

# Boundless Fundraising™

## FREQUENTLY ASKED QUESTIONS

### Desktop app

*The Boundless Fundraising™ Desktop App is a Facebook app that enables participants to make use of their online social networks to raise money for your organization. Event participants use the app to create donation request posts and share information with family and friends. With every post, your mission is reaching more people!*

#### **How does a user install the Boundless Fundraising™ Desktop app?**

The user must first be registered for a fundraising event. Once they have registered, they can be given an install link, which contains the constituent ID and the event ID. Each install link is unique to a constituent and can be used by only one Facebook user at a time.

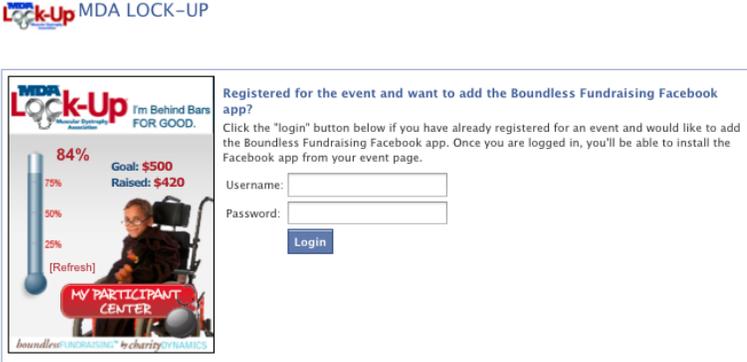
This install link can be distributed to participants just like any other URL. It is usually placed on the constituent's Participant Center or HQ page and within certain specified automated emails.

Clicking on the install link will prompt the app installation process in Facebook. If the user has a Facebook account already and are logged in, the app installation will start immediately. If not, it will be necessary to login to Facebook, or to create a Facebook account if they do not have one already. Once the install is complete they will be directed to the app canvas page or homescreen (pictured at the top of page four).

#### **What if a user is not registered for an event, can they still use the app?**

Unfortunately, no. However our Guest Mode feature will allow users to register for an event. The Guest Mode splash screen (shown at right) will display a "Register" button. Clicking on this button will open up your organization's registration page in a new tab or window. After registering, participants can then return to the Guest Mode to install the app, or click the "Fundraise with Facebook" link in their Participant Center or HQ.

For registered participants, installing the app from the Guest Mode splash screen is extremely simple. It will only be necessary to enter the credentials used to login to the Participant Center or HQ page. This will prompt the installation process within Facebook.



The screenshot shows a fundraising event page for "MDA Lock-Up". At the top, it says "MDA Lock-Up MDA LOCK-UP". Below that is a progress bar showing "84%" completion towards a "Goal: \$500" with "Raised: \$420". There is a "Refresh" button and a "MY PARTICIPANT CENTER" button. To the right, there is a login form with fields for "Username:" and "Password:" and a "Login" button. Text above the form asks: "Registered for the event and want to add the Boundless Fundraising Facebook app? Click the 'login' button below if you have already registered for an event and would like to add the Boundless Fundraising Facebook app. Once you are logged in, you'll be able to install the Facebook app from your event page." At the bottom, it says "© 2013 Charity Dynamics, Inc. Powered by Boundless Fundraising™."

