

Facebook Fundraising and TeamRaiser Integration

You can now link your Buzzards Bay Swim fundraising page directly to Facebook. Follow the steps below to easily spread the word, collect donations, and track your progress on Facebook. All donations through Facebook will be immediately reflected on your fundraising thermometer on the Swim website!



After you've registered for the Swim, follow these steps to connect your fundraising to Facebook!

Step 1: Log in to your Participant Center



Enter your username and password into their respective fields on the top right of the Swim website.



Once you've successfully logged in, click the "Participant Center" button to go to your Participant Center.

Step 2: Customize your Personal Page

Participant Center

Welcome

Home Email Progress **Personal Page** Team Page

Edit Your Personal Fundraising Page (View Personal Page)

Personal Page URL: (URL Settings)
http://support.savebuzzardsbay.org/site/TR/Events/TeamRaiserSwimEvent?px=1058630&pg=personal&fr_id=1190
This page is Public

Title
I'm swimming for clean water at the Buzzards Bay Swim!

Body

Buzzards Bay is one of the most beautiful coastal waterways on the East Coast, but it's under constant threat from dangers like nitrogen pollution, oil spills, and disappearing forests and wetlands.

You can help save Buzzards Bay by donating to my upcoming **Buzzards Bay Swim on Saturday, June 22**. I'll be doing my part by joining hundreds of others in swimming 1.2 miles across outer New Bedford Harbor as we raise