Maximizing your fundraising impact with social media

Facebook
Mobile and Tablet for iOS and Android
HTML e-mail Badge

Facebook

Installing the Facebook app

1. Log into your Facebook account.

2. Locate the “Fundraise with Facebook” icon or link that can be found either in your participant center or in an email you received regarding your registration for the event.

3. Click on the “Fundraise with Facebook” link and the app will automatically install on your Facebook account.
   a. If you are prompted to enter in a username and password, simply use the same login credentials you use to access your participant center.

Fundraising with the Facebook app

With the Facebook app, you can:

- Keep track of your fundraising progress and share the news with your Facebook friends
• Post messages for your Facebook friends to see and to solicit donations from them

• Schedule automatic posts to be sent on your behalf
- Donate your profile and cover photos to match the organization for which you are fundraising

- View your non-anonymous donors and thank them

- Access your participant center directly from the app or get help using the app
Mobile and Tablet for iOS and Android

Installing the Mobile or Tablet app

1. Log into your participant center or open an e-mail you received upon registration for this event.
2. Locate the icons for the iTunes App Store or the Google Play store. Click on the desired store based on the device on which you wish to install the app. This will take you directly to the fundraising app where you can continue the downloading process based on your device.

3. You can also search for the app directly in the app stores by searching for the program name. Before completing the download, please be sure you are selecting the correct app for the device (i.e. confirm you are downloading the mobile app and not the tablet app onto your mobile device). Typically, the tablet apps are indicated with a “.” at the end of the app name.

Fundraising with the mobile or tablet app

With the mobile or tablet app, you can:

- View your fundraising progress, view a countdown to your event, and go to your event webpage directly from the app
- Post/send messages to solicit donations through Facebook, Twitter, SMS, LinkedIn, and E-mail. All messages are accompanied by a link to your donation or personal page.

- View and thank your donors through Facebook, Twitter, SMS, LinkedIn, and E-mail.

- Edit content and upload an image to your personal page, as well as view and share it on Facebook.
- View news about the organization and share certain posts on Facebook.

- Get help using the app
**HTML E-Mail Badge**

**Installing the e-mail badge**

- The process to install the e-mail badge varies depending on the e-mail client you are using as well as whether you are using a PC or a Mac. Please visit the list of detailed instructions found here:
  - Windows: [http://www2.charitydynamics.com/site/PageServer?pagename=Boundless_Email_Client](http://www2.charitydynamics.com/site/PageServer?pagename=Boundless_Email_Client)
  - Mac: [http://www2.charitydynamics.com/site/PageServer?pagename=Boundless_Email_Client_Mac](http://www2.charitydynamics.com/site/PageServer?pagename=Boundless_Email_Client_Mac)

**Fundraising with the e-mail badge**

- Once you have installed the e-mail badge to your signature, simply begin sending e-mails and the badge will be included.
- The badge will display your fundraising goal automatically update with your progress and how much you have raised.
- Recipients of e-mails that include this badge can also click on the badge to be directed to your donation page or personal page.