

2019 Candlelighters Fun Walk Facebook Fundraiser Toolkit

Step-by-step instructions to set up your Walk Team Facebook Fundraiser

1. **Login Homepage**—watch this page to see where your Team is in the overall fundraising standings! We'll have fundraising and non-fundraising prizes to hand out at the Fun Walk, watch your Team Captain Newsletter emails for more information!

<http://give.candle.org/2019FunWalk>

enter username and password

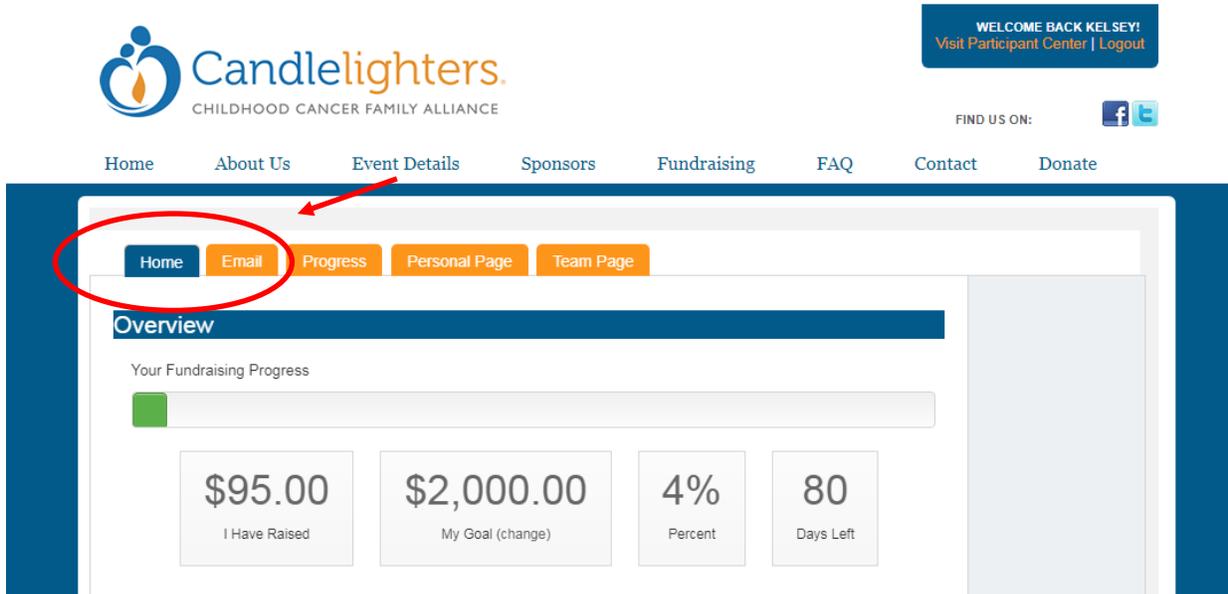
The screenshot shows the Candlelighters website for the 2019 Fun Walk. At the top left is the Candlelighters logo (CHILDHOOD CANCER FAMILY ALLIANCE). To the right is a login form with fields for 'enter username' and '*****' (password), a 'GO' button, and a 'forgot password' link. A red circle highlights the login fields, and a red arrow points to the text 'enter username and password'. Below the login form is a navigation menu with links: Home, About Us, Event Details, Sponsors, Fundraising, FAQ, Contact, and Donate. The main content area features four orange buttons: 'START A TEAM', 'JOIN A TEAM', 'REGISTER AS AN INDIVIDUAL', and 'DONATE'. Below these is a photo of a group of people in blue shirts at the event, with the text 'Calling All Walkers!'. To the right of the photo is a '2019 Fun Walk Goal' section showing a goal of \$160,000 and a total raised of \$4,500, with a progress bar. Below that is a 'COUNTDOWN TO EVENT' section showing 87 days, 20 hours, 22 minutes, and 42 seconds. On the far right is a 'Team Honor Roll' section listing top teams by division: Corporate (Constellation - \$3,300.00, MP2 Energy - \$1,000.00), Family (Ellen O'Neal Team - \$100.00), Community (Crosby BFC - \$100.00), and Top Fundraisers (Joellen Snow - \$100.00, Beth King - \$100.00).

2. Once you are logged in, click **“Visit Participant Center”** which will pop up in the circled area above under **“Welcome [your name]”**.
3. If you need help resetting your password, please contact Kelsey Tarpinian at 713-270-4700 or kelsey@candle.org

4. Once you have clicked **“Visit Participant Center”** this will be your page view.

The screenshot displays the Candlelighters Participant Center dashboard. At the top left is the Candlelighters logo (CHILDHOOD CANCER FAMILY ALLIANCE). At the top right, a blue box contains the text "WELCOME BACK KESEY!" and "Visit Participant Center Logout", with the latter link circled in red. Below this is a "FIND US ON:" section with Facebook and Twitter icons. A main navigation bar includes links for Home, About Us, Event Details, Sponsors, Fundraising, FAQ, Contact, and Donate. The dashboard itself has a sub-navigation bar with Home, Email, Progress, Personal Page, and Team Page. The "Overview" section shows "Your Fundraising Progress" with a progress bar and four statistics: "I Have Raised" (\$0.00), "My Goal (change)" (\$100.00), "Percent" (0%), and "Days Left" (46). The "What to do next?" section lists four tasks: 1. Set up your Personal Page (checked), 2. Add Contacts to Your Address Book (checked), 3. Send an Email (3 items), and 4. Thank your Donors (4 items).

5. Enabling **“Fundraise With Facebook”** - this **NEW** feature links your participant center with a Facebook Fundraising page so donations will count and be tracked in both places! Thanks to the everchanging rules of the Facebook News Feed, this helps ensure EVERYONE will see your efforts for the Fun Walk! *(aka copying and pasting your Walk page URL just doesn't cut it anymore)*
- A. Scroll down to the very bottom of your participant center homepage you will see “Fundraise with Facebook”



Make sure you are on the HOME page and then scroll all the way down:



- B. Follow the prompts to connect with your Facebook login!
- Note: the text in your Facebook Fundraiser will auto-populate to what you wrote on your Personal Fun Walk Participant Center page. If you have not updated this, please do so by clicking on the Orange Tab titled “Personal Page.”

6. Once you are logged into Facebook, you will see “Welcome to My Personal Page” auto-populate on your Facebook Fundraiser, as well as the Fun Walk Image with the WILD WEST WALK Boot with blue starry background.

The screenshot shows a Facebook fundraiser page for Candlelighters Houston. The main banner features a blue starry background with a sign that reads "Yee-haw! it's the CANDLELIGHTERS Wild WEST Walk". The fundraiser is titled "Welcome to Carly's Crew for Candlelighters Fundraising Page!" and is created by Carly Bradshaw. The page shows 10 donations, 56 invites, and 1 share. A progress bar indicates \$545 raised of a \$1,250 goal. The page also includes an "Invite Friends" section with three friends listed and a "Created By" section for Carly Bradshaw.

7. Next you'll want to:

- Update your Fundraising Goal
- Update your Fundraiser Title (either your name or your Team Name)
- Potentially switch your cover picture—or leave it Walk!
- Update your “Story” AKA why you are asking for donations
- Invite Facebook Friends to your Fundraiser
- Share your Fundraiser to Facebook News Feed—and continue to share sporadically until Walk Day!

8. With any questions along the way, please don't hesitate to reach out to Kelsey Tarpinian at 713-270-4700 or kelseyt@candle.org

**THANK YOU FOR WALKING WITH US AND RAISING FUNDS
FOR CHILDHOOD CANCER FAMILIES!**