

Raising Money with Facebook



What Is Boundless Fundraising and How Does it Work?

*boundless*Fundraising™ is a Facebook application that enables participants to extend their fundraising efforts beyond their Participant Center 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 message to their Facebook friends using the ***Get the Word Out*** feature and our new ***Scheduled Newsfeeds*** feature. They can also update their Facebook profile picture to use the logo with the ***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

facebook Home Pro

walk MS CA, San Jose - walk MS: San Jose 2011

Home Share Your Story

Help spread the word by donating your picture and letting your friends know you're lending your support!

Donate Your Profile Picture

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

Get the Word Out

- I am participating in CA, San Jose - walk MS: San Jose 2011! Please support me with a donation.
- Please join me in supporting National MS Society!
- Stephanie has raised \$10 toward their goal of \$150 for CA, San Jose - walk MS: San Jose 2011. Please support Stephanie with a donation and join the movement toward a world free of MS!
- Write your own message.

Share with Friends

Your Progress Indicator

[Refresh] Facebook is no longer allowing applications to add tabs. You can help raise funds for National MS Society by using the other features on this page.
[Need some technical help?](#) (Opens new window)

walk MS

Raised: \$10
My Goal: \$150
Apr. 30th, 2011

JOIN ME

SUPPORT ME

boundless FUNDRAISING™ by charity DYNAMICS

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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 the participant to choose a message to publish on their profile page. After selecting the desired message, the participant clicks the Share with Friends button, and a message is published to their profile page.

Get the Word Out

- I am participating in Challenge Walk MS 2012! Please support me with a donation by clicking this link.
- Please join me in supporting Challenge Walk MS by clicking this link!
- Kelly has raised \$-1 for the Challenge Walk MS 2012 towards the goal of \$0. Support Kelly with a donation by clicking this link.
- Write your own message.

[Share with Friends](#)

The below message is published to the participant's profile page and is visible to all Facebook friends and family through their News Feed. **Friends can donate directly** to the participant's goal by clicking on either the "Challenge Walk MS" link above the message, the logo to the left of the message, or the "donate" link below the message.

2. Donate Your Profile Picture After donating your profile picture, the new picture replaces the old profile picture and a message is delivered to all the participant's friends.



3. Share Your Story

The Share Your Story feature, located on the application canvas page, is a forum exclusively for participants. Connect with other participants by telling your personal story and read about why other participants chose to join the walk. If someone's story speaks to you, reach out to them through their Facebook page by clicking their name.



The screenshot shows a Facebook interface for a 'walk MS' event. At the top, there's a search bar and navigation links for 'Home' and 'Pro'. Below the event logo, there are tabs for 'Home' and 'Share Your Story'. The 'Share Your Story' section includes a prompt to help spread the word, a note that fields marked with an asterisk are required, and two input fields: one for 'Title' and a larger one for 'Content' with a 3000 character limit. A 'Submit' button is located below the content field. Below the form is a 'Recent Stories' section with five entries, each featuring a profile picture, a title, and a short paragraph of text.

facebook Home Pro

walk MS CA, San Jose - walk MS: San Jose 2011

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

Recent Stories

walk MS **3 years living with MS**
This year has been especially rough for me. 4 relapses this year. Having one as I type this (I think ;)) I last attack was severe nerve pain in my legs. I couldn't walk for 4 days. So I purchased my first chair and started on Neurontin. Fatigue has been the worst, finally gave into getting the handicap tag. 4 attacks this year alone. But I am still hopeful that a cure will be found and that I can face this thing no matter what. With my loving boyfriend and daughter by my side, I've never felt alone in this.
I'm so excited about this years walk, it will be my 4th one! 3rd one as a team captain! Go The Wright Way!

 **Walk with us, Modesto Ca 2011**
The only way to beat MS is if we all band together to get the word out. I was Officially diagnosed in Aug of 2007 when I lost the use of my right leg over the period of a couple of days. Thankfully I have regained the use of my leg, but it was very devastating in the beginning. I was gainfully employed on a Friday and disabled on the following Monday.
I have since returned to school 30 years after I thought I was done with all that and got my degree in electronic systems technology and am currently looking to return to the workforce. please join me in trying to make sure others have the support that they need and hopefully some day cure MS.
This year I am proud to be the Modesto Ca 2011 walk ambassador

 **For the Stansbury-Pickford-Harper Families**
I started walking back in 1997 in Anchorage, Alaska. Just after I graduated from High School when I found out that a class mate and later friend was diagnosed with MS and I saw first hand how devastating this disease can have on someone. When I moved to Santa Cruz, CA I decided I wanted to continue to be involved. My second year here I decided to get more involved in the Monterey Walk MS and became a volunteer and committee member and it has been so much fun.
This last year my cousin's husband was diagnosed with MS. They have a 4 year old little boy and have twin boys who are now about 1.5 years old. The disease has been very challenging for them, her husband has several brain lesions and it is hard for him to play with his kids now. It just breaks my heart and I hope that we can find better treatments and someday a cure for this terrible disease.

 **Mrs Jenifer Ulam**
After over 7 months of fear, confusion and not knowing what my future held for me I was diagnosed with MS. Without the help of my loving husband and best friend Joel and the very supportive circle of friends we have been fortunate to have in our lives I dont know were I would be. God bless all of you and thank you for taking part in our lives

 **Walking for Me and my wonderful family that supports me each day!**
February 1997 seems like a lifetime ago but that is when I found out that I have MS. What a scary moment sitting in that dr's office hearing those words. Well now 13 years later MS is something that I have but with the support of my family and friends as well as the National MS Society, it is very manageable. MS has been a reminder in my life to enjoy each day to the fullest as you are not guaranteed the next. 17 years of marriage and three boys later, my life is very full and MS is just one part of it. I could never get through the tough days without the support of my family, they have been my rock on these years.
Walk for MS and let's beat this thing!

