



# Fundraise for Strides for Disability with Facebook Fundraising

## What is a Strides for Disability Facebook Fundraiser?

When you register for the Strides for Disability Walk, you can connect your Participant Center to your personal Facebook page. The Facebook Fundraising platform allows you to receive donations directly on Facebook, and gives you the ability to share your cause to your friends and family. It will even connect the donations you receive directly to the Strides website, automatically updating your fundraising progress!

## How do I set up my Facebook Fundraiser?

1. Register to walk at [Easterseals.com/ESSCstrides](http://Easterseals.com/ESSCstrides)
2. Log into your Participant Center found in the top right-hand corner.
3. Click "Connect Fundraiser to Facebook" at the right of the Participant Center

Home Email Profile

What to do next?

- 1. Set up your Personal Page  
Customize your Personal Page with a story about why you are raising funds for this cause.
- 2. Add Contacts to Your Address Book  
Add contacts to email from your personal Address Book on our site.
- 3. Send an Email  
You have sent no emails to your family or friends. Add them to your Address Book and email them about your fundraising effort.
- 4. Thank your Donors  
Thank your donors!
- 5. Set up your Personal Page  
Your last Personal Page update was 4 days ago. Consider updating it now with new information.
- 6. Set a Goal  
You have reached 20% of your goal. Can you set a higher goal?

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

Get started here!

