

FACEBOOK FUNDRAISER FAQ

WHAT IS THE LONGEST DAY FACEBOOK FUNDRAISER?

This integration between Facebook and The Longest Day website allows participants registered for The Longest Day to log in to their participant center and set up a 'Facebook Fundraiser' so that all donations received through Facebook will credit their fundraising page, and will be deposited directly to the Alzheimer's Association and The Longest Day campaign.

Facebook Fundraiser posts are rich, dynamic posts that can motivate more friends to donate quickly. Posts through a Facebook Fundraiser include an image, story, thermometer, donate button, and more. You can easily invite your Facebook friends to support your Fundraiser, and they will see updates about your progress as well as from other friends who donate. Your donors are also encouraged to invite and share with their friends, which means you may receive gifts from people you don't even know who were moved by your story!

WHY IS IT NEEDED?

The Facebook Fundraiser feature was made available in Facebook in 2017. Since its creation, The Longest Day participants have expressed that they want to fundraise on Facebook and have the funds count toward their fundraising page for The Longest Day, rather than the Alzheimer's Association general fund. This integration gives participants the option to fundraise on Facebook and have the funds go toward their fundraising page for The Longest Day, and keep the fundraising progress meters synchronized in both places.


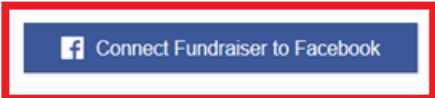
HOW DOES IT WORK?

In order to create a Facebook Fundraiser for The Longest Day, you must be a registered participant for the 2018 event. Once registered, visit alz.org/thelongestday and log in with your username and password, then click "Your Pages" to access your participant center. On the dashboard, you'll see an option to "Connect Fundraiser to Facebook" (this option can also be accessed from the "My Page" and "Social Media" sections). Click the button to connect.

NEW: REACH YOUR GOAL FASTER WITH FACEBOOK!

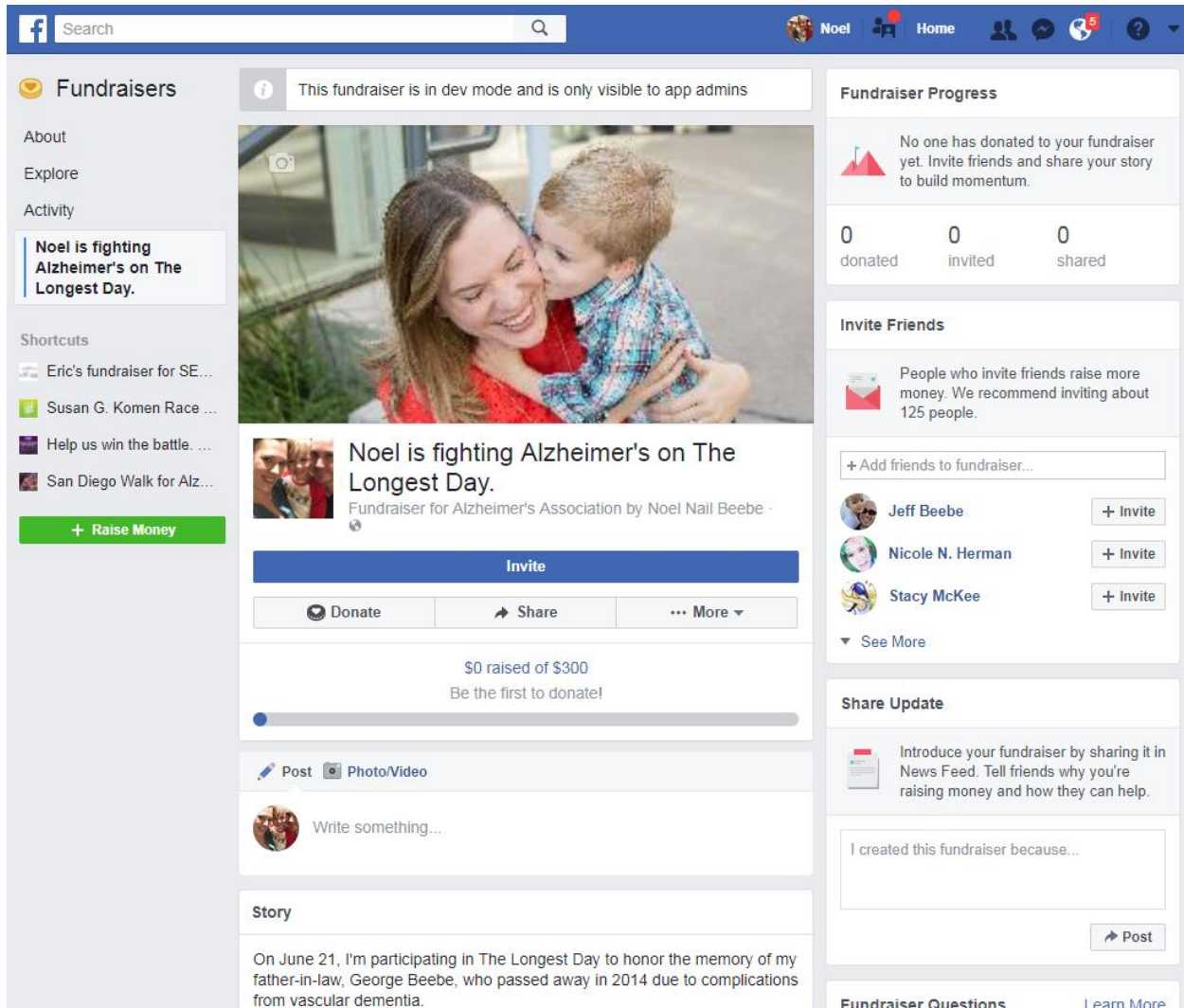
We've partnered with Facebook so you can turn your fundraising page for The Longest Day into a Facebook Fundraiser. Follow these easy steps:

