

FACEBOOK FUNDRAISING

You may have heard the recent news that Facebook has now enabled fundraising tools across Canada. Facebook Fundraisers are a valuable tool to help you utilize the platform to fundraise from friends and family for your event.

It is important to know that Facebook Fundraisers do not automatically integrate with your Heart & Stroke Canvass fundraising account. Before you get started, we wanted to provide you with guidelines to be sure you set-up your Facebook Fundraiser in a way that is able to be tracked and credited to your fundraising efforts.

HOW TO SET UP YOUR FUNDRAISER

1. Select **Fundraisers** on your Facebook navigation menu. This will be found on the left side of your browser for desktop devices and in the drop-down menu on Facebook mobile applications.
2. From the Fundraisers screen, select the **Raise Money** button, you will be prompted to set-up your fundraiser. Please follow the next steps to ensure your fundraiser will be recognized by Heart & Stroke and properly credited to your Heart & Stroke Canvass fundraising account.
3. From the *Who are you raising money for?* menu, select **Charity** and search for “The Heart & Stroke Foundation of Canada”.
4. Upon selecting “The Heart & Stroke Foundation of Canada”, you will be prompted to enter a dollar amount and end date for your fundraiser.
5. On the next menu screen, **update the title of your fundraiser** to the following: **<First Name> <Last Name>’s Canvass Fundraiser - <City>**. This is the only way Heart & Stroke will be able to identify your fundraiser and link your Facebook Fundraiser to your fundraising account.
6. Complete the creation of your fundraiser.

IMPORTANT POINTS TO KEEP IN MIND:

- Funds raised through Facebook Fundraising will take up to 60 days to be credited to your Heart & Stroke fundraising account.
- Funds raised through Facebook Fundraisers cannot be counted towards incentives
- To guarantee that funds raised will be allocated towards your event fundraising account be sure to follow each step above and include all relevant information as outlined.
- Facebook Fundraisers is not affiliated with the Heart & Stroke Foundation