

# What is Boundless Fundraising™?

## FACT SHEET



Boundless Fundraising™ is a Facebook application that makes it easy for participants to share stories, ask their entire network for support, check their progress, and thank their donors. Using any message that gets published to their wall, friends can click a link to make a donation directly to them. *It's that easy!*

As participants fundraising total increases, the application will also send automatic donation updates on Facebook to keep their friends up to date on their participation and fundraising progress.

### **Where does it show up in my event?**

We've included a call out of "Fundraise with Facebook" in various sections of the event including:

*Autoresponders:* Thank you for registering; Thank you for forming a team; Someone has made a gift on your behalf; Someone has joined your team

*Pages:* Thank you page and Participant Center

### ***Boundless Fundraising™ users outperform their peers***

- Raise 40% more on average
- Send 140% more emails on average
- Update their personal page 36% more often on average