1. Go to [My Page](#) and personalize it by sharing why you're participating in The Longest Day.
2. Connect your page to Facebook and invite friends to donate.
3. Thank your donors and track your progress.



Donations through Facebook count toward your goal!

You will be prompted to log into Facebook with your Facebook credentials, or if you're already logged in, confirm this is the correct account. You'll be asked to install the Alzheimer's Association Facebook app (if you have not already done so) and then grant permission for the app to access your Facebook Fundraiser pages. Once the app has been installed and permissions granted, your Facebook Fundraiser will be automatically created using your personal story, photo and goal from your fundraising page on The Longest Day.



The screenshot shows a Facebook fundraiser page. At the top, there's a navigation bar with the user's name 'Noel', a home button, and notification icons. Below the navigation bar is a search bar and a 'Fundraisers' sidebar with options like 'About', 'Explore', and 'Activity'. The main content area features a large photo of a woman kissing a young boy on the cheek. Below the photo is the fundraiser title 'Noel is fighting Alzheimer's on The Longest Day' and a subtitle 'Fundraiser for Alzheimer's Association by Noel Nail Beebe'. There are buttons for 'Invite', 'Donate', 'Share', and 'More'. A progress bar shows '\$0 raised of \$300' with the text 'Be the first to donate!'. Below the progress bar is a 'Post' section with a 'Photo/Video' icon and a text input field 'Write something...'. At the bottom, there's a 'Story' section with a text update: 'On June 21, I'm participating in The Longest Day to honor the memory of my father-in-law, George Beebe, who passed away in 2014 due to complications from vascular dementia.' On the right side, there's a 'Fundraiser Progress' section showing 'No one has donated to your fundraiser yet. Invite friends and share your story to build momentum.' Below that is an 'Invite Friends' section with a list of friends: Jeff Beebe, Nicole N. Herman, and Stacy McKee, each with an '+ Invite' button. At the bottom right, there's a 'Share Update' section with a text input field 'I created this fundraiser because...' and a 'Post' button.

At this point, your Fundraiser has been created and shared on your timeline and with your Facebook Friends. Review the content and update the image and/or story as desired. The progress meter on your Facebook Fundraiser will stay in sync with the progress meter on your fundraising page.

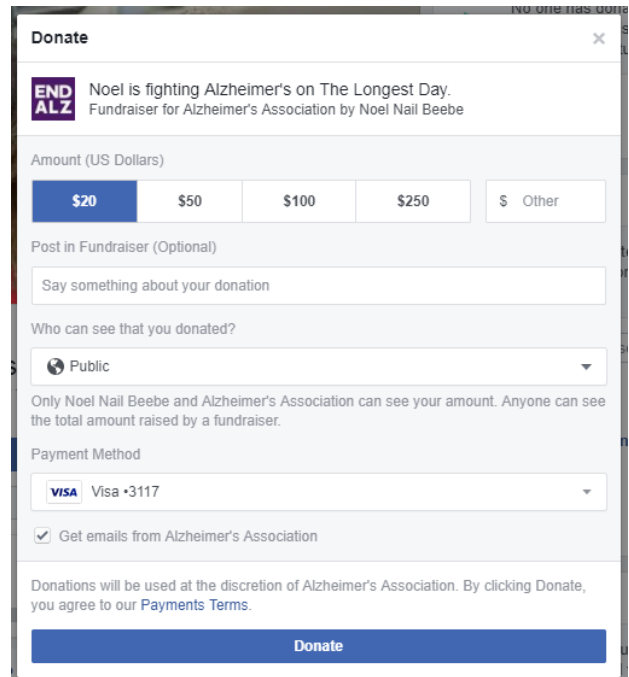
After your Fundraiser is set up, invite your friends to donate. Be sure to thank those that do and post updates in your fundraiser to keep the momentum going.

