

## FACEBOOK FUNDRAISERS – HOW-TO GUIDE

### Summary:

We have added integration with Facebook Fundraisers to make it easier than ever to accept donations on the world's largest social network. With one click, your friends and contacts on Facebook can donate to your campaign – and all donations are linked back to your LLS fundraising page to get you closer to meeting (or exceeding) your goal!

### Step-by-step instructions:

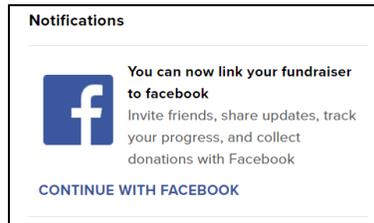
1. Register for your Light The Night event(s) to receive your LLS fundraising page:
  - a. [www.lightthenight.org](http://www.lightthenight.org)
2. After completing your registration, log into your LLS fundraising page:
  - a. <https://fundraise.lls.org/login>
3. Select your event from the drop-down menu at the top of the page – you will see the event name listed within the main image at the top of the screen.
4. Prior to activating your Facebook Fundraiser, click on Fundraising Pages on the left side of your screen and click on My Page to personalize your page. Your fundraising goal, fundraising page title, personal story and all copy will transfer over to your Facebook Fundraiser. This allows you to activate your Facebook Fundraiser without having to re-enter your fundraising page copy. Please note that pictures will not transfer and can be uploaded to your Facebook Fundraiser when you log into Facebook:



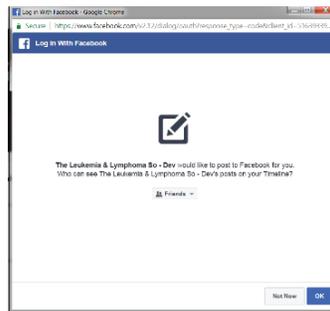
The screenshot displays the LLS fundraising page interface. On the left is a navigation menu with options: Home, My Donations, Fundraising Pages, My Page (with 'Facebook Fundraiser' highlighted), Email Center, Fundraising Toolbox, Help, and View Incentives/Recognition. The main content area features a large event image for 'Fairfield County' on October 27, 2018, at 5:00 pm. Below the image is a 'Fundraising Goals' section showing a personal goal of \$250, with \$0.00 raised (0% progress). An 'EDIT' link is present. The 'Information' section contains text about the Light The Night event. On the right, a 'Notifications' box highlights the Facebook integration feature: 'You can now link your fundraiser to facebook' with a 'CONTINUE WITH FACEBOOK' button. Below this is a 'Post to My Page' section with a text input field and a 'Recent Donations' section showing 'No Donations for this event yet' and an 'ACCEPT DONATION' button.

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- In the notifications section on the right side of the screen, you will see the Facebook icon. Click on the blue text labeled “Continue With Facebook” to start the activation process:



- You will be asked to allow access via Facebook – click OK:  
**\*\*Note:** If this pop up does not display, check to be sure your pop up blocker is not blocking the page.



- The fundraising goal from your LLS fundraising page will transfer to your Facebook Fundraiser. If you have personalized your LLS fundraising page, all copy will transfer over to your Facebook Fundraiser. Pictures will not transfer and can be uploaded to your Facebook Fundraiser when you log into Facebook:

### PERSONALIZE YOUR FACEBOOK FUNDRAISER

**Title**

**Story**

Welcome to My Light The Night Fundraising Page

Join me in bringing light to the darkness of cancer by donating towards my fundraising efforts in support of The Leukemia & Lymphoma Society's Light The Night.

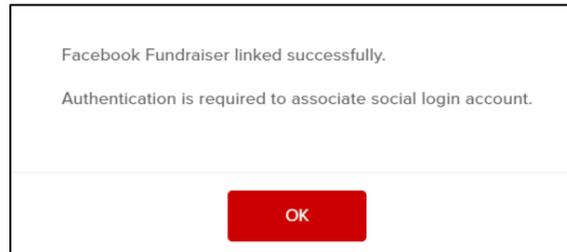
By giving a donation today, you can help children like Jordyn. At just 6 years old, Jordyn was diagnosed with

**CREATE FACEBOOK FUNDRAISER**

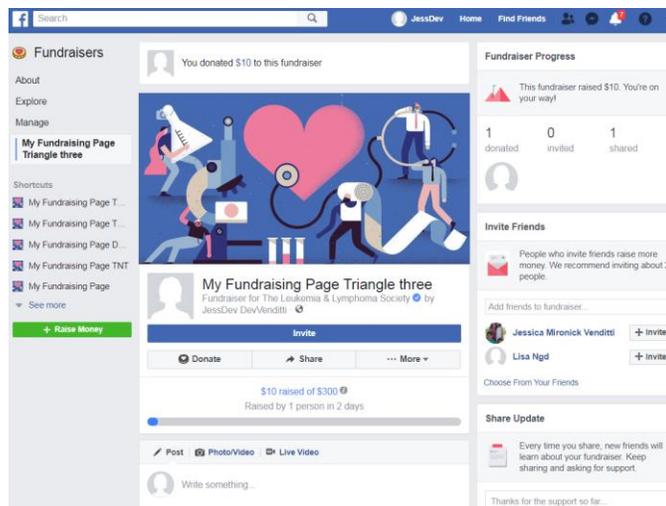
NOT NOW

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8. You must log back into your LLS fundraising page to authenticate your account:



9. After logging back into your LLS fundraising page, click on “Fundraising Pages” on the left side of the screen and then click on “Facebook Fundraiser” to access your Facebook Fundraiser. This will bring you to Facebook where you can sign in using your Facebook username/password.



10. After creating your Facebook Fundraiser, you can instantly share your page with all of your friends and contacts on Facebook to start accepting donations. You will receive notifications in Facebook for every donation you receive and can view a complete donor list on your Facebook Fundraiser. All donations that you receive on Facebook will be automatically applied to your LLS fundraising page. When you are using Facebook, you can access your Facebook Fundraiser by clicking on the “More” button.