

## What is Boundless Fundraising and How Does it Work?

*boundless*Fundraising™ is application that enables participants to extend their fundraising efforts beyond their HQ page. Participants first register for an event. After registering, participants are given the option to add the *boundless* Fundraising™ application to their Facebook page with a few simple clicks.

Once participants have added the *boundless* Fundraising™ application to Facebook, they are able to send a quick stream story to their Facebook friends using the new **Get the Word Out** feature. They can also update their Facebook profile picture to use the Walk to End Alzheimer's logo with the new **Donate Your Profile Picture** feature, view their real-time fundraising status on their badge and use the **Share Your Story** community portal to share their personal story with other participants and Facebook friends.

### The Boundless Fundraising Application Canvas Page

The screenshot shows the Facebook interface for the Boundless Fundraising application. At the top, the Facebook logo and navigation bar are visible. Below the navigation bar, the application logo for "WALK TO END ALZHEIMER'S" is displayed. The main content area is divided into several sections:

- Home** and **Share Your Story** tabs are present at the top of the content area.
- A message: "Help spread the word by donating your picture and letting your friends know you're lending your support!"
- Donate Your Profile Picture**: A section with a preview of the Alzheimer's Association logo and a button to "Click the above photo to use it as your profile picture."
- Get the Word Out**: A section with a list of four options for sharing a story, each with a radio button:
  - I am participating in the Walk to End Alzheimer's! Please support me with a donation.
  - Please join me in supporting Alzheimer's Association!
  - Ryan has raised \$250 for the Walk to End Alzheimer's towards the goal of \$1000. Support Ryan with a donation.
  - Write your own message.A "Share with Friends" button is located below the list.
- Your Progress Indicator**: A section featuring a progress indicator graphic with a thermometer-like scale. The goal is \$1000 and the amount raised is \$250. A "Walk HQ" button is present. To the right of the graphic, text states: "Facebook is no longer allowing applications to add tabs. You can help raise funds for Alzheimer's Association by using the other features on this page." A link for "Need some technical help?" (Opens new window) is also provided.

# How do I use the features to extend my fundraising efforts to Facebook?

## 1. Get the Word Out

The **Get the Word Out** feature allows you to choose a stream story to publish on your profile page. After selecting the desired message, click on the Share with Friends button, and a stream story is published to your profile page.

### Get the Word Out

- I am participating in the Walk to End Alzheimer's! Please support me with a donation.
- Please join me in supporting Alzheimer's Association!
- Ryan has raised \$250 for the Walk to End Alzheimer's towards the goal of \$1000. Support Ryan with a donation.
- Write your own message.

[Share with Friends](#)

The below stream story is published to a participant's profile page and is visible to all Facebook friends and family through their News Feed. **Friends can donate directly** to the by clicking on the "Alzheimer's Association" link above the message.



**Ryan Dynamics**



**Alzheimer's Association**  
I am participating in the Walk to End Alzheimer's! Please support me with a donation.

 3 seconds ago via TEST - Alzheimer's Association · [Like](#) · [Comment](#)

## 2. Donate Your Profile Picture

After donating your profile picture, the new picture replaces the old profile picture and a stream story is delivered to all the participants friends.

### Donate Your Profile Picture



Click the above photo to use it as your profile picture.



**Ryan Dynamics**




**Alzheimer's Association**  
I am participating in the Walk to End Alzheimer's! Please support me with a donation.

 3 minutes ago via TEST - Alzheimer's Association · [Like](#) · [Comment](#)

### 3. Share Your Story

The Share Your Story feature, located on the application canvas page, is a forum exclusively for Walk to End Alzheimer's participants. Connect with other participants by telling your personal story and read about why other participants chose to join the walk.

facebook 1 Search Home



Home Share Your Story

#### Share Your Story

Help spread the word by sharing your story with others participating in this event!

Fields marked with an asterisk (\*) are required.

