate and send them an e-mail to thank them.

1. I made it to my Walk to End Alzheimer's fundraising goal! Thank you (insert donor's name) for your support as I walk to end Alzheimer's. (insert personal link)
2. Thank you (insert donor's name) for supporting the Alzheimer's Association Walk to End Alzheimer's. Your gift makes a big difference! (insert personal link)
3. Thank you (insert donor's name) for your support of my Walk to End Alzheimer's efforts. Together, we can help families affected by Alzheimer's disease. (insert personal link)
4. Thank you (insert donor's name) for your donation to the Alzheimer's Association Walk to End Alzheimer's. You have helped to bring me closer to my personal goal of \$__and to making a difference in the fight against Alzheimer's disease! (link)

Action/Awareness Messages

1. 5.3 million Americans are affected by Alzheimer's. Sign up today to get on the MOVE toward a cure.
www.alz.org/walk
2. Alzheimer's disease has affected my life and I'm taking action to stop it. Join my efforts by participating in Walk to End Alzheimer's. www.alz.org/walk
3. Sign up to help fight Alzheimer's disease.
www.alz.org/walk