## How do users find the Boundless Fundraising™ Desktop from within Facebook?

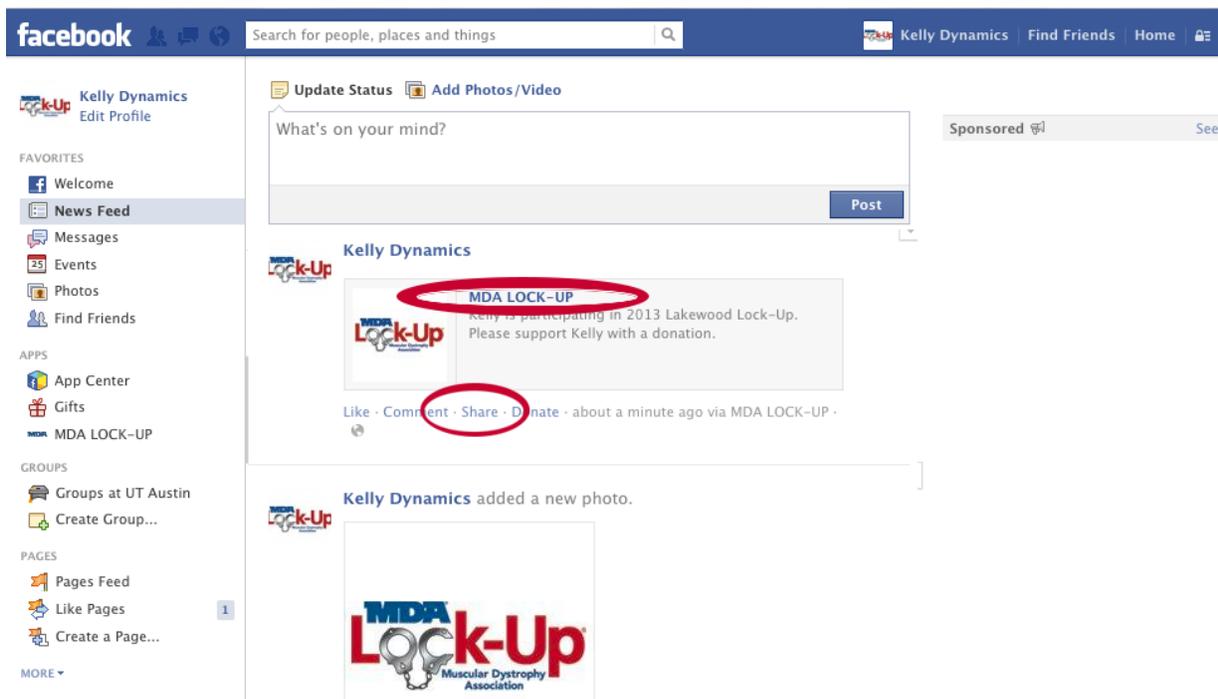
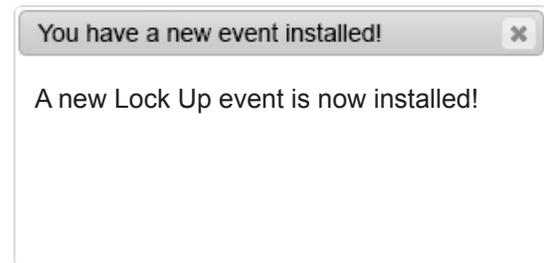
The app name and organization logo will appear in every post. If a user does not have the app installed, clicking on the app name will bring the user to the Guest Mode Splash Screen (see above), allowing them to register or install the app. The app will also be available in the Facebook App Center.

## What about participants with multiple event registrations?

The Desktop app will only allow a user to create posts for one event at a time. However, our app does support multiple event registrations. Each time a user accesses their canvas page (or home page), our app will pull in all the event registrations associated with that user's record. All registered events will display in a drop-down (see top right) menu at the top-left of the canvas page. Selecting an event will enable a participant to use Boundless Fundraising™ for that event. When a new event is installed a message will display (see middle right) alerting the user.

## How does the Boundless Fundraising™ Desktop app generate donations?

Our app has multiple features which allow the user to create a variety of donation request posts. Each of these posts will display on the user's Facebook Timeline page (see message at right), and then later get pushed to their Newsfeed and their friends' Newsfeeds (see below). Every link in each post (circled) will direct to the participant's personal donation page.