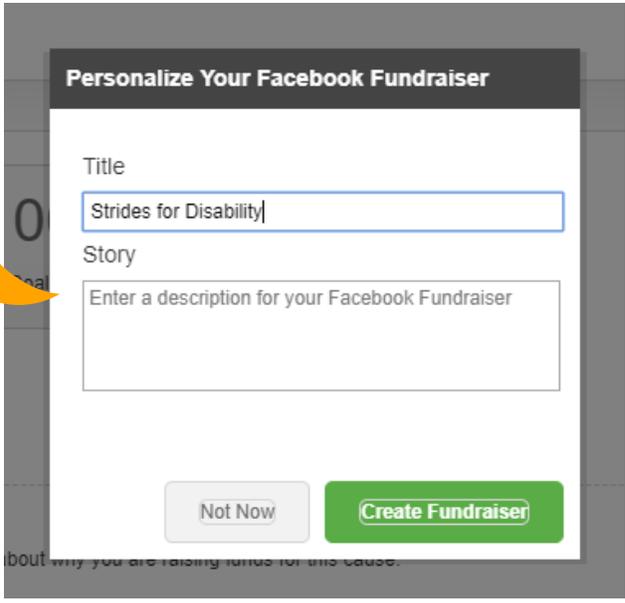
Recent Activity

- You joined Strides for Disability - 2020 Jun 09
- You donated \$20.00 Jun 09

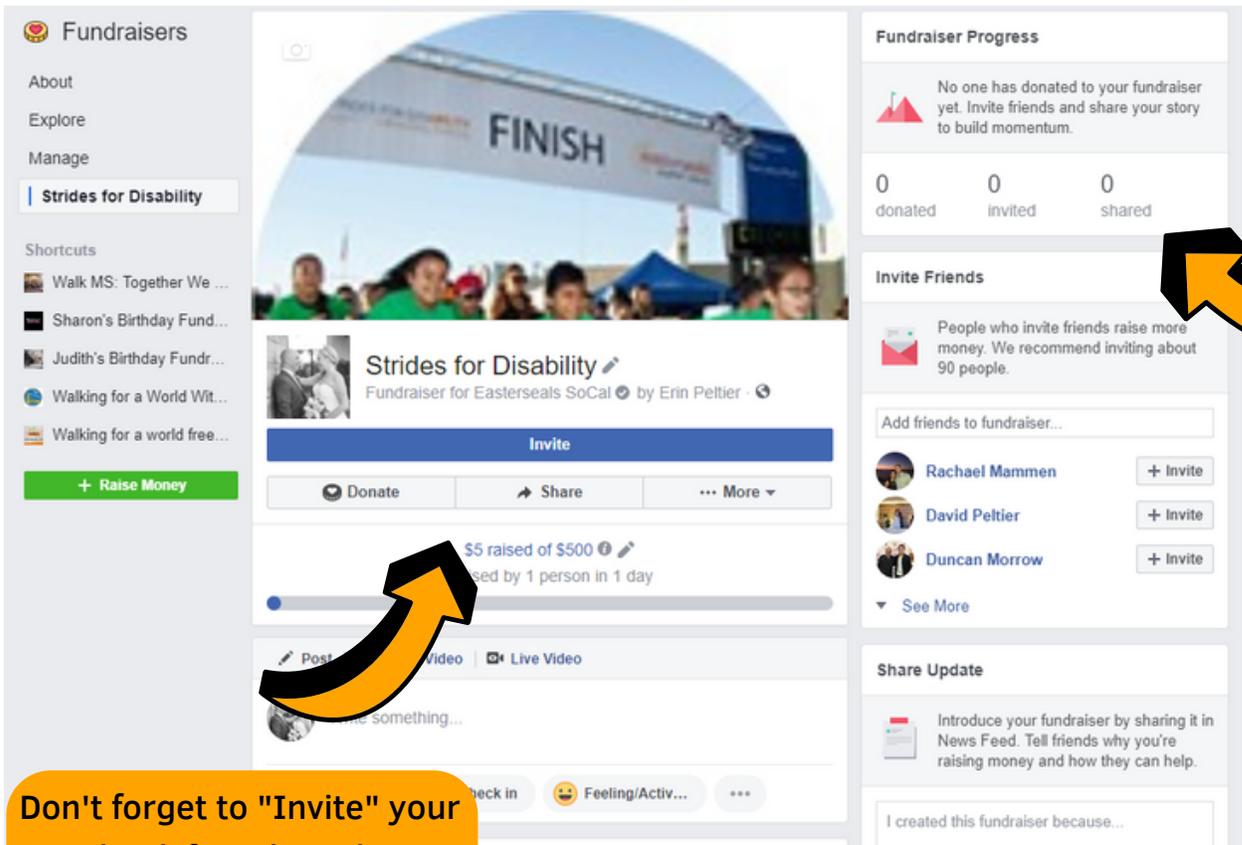
Contacts All Contacts

4. Create Fundraiser, and enter your Facebook login information when prompted.
5. Personalize your Facebook Fundraiser. Give it a title and enter a description of your Fundraiser. Explain why Strides for Disability is important to you!

Use this space to describe why fundraising for Easterseals is important to you!



6. Share! Your fundraiser is created, and ready to be shared with friends and family! Every time someone donates to your Facebook Fundraiser, it will automatically be reflected in your Participant Center profile!



Track your Fundraising Progress with number of donors, invited friends, and shared posts.

Don't forget to "Invite" your Facebook friends to donate to your page, and "Share" a post about your efforts!

**FUNDRAISING TIP:** Make sure to thank your donors directly on your Facebook post. It not only shows your gratitude, but keeps the Fundraiser momentum going!  
*"Thank you for the generous donation Aunt Sue! Who is going to be next to help support Easterseals!"*

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

Yes! While the donation goes directly to Easterseals Southern California (ESSC), Facebook will issue the initial receipt to the donor's email address linked to their Facebook account. The receipt will reflect ESSC's Tax ID Number and can be used for tax deductions. If a receipt is lost, or the donor prefers one directly from ESSC, please contact: [Erin.Peltier@essc.org](mailto:Erin.Peltier@essc.org)

## **Does Facebook share my donors personal information?**

No! Your donors privacy is completely protected, and no personal information is shared with ESSC from Facebook.

## **Do I need to update my Participant Center when I receive a donation through Facebook?**

No! The best part about the Facebook Fundraiser is that your donations are automatically reflected in your Participant Center. Nothing more is required after the initial setup!

## **Where does the money raised by Strides for Disability go?**

ESSC is the largest disability and autism services organization in California. The funds raised from Strides for Disability go towards supporting ESSC's five service lines: Autism Therapy Services, Child Development Services, Adult Day Services, WorkFirst & Bob Hope Veterans Support Program, and Living Options. ESSC proudly serves 14,000+ participants, and has 75+ service sites in Southern California.

## **What should I write in my Facebook Fundraiser post?**

Tell your story! Why are you participating this year? Why is Easterseals important to you? An example post:

*"On October 22nd, I am participating in Strides for Disability, and fundraising for Easterseals Southern California. My brother goes to their Autism Therapy Center, and they have helped him so much! Please help me reach my fundraising goal of \$500 by making a donation today."*

### **Further questions?**

**Please contact Erin Peltier at [Erin.Peltier@ESSC.org](mailto:Erin.Peltier@ESSC.org)**