When donating, your friends can choose to share news of their donation publicly, with friends, or not at all. They can also enter a message that will be posted in your fundraiser.

Additionally, they can choose their payment method, and determine if they wish to share their name and email address with the Alzheimer's Association.

Finally, after a friend makes a donation, they are given the option to share your fundraiser with others to encourage giving.

When you return to your participant center, you will see that the option to "Connect Fundraiser to Facebook" has changed to "View on Facebook" so it can be easily accessed.



The screenshot shows a Facebook 'Donate' interface for a fundraiser titled 'Noel is fighting Alzheimer's on The Longest Day. Fundraiser for Alzheimer's Association by Noel Nail Beebe'. The form includes options for donation amount (\$20, \$50, \$100, \$250, or Other), a text box for a message, a dropdown for visibility (set to Public), a payment method dropdown (set to Visa), and a checkbox for 'Get emails from Alzheimer's Association'. A disclaimer at the bottom states that donations are used at the discretion of the Alzheimer's Association and that clicking 'Donate' implies agreement to the payment terms.

IF I UPDATE MY STORY OR PHOTO IN MY PARTICIPANT CENTER, WILL IT CHANGE ON MY FACEBOOK FUNDRAISER AS WELL?

No. Following the creation of your Facebook Fundraiser, updates to your story or photograph on your personal page will not be reflected on your Facebook Fundraiser. This allows you to tailor content appropriately in either location.

HOW DO DONATIONS MADE VIA FACEBOOK APPEAR ON THE LONGEST DAY WEBSITE?

All Facebook Fundraiser donors appear as "Facebook Fundraiser" on the personal page honor roll along with their donation amount. The donors' names and email addresses will be available to you in your participant center unless the donor requests to remain anonymous.

WILL MY DONORS GET A TAX RECEIPT IF THEY DONATE THROUGH FACEBOOK?

Donations will be processed by the Alzheimer's Association, but Facebook will issue the initial receipt to the email address tied to the donor's Facebook account. If the donor opts to share their email address with the Alzheimer's Association, they will also receive a receipt from The Longest Day. Both receipts will include the Alzheimer's Association Tax ID Number and can be used for tax deductions. If the receipt is lost, donors can contact tld@alz.org to request a PDF receipt, or review their "Payment History" on Facebook and request a receipt from Facebook.

IS MY DATA (AND MY FRIENDS' DATA) SAFE?

In order to set up a Facebook Fundraiser, you must be a Facebook user, and as such, accept the terms of the [Facebook Data Policy](#). By creating a Facebook Fundraiser through The Longest Day website, **no personal information is shared with the Alzheimer's Association from Facebook** about you or your Facebook friends. Donors can choose whether or not their name and e-mail address will be shared with the Association at the time of their donation. See the Alzheimer's Association Privacy Policy [here](#).

WHAT DATA WILL FACEBOOK RECEIVE ONCE I CONNECT MY PAGE TO FACEBOOK FUNDRAISERS?

When connecting your personal fundraising page to a Facebook Fundraiser, Facebook receives information on the campaign you are fundraising for, your personal story from your personal page at the time of the connection. On an ongoing basis, Facebook also receives updates on the amount of funds you have raised in order to keep the thermometer on your Facebook Fundraiser synced to the thermometer on your personal page. Facebook does not receive information about donors that donate through your personal page.

CAN I LINK AN EXISTING FUNDRAISER TO MY PAGE FOR THE LONGEST DAY?

No. Participants must register on The Longest Day website first, then create the Facebook Fundraiser from their participant center. We cannot tie an existing Facebook Fundraiser to a new registration. If you have already created a Fundraiser and selected the Alzheimer's Association as the beneficiary, donations will be sent to the home office of the Alzheimer's Association. To request that donations be moved to credit The Longest Day, please contact donorservicesinfo@alz.org. To begin receiving immediate credit for new donations, please close your existing fundraiser, visit your participant center, and set up a new fundraiser.

HOW DO I DELETE A FACEBOOK FUNDRAISER?

To delete your fundraiser, log into Facebook. On the lower left-hand sidebar, under "Explore" click on "Fundraisers." On the left side of the page, under "Shortcuts" click on your Fundraiser for The Longest Day ("[Your Name] is Fighting Alzheimer's on The Longest Day"). Under the "Invite" button, click "...More" and select "Delete Fundraiser."