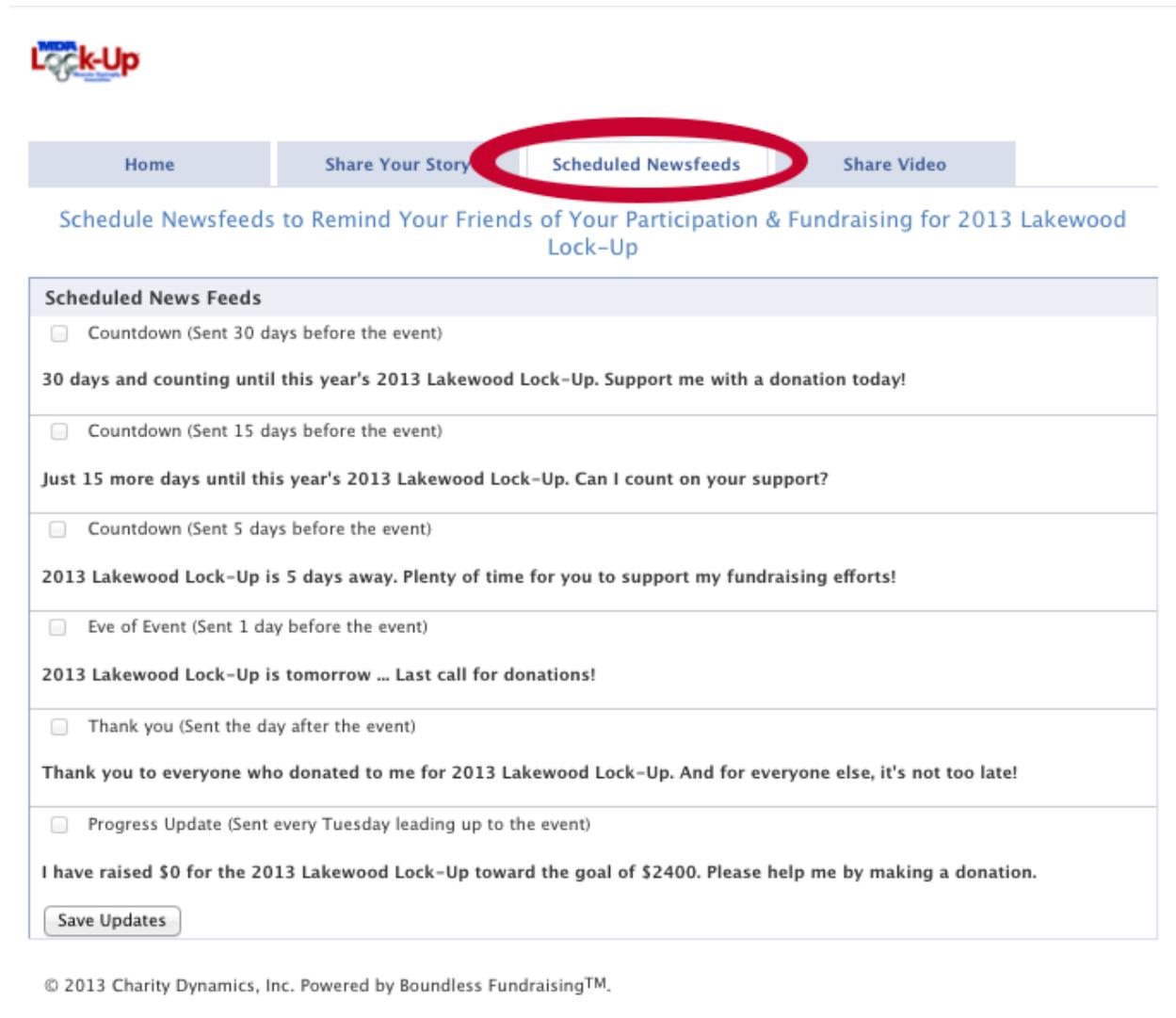


## SCHEDULE AUTOMATIC POSTS

After the app has been successfully installed, the Schedule Automatic Posts pop-up window will display (see below), allowing the user to schedule automatically generated posts to deploy at important milestones up until the event. Once a post has been scheduled, the date of the post will display in the right side of the screen.

## GET THE WORD OUT

The Get the Word Out feature will create a quick donation request message on the user's timeline page. Clicking "Post" will post the message currently on display in the box. However, the user has the option of selecting other suggested messages, or creating a custom post. The user can also edit or create their automatically scheduled messages by clicking on "Scheduled Newsfeeds."



**LOCK-UP**  
**Lakewood Lock-Up**

Home | Share Your Story | **Scheduled Newsfeeds** | Share Video

Schedule Newsfeeds to Remind Your Friends of Your Participation & Fundraising for 2013 Lakewood Lock-Up

### Scheduled News Feeds

- Countdown (Sent 30 days before the event)  
30 days and counting until this year's 2013 Lakewood Lock-Up. Support me with a donation today!
- Countdown (Sent 15 days before the event)  
Just 15 more days until this year's 2013 Lakewood Lock-Up. Can I count on your support?
- Countdown (Sent 5 days before the event)  
2013 Lakewood Lock-Up is 5 days away. Plenty of time for you to support my fundraising efforts!
- Eve of Event (Sent 1 day before the event)  
2013 Lakewood Lock-Up is tomorrow ... Last call for donations!
- Thank you (Sent the day after the event)  
Thank you to everyone who donated to me for 2013 Lakewood Lock-Up. And for everyone else, it's not too late!
- Progress Update (Sent every Tuesday leading up to the event)  
I have raised \$0 for the 2013 Lakewood Lock-Up toward the goal of \$2400. Please help me by making a donation.

Save Updates

© 2013 Charity Dynamics, Inc. Powered by Boundless Fundraising™.



Home

Share Your Story

Scheduled Newsfeeds

Share Video

Help spread the word by donating your picture and letting your friends know you're lending your support!

#### Let Your Friends Know

Share with Friends

I am starting to raise funds to support 2013 Lakewood Lock-Up. Please support this great organization.

#### Donate Your Profile Picture



Click the above photo to use it as your profile picture.

#### Get the Word Out

- I am participating in 2013 Lakewood Lock-Up! Please support me with a donation to my bail!
- Please join me in supporting the MDA LOCK-UP and help fight muscle disease!
- I have raised \$0 for the 2013 Lakewood Lock-Up towards the goal of \$2400. Please support me with a donation to my bail.
- Write your own message.

