

# Facebook Fundraising

**MSWALK**

Facebook has tools to make it easy for you to fundraise on their platform! Using Facebook Fundraisers is a great opportunity for you to fundraise towards your MS Walk goal.

While Facebook Fundraisers do not directly link to your MS Walk registration, by taking the steps below we can make sure your fundraising is tracked and gets credited towards your MS Walk fundraising total.

## How to set up your Facebook fundraiser

- 1 Select **FUNDRAISER** on your Facebook navigation menu. This can be found on the top right side of your browser if you are on your desktop computer, and on the drop-down menu on Facebook mobile app under **COMMUNITY RESOURCES**.

**Mobile device only:** From the Fundraisers screen, select the RAISE MONEY button where you will be prompted to set-up your fundraiser. For desktop users, jump to Step 3.

- 2 Select **CHARITY** and search for the Multiple Sclerosis Society of **CANADA** (Double-check that you have selected the CANADIAN MS Society and not the NMSS).
- 3 Next enter a dollar amount and end date for your fundraiser. On desktop, fill in the details section on the left side of your browser.
- 4 **Update the title of your fundraiser** to include your **first and last name as it appears on your MS Walk personal page** and your **MS Walk location**.

Example: **Jane Doe – MS Walk Edmonton** OR **Jane Doe – Birthday fundraiser for MS Walk Saskatoon**

- 5 Once you have completed this entry you can start your fundraiser on the next screen!

### **IMPORTANT NOTES:**

- Make sure to send the **URL from your Facebook** fundraiser to [walk@mssociety.ca](mailto:walk@mssociety.ca).
- Funds raised through Facebook Fundraisers cannot be used for time-sensitive fundraising incentives.
- Any funds raised through Facebook Fundraising will take up to 60 days to be credited to your MS Walk fundraising page

If you have any questions, please do not hesitate to reachout to the MS Walk team at **1-888-822-8467** or [walk@mscanada.ca](mailto:walk@mscanada.ca).

**MS Canada**