\* Title


\* Content

3000

Submit

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#### Recent Stories



**This is why I chose to walk.**

[Ryan Dynamics](#)


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**This is my second year participating.**

[Ryan Dynamics](#)

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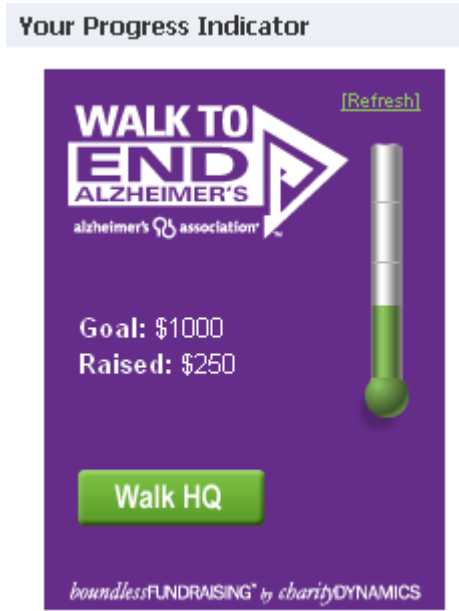
**I'm walking to support my family.**

[Ryan Dynamics](#)

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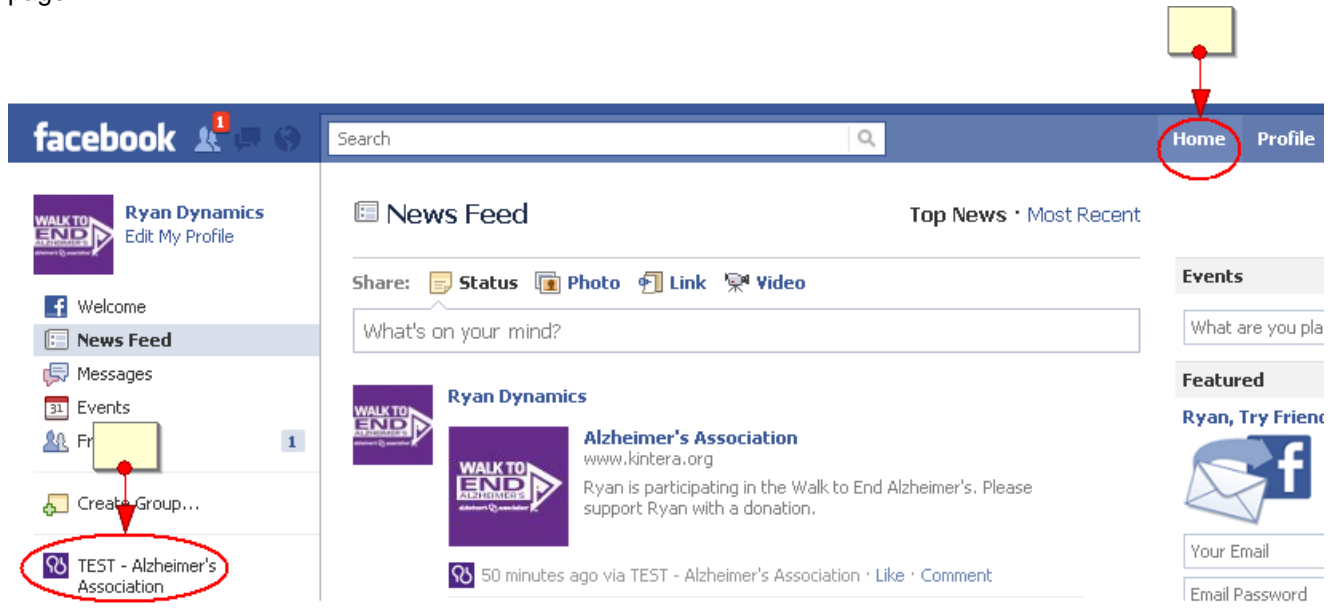
#### 4. Progress Monitor

This feature allows you to monitor your fundraising progress. The thermometer and raised amount update daily as you reach closer to your goal. Access your HQ page by clicking on the “Walk HQ” button. The refresh button allows you to instantly update your badge with the click of a finger.



Once I've installed the Boundless Fundraising application how do I access it from Facebook?

Access the application at any time by clicking on the Walk to End Alzheimer's icon on your Facebook home page.



## Stream Stories

The features listed below will send a stream story to your profile page and the wall of your Facebook friends. All stream stories sent from the canvas page will automatically include a link back to the your donation form.

- Donate Your Profile Picture
- Get the Word Out
- Share Your Story

There is also an automatic stream story sent out to all Facebook friends once every 24 hours – provided the participant has received a donation on their behalf.

## Where does boundless Fundraising Show up in the event?

The following pages include the “Fundraise with Facebook” install link. Click this link to install the Boundless Fundraising application.



- My HQ
- Email: Registration Confirmation
- Pages: Registration Confirmation Page