Share with Friends

#### Your Progress Indicator



Facebook is no longer allowing applications to add tabs. You can help raise funds for MDA LOCK-UP by using the other features on this page.

[Need some technical help?](#) (Opens new window)

© 2013 Charity Dynamics, Inc. Powered by Boundless Fundraising™.

### FUNDRAISING PROGRESS BADGE

The user's fundraising goal and achieved will display on their Fundraising Badge (see image above), as well as a progress meter representing how close they are to reaching their goal. The "Refresh" button allows the user to instantly update their badge with the most current goal and raised amount.

## DONATE PROFILE PIC

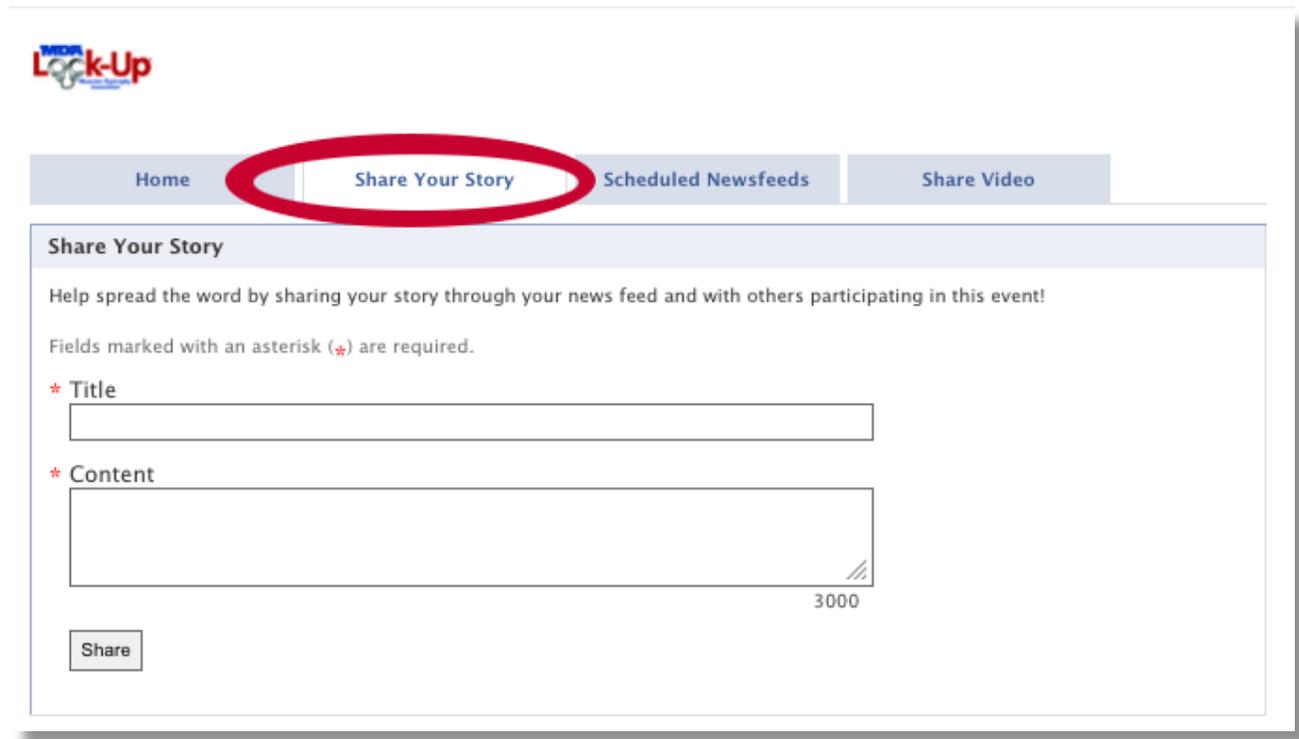
The Donate Profile Pic features allow the user to upload the organization's image to their Facebook photo albums. Facebook will then prompt them through the remaining steps to update their profile pic.

Each time this feature is used, a post will automatically be created on the user's Facebook Timeline (see below)



## SHARE YOUR STORY

This feature allows participants to share why they are passionate about helping fundraise to find a cure for Muscular Dystrophy. Participants can type their message, and then share it with all their friends on Facebook. They can also read other participants stories and reach out to them directly.

A screenshot of the "Share Your Story" form on the MDA Lock-Up website. The form is titled "Share Your Story" and includes the instruction: "Help spread the word by sharing your story through your news feed and with others participating in this event!". Below this, it states: "Fields marked with an asterisk (\*) are required." There are two input fields: "\* Title" and "\* Content". The "Content" field has a character count of "3000" at the bottom right. A "Share" button is located at the bottom left of the form. The "Share Your Story" tab in the navigation bar is circled in red.