4. Progress Badge This feature allows the participant to track their fundraising progress. The thermometer and raised amount update daily as the participant reaches closer to their goal. The participant can also access their Participant Center page by clicking on the “My Participant Center” button. The refresh button allows the participant to instantly update their badge with the click of a finger.



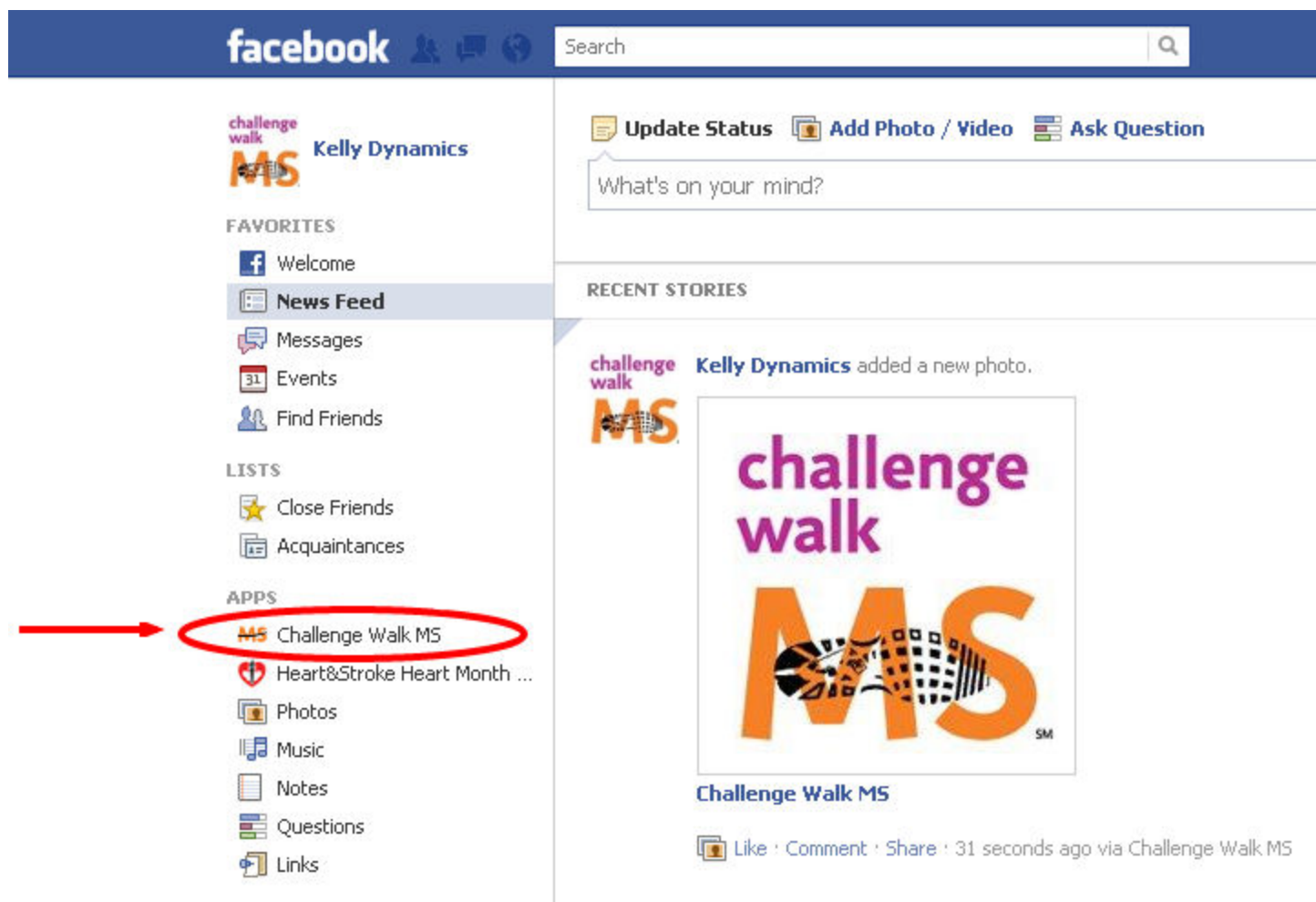
5. Scheduled Newsfeeds

Let the application do the work for you. The Scheduled Newsfeeds feature allows you to select and schedule automated messages to be posted on your Wall at various time intervals before and after the event. Once you’ve selected and saved the messages you would like to send, the application does the rest for you. It’s that easy.



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

The participant can access the application at any time by clicking on the **Challenge Walk MS** icon on the left side of their Facebook home page.



The image shows a screenshot of a Facebook home page. The top navigation bar is blue with the Facebook logo and a search bar. Below the navigation bar, the left sidebar contains several sections: 'challenge walk MS Kelly Dynamics', 'FAVORITES' (Welcome, News Feed, Messages, Events, Find Friends), 'LISTS' (Close Friends, Acquaintances), and 'APPS'. The 'APPS' section is highlighted with a red oval, and a red arrow points to the 'Challenge Walk MS' app icon. Other apps listed include Heart&Stroke Heart Month, Photos, Music, Notes, Questions, and Links. The main content area on the right shows a post from 'Kelly Dynamics' with the text 'added a new photo.' and a photo of the 'challenge walk MS' logo. Below the photo, the text 'Challenge Walk MS' is visible, along with interaction options: 'Like · Comment · Share · 31 seconds ago via Challenge Walk MS'.

Posted Messages

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

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

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

Where does the participant first install the application?



You can quickly install the Facebook application by clicking on the “Fundraise with Facebook” install graphic and link. The “Fundraise with Facebook” link is placed in several key locations within your event home page.