

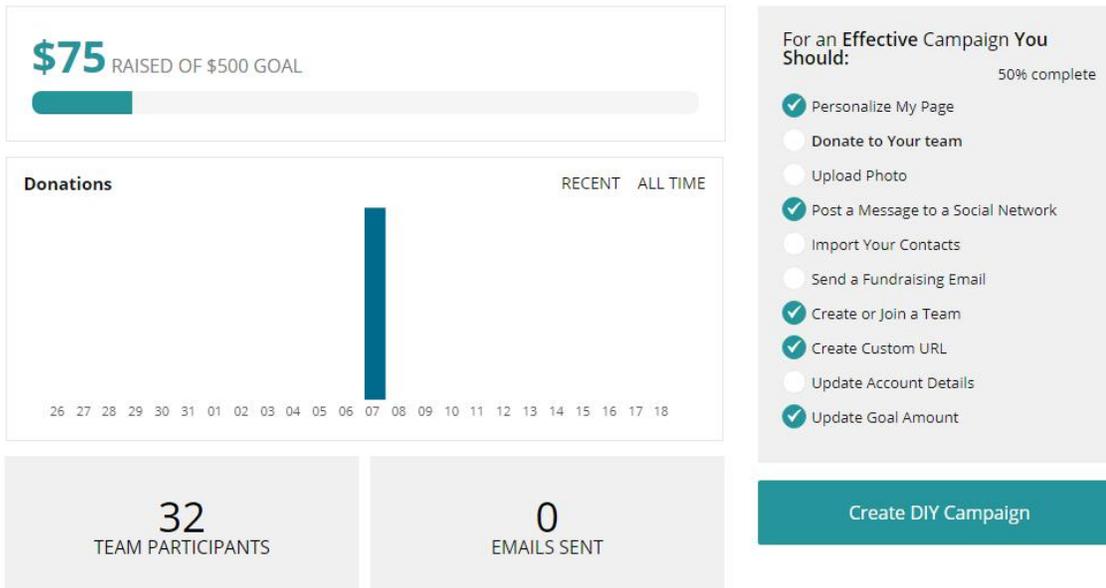
CHOC Walk Facebook Fundraiser Tutorial

Creating a Facebook Fundraiser is one of the easiest ways to raise additional funds for the Walk and quickly surpass your fundraising minimum! Reach out to your virtual community and spread the word using pre-crafted messages or schedule messages to automatically update your friends on your behalf. The best part is your Facebook donations will directly connect to your CHOC Walk fundraising totals through your dashboard. It only takes a few simple steps and your page will be ready to go!

To create your own Facebook Fundraiser, follow these easy steps below:

Step 1: Create Fundraiser

Log in to your Fundraising Dashboard on www.chocwalk.org/login and click the "GO SOCIAL" tab.



\$75 RAISED OF \$500 GOAL

Donations: RECENT ALL TIME

26 27 28 29 30 31 01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18

32 TEAM PARTICIPANTS

0 EMAILS SENT

For an Effective Campaign You Should: 50% complete

- Personalize My Page
- Donate to Your team
- Upload Photo
- Post a Message to a Social Network
- Import Your Contacts
- Send a Fundraising Email
- Create or Join a Team
- Create Custom URL
- Update Account Details
- Update Goal Amount

Create DIY Campaign

***NOTE:** You MUST log in to your CHOC Walk Fundraising Dashboard FIRST. Do not go directly to Facebook.com to create your fundraiser as your donations will NOT be linked to your CHOC Walk account.

Step 2: Click on the Facebook Fundraiser tab and click “CREATE A FACEBOOK FUNDRAISER”. Enter your Facebook login credentials and wait for the page to reload and click “GO TO FUNDRAISER”.

The screenshot shows a navigation bar with tabs: DASHBOARD, MY PAGE, EMAIL, CONTACT BOOK, REPORTS, MY INFO, MY TEAM, RESOURCES, GO SOCIAL, and MORE. Below this is a secondary navigation bar with tabs: SEND MESSAGES, SCHEDULE MESSAGES, THANK DONORS, FACEBOOK FUNDRAISER (highlighted), and PREFERENCES. The main content area is titled "Create a Facebook Fundraiser" and contains three numbered steps: 1. Create a Facebook Fundraiser linked to your personal fundraising campaign; 2. Share messages with friends in your network and start fundraising with Facebook; 3. Manage your fundraising campaign from Facebook or event website and keep track of your fundraising progress. At the bottom, there is a button labeled "CREATE A FACEBOOK FUNDRAISER" with a Facebook icon. Two yellow arrows point to the "FACEBOOK FUNDRAISER" tab and the "CREATE A FACEBOOK FUNDRAISER" button.

Step 3: Edit and customize your fundraising page details

Feel free to change your fundraiser title, cover photo, or detailed message in the story section. The Facebook Fundraiser will automatically copy your bio from your CHOC Walk fundraising page to get you started.

The screenshot shows a Facebook fundraiser page for "Lindsey Harris - CHOC Walk in the Park". The page includes a cover photo of people at a walk, a "Fundraiser Progress" section showing \$75 raised of a \$500 goal, an "Invite Friends" section with a list of friends and "Invite" buttons, and a "Share Update" section. At the bottom, there is a "Story" section with a text area for a message and a "Post" button. A yellow arrow points to the "Story" section.

Step 4: Time to raise your funds!

Check out our tips below for a successful fundraiser – these are all so easy and take less than 1 minute to complete!



INVITE YOUR FRIENDS TO DONATE

Connect friends to your fundraiser with a personal invitation. **FUN FACT:** People who invite friends are 4 times more likely to reach their goal!

Fundraiser Progress

This fundraiser has raised \$75. You're on your way!

1	0	0
donated	invite	shared

Invite Friends

People who invite friends raise more money. We recommend inviting about 150 people.

Add friends to fundraiser...

- Penny King + Invite
- Nanette Scott + Invite
- Sali Gemar Loomis + Invite

See More



SHARE IN YOUR NEWS FEED

Get your fundraiser started by sharing your story. Tell friends why the CHOC Walk is so important to you and explain the ways they can make a difference!

\$75 raised of \$500

Raised by 1 person in 1 day

Post Photo/Video Live Video

Write something...

Photo/Video Check in Feeling/Activity

Story Edit

I'm so excited to be participating in my 2nd CHOC Walk in the Park at the Disneyland Resort on August 11th to raise funds for CHOC Children's Hospital! This mission holds such a special place in my heart and I hope you can join me to make a difference.

The fundraising efforts of the CHOC Walk make an immediate impact on

Share Update

Introduce your fundraiser by sharing it on News Feed. Tell friends why you're raising money and how they can help.

Thanks for the support so far...

Post

Fundraiser Link

Copy your fundraiser link to share it through email, Instagram, Twitter or



GIVE UPDATES

Let your friends know how your fundraiser is going by posting milestones along the way (example: "we've hit 50% of our goal!") Sharing your motivation will encourage people to join your cause.

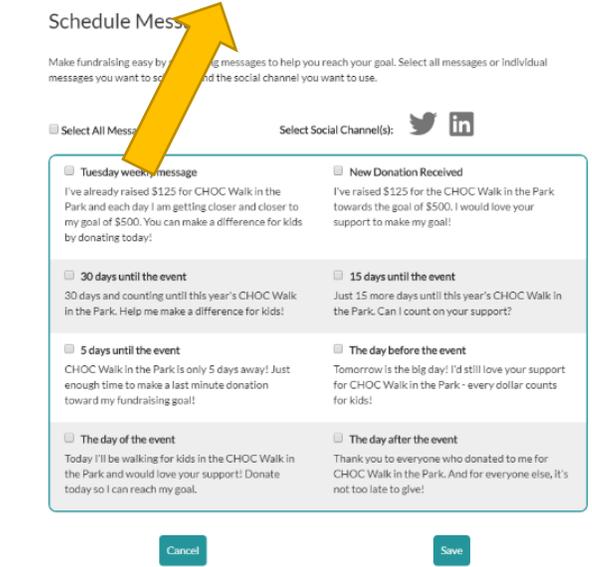
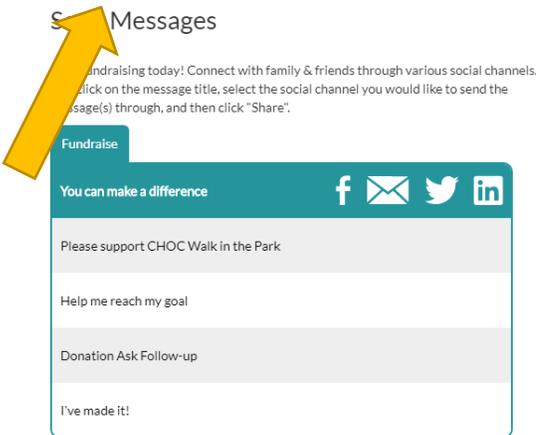


SAY THANK YOU

Like and comment on people’s donation posts to thank them when they support the CHOC Walk!

Step 5: Explore the additional resources on your dashboard

Once you’ve setup your Facebook Fundraiser, there are additional resources available on your “GO SOCIAL” tab on chocwalk.org. Use the “SEND MESSAGES” tab to utilize pre-crafted messages through Facebook, Twitter, LinkedIn and email asking for support. Use the “SCHEDULE MESSAGES” tab to schedule pre-crafted messages to go out in the weeks leading up to the event. Just choose your message, who and when to send and that’s it! It’s THAT easy!



If you have any questions, please feel free to call our CHOC Walk office at 714-509-4000 or by emailing us at chocwalk@choc.org.

Happy Fundraising!
The CHOC Walk Team