



## SOCIAL MEDIA FUNDRAISING TOOLS

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A **Facebook Fundraiser** allows you to share your story and collect donations directly through Facebook. When you create a Facebook Fundraiser that is linked to your MuckFest fundraising page, donations show up in real-time and count towards your fundraising total. The benefits of creating a linked Facebook Fundraiser from your MuckFest Participant Center dashboard include:

- Seamless sync to your event Fundraising Center so you can reach your goal, improve your ranking, and receive prizes
- The ability to invite all your Facebook friends to your fundraiser
- The ability to communicate with your donors on your Facebook Fundraiser page, by posting updates and thanking them for their donations

### **Non-linked Facebook and Instagram Fundraising Tools**

Facebook has a variety of fundraising tools including donate buttons and birthday fundraisers. Instagram has a donate sticker to use on stories. These fundraisers initiated on Facebook or Instagram are not linked to your event fundraising and will not go towards your MuckFest fundraising total. The only way to link donations received on Facebook to your MuckFest fundraiser is to start the fundraiser from your MuckFest dashboard. If you have any questions about non-linked Facebook or Instagram fundraisers, please [contact us](#).

### **Creating a linked Facebook Fundraiser**

When you register for each year's event, you will need to create a new Facebook Fundraiser through the MuckFest website. There are two ways to set up your linked Facebook Fundraiser:

1. As you're completing your event registration, click the "Connect Fundraiser to Facebook" button.
2. Log in to your Participant Center, click on the Facebook Fundraiser button and follow the instructions.

Facebook Fundraisers automatically end when your event has completed fundraising for the year.

### **Syncing**

Online donations will always sync between your linked Facebook Fundraiser and your MuckFest Participant Center. If you make changes to your photo, story, goal, etc. on either your MuckFest fundraising page or your Facebook Fundraiser after the creation of your Facebook Fundraiser, the changes will not sync.

### **Donations**

100% of all donations raised via Facebook Fundraiser go toward your event fundraising goal, supporting the National MS Society's efforts to help those and their families touched by MS live their best lives.



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Due to Facebook's privacy policy, donors will show as "Facebook Fundraiser" on your MuckFest donor honor roll. To see who donated, you can click on the receipt button for each donation or download an Excel list of your donors.

You will also see who donated to you when you look at your fundraiser on Facebook. Some donations may be listed on your Facebook Fundraiser as private donations because the donor opted out of information sharing.

Facebook Fundraisers can only accept U.S donations. If someone would like to make an international donation, please refer them to your MuckFest fundraising page link.

### **Receipts and Refunds**

Facebook will send a receipt to the email address associated with your donor's Facebook account, which will include the National MS Society's EIN/tax ID number. If your donor selects "Get emails from National Multiple Sclerosis Society," while donating on Facebook, they will also receive a thank you email from the National MS Society confirming their gift.

To request a refund, please use Facebook's donation [support form](#).

### **Apps and Other Fundraising Tools**

Facebook Fundraisers are not meant to replace other donation tools. We still encourage you to use your MuckFest Participant Center, email, our mobile apps, and more to meet and exceed your fundraising goal.

### **Questions?**

Contact our Fundraising Support team at 855-372-1331 or [fundraisingsupport@nmss.org](mailto:fundraisingsupport@nmss.org)