



FACEBOOK FUNDRAISERS FOR OPTIMISM WALK PARTICIPANTS

You can now set up a Facebook Fundraiser as part of your Optimism Walk fundraising efforts!

PLEASE NOTE: It is essential for you to do this a certain way in order for the funds that come in through Facebook to automatically link to your Optimism Walk fundraising total.

When you register for the Optimism Walk online (using our online platform called Donor Drive), you will be given the opportunity to set up a Facebook Fundraiser. If you are interested in doing this, ***it is essential for you to do this through the Donor Drive platform.*** If you create a separate Facebook Fundraiser outside of Donor Drive, you WILL NOT be able to link it to your Walk fundraising page afterwards.

Please review the FAQs below.

How can the donations I raise on Facebook be applied to my fundraising page for my event?

Your Facebook Fundraiser must be started through your personal Optimism Walk fundraiser portal in DonorDrive for donations to appear on your page. Simply log in to your Optimism Walk account, then click "Start a Facebook Fundraiser" from your fundraising dashboard.

I already registered for the Optimism Walk, but now I want to start a Facebook Fundraiser to help my fundraising. Is it too late to do this?

No – it's not too late! You can create a Facebook Fundraiser that connects to your Optimism Walk fundraising at anytime after you register for the Walk. You just have to make sure to set it up through your personal Optimism Walk fundraiser portal (don't do it through Facebook directly.)

I connected a Facebook Fundraiser to my fundraising page but photos and text formatting did not show up on my Facebook Fundraiser.

Facebook Fundraisers allows us to sync plain-text only. Any images, videos, or other rich content on the "My Story" tab on your fundraising page will be stripped out when syncing the content to Facebook.

I connected a Facebook Fundraiser to my fundraising page, what happens when I change my goal on my fundraising page?

Whenever you change your goal on your Optimism Walk fundraising website, the fundraising goal will be synced so that both pages show the same fundraising goal. As your fundraising progresses, we encourage you to increase your goal to keep your potential donors motivated to give!

I connected a Facebook Fundraiser to my fundraising page, what happens when someone donates?

When someone donates on your Facebook Fundraiser, their donation will count toward your fundraising goal on your Optimism Walk fundraising page. Fundraising progress will always be in sync between Facebook and our website.

I connected a Facebook Fundraiser to my fundraising page. How can I thank my Facebook donors?

You can thank your Facebook donors directly on Facebook by commenting on their donation, sending a one-to-one message through Messenger, or recognizing them publicly by mentioning them in a post. Once you've thanked your donors, you can mark each donor as "thanked" on your Optimism Walk fundraising page on our website.

Someone donated to me on Facebook and I can't see their name or email address.

Facebook users may opt not to share their email address. We recommend thanking them from your Facebook Fundraiser page or by commenting/posting on Facebook. Once you've thanked your donors, you can mark each donor as "thanked" on your Optimism Walk fundraising page on our website.

I donated on Facebook and need my receipt.

Your receipt was issued by Facebook and sent via email. You will need to fill out [this form](#) to get another copy of your receipt. APDA cannot issue receipts for donations made on Facebook.

I donated on Facebook and need a refund.

You will have to fill out this [form](#) for any refund requests for donations made on Facebook. APDA cannot issue refunds for donations made on Facebook.