How to Create a Facebook Fundraiser that Connects to your CureSearch Winter Challenge Fundraising Page in 3 Minutes and tips to raise the most funds possible

Creating a Facebook Fundraiser is fast and easy, and a great way to boost your Winter Challenge fundraising efforts and earn more CureSearch swag! *Never add the “donate” button to a Facebook post or create a Facebook fundraiser from anywhere but your Winter Challenge Participant Center.*

1. If you’re not already registered for our Winter Challenge, you **must** register before you can start Facebook fundraising. Register now, because it’s impossible to connect your account to your Facebook fundraiser once your fundraiser is created.

2. Log in to your Facebook page. It’s very important that you check to make sure the computer/device you’re using is logged into your own Facebook page before you get started.

3. Log into your Winter Challenge website.

4. In your Winter Challenge website, go to your Participant Center, and make sure your “home” tab is selected. Click on the “Fundraise on Facebook” section on the lower right side.

5. You may be prompted to log in to Facebook. Go ahead and log in. If not, skip this step.

6. The screen will say “CureSearch would like to manage your fundraiser.” You must click OK to allow your Facebook fundraiser to connect to your Winter Challenge website. **NOTE:** If you don’t see this, you may want to check to see if you have a pop-up blocker.

7. You will now be redirected to your Participant Center. In the same lower right area, you’ll see “Your Fundraiser is Connected to Facebook.” Click “go” to access your fundraiser.

8. You’ll have the opportunity to edit your Facebook fundraiser. We encourage you to edit the picture and the default text. You can also edit your subject line, goal, and end date. We encourage you to edit the subject line to something that will catch attention! Your goal is set for $250, but we encourage you to reach for the stars and set it higher. There is no penalty if you set a higher goal and don’t reach it. We encourage you to leave your fundraiser open for at least a week after the Winter Challenge is over. Once your Facebook fundraiser ends, you cannot restart it again, and you may be surprised who donates towards the end of your event!

9. We recommend that you frequently share the link to your Facebook Fundraiser on your Facebook Wall, using #CureSearchWinterChallenge

10. **VERY IMPORTANT:** Never add a donate button to anything, even if Facebook asks you to. Funds raised will not be applied to your website.

11. When a donor gives via your Facebook Fundraiser, they’ll be listed by name on your Facebook fundraiser page. On the part of your Winter Challenge fundraising page that shows your donors, they will be listed as “Facebook Donor.” You can also see a list of Facebook donors by logging into your Winter Challenge website, clicking on the “progress” tab, and scrolling to the bottom of your screen.
12. Your Facebook fundraiser page and your CureSearch Winter Challenge website will "talk" to each other. When you receive a Facebook donation, your Winter Challenge website total will also increase. When you receive a donation on your Winter Challenge website, your Facebook total will also increase.

13. We strongly encourage you to thank your Facebook donors right on Facebook. Create a post thanking them and make sure to tag each donor. While you're at it, add the link to your Facebook fundraiser so that other prospective donors can see your fundraiser and donate.

Questions? Email challenge@curesearch.org.