



What is the Make Your Mark® Facebook Fundraiser?

When you register for a Make Your Mark® event, your Fundraising Center allows participants to create a 'Facebook Fundraiser' so you can receive donations on Facebook. Fundraising on Facebook gives you the ability to share your cause with your friends and family and gain their support.

What if I've already received donations through my Fundraising Center profile?

Donations already given via your Fundraising Center will automatically sync to your Facebook Fundraiser once the connection between Fundraising Center and Facebook is complete, so that both monetary thermometers match.

How do I set up my Facebook Fundraiser?

1. **Register your fundraising event through our [Make Your Mark](#) platform.** (If you're already registered, navigate to your Make Your Mark fundraising page.)
2. **Log into the Participant Fundraising Center** in the top right-hand corner.
3. Click Connect **Fundraiser to Facebook**.

together, we can solve the eternal mystery of lupus. Thank you for your generosity.

REACH YOUR GOAL FASTER

RAISE MONEY DIRECTLY ON FACEBOOK

- 1 Connect this fundraiser to Facebook.
- 2 Invite friends, share updates and collect donations on Facebook.
- 3 Keep track of your progress. The money you raise on Facebook will count toward your goal.

 Connect Fundraiser to Facebook

Share

 

Recent Activity

4. Click **Create Fundraiser**.
5. Once the Facebook login page opens, **enter your login information** and the new Facebook Fundraiser will be created.
6. The Participant Fundraising Center now contains a link to the newly created Facebook Fundraiser. The title and story for the Facebook Fundraiser are automatically created using the Personal Page information. *If a goal was not defined for the fundraiser, the default goal is set to \$250.00.*



7. Copy/paste the Facebook Fundraiser link in an email to send to friends and family or, click **Go to Facebook Fundraiser** to open the fundraiser in Facebook in a separate tab.

What if I've already created a Facebook Fundraiser outside of Fundraising Center?

If you have a previous Facebook Fundraiser set up, please close it first. Then, if you decide to connect to your Fundraising Center profile, a new Facebook Fundraiser must be created, separate from your original fundraiser.

Will donations received on Facebook appear on Fundraising Center?

Yes! All Facebook donations, along with the donor's name will be reflected in your personal Fundraising Center.

Will donors receive a tax receipt if they donate through Facebook?

The donation towards your Make Your Mark event are from the Lupus Foundation of America but your donor's emailed receipt will come from Facebook.

I no longer want my Make Your Mark fundraiser on Facebook.

To delete your fundraiser, log into Facebook and navigate to your fundraiser. Below the blue **'Invite'** button, click **'More'**. Select **'Delete Fundraiser'** from the drop down menu.



Sample Social Media Posts

- I am excited to announce that I will be hosting a (include name/ type of event) on (include date) for @Lupus Foundation of America to help end lupus! (Add 1-2 lines about your connection to lupus, details on your event and how to register) [Include link to Make Your Mark personal fundraising page]
- Lupus is a chronic autoimmune disease where your immune system attacks healthy tissue and organs, instead of just fighting off germs it's supposed to. This can cause pain, inflammation and tissue damage to any organ in the body. An estimated 1.5 million Americans have lupus. That's why I am hosting (include name/ type of event) on (include date) to help end lupus in honor of (add connection) [Include link to your Make Your Mark personal fundraising page]
- DYK it takes an average of 6 years for someone to receive a correct diagnosis of lupus from when they first notice symptoms? Join me on (include date of event) for the (include name of event) to help raise money for research to reduce the time to diagnosis, find better treatments and a cure for a cause that is very important to me. [Include link to your Make Your Mark personal fundraising page]
- There is still time to join us for the (include name of event) on (include date) in honor of (include connection) and to help raise money and awareness for @Lupus Foundation of America. Join us and donate today! [Include link to your registration link and/ or Make Your Mark fundraising page].
- What an incredible event! We raised (Include amount raised) for @Lupus Foundation of America in honor of (include connection) and the 1.5 million Americans who suffer from lupus. Thank you to those who took part in the event and donated. It's not too late to donate – just visit our fundraising page! [Include link to your Make Your Mark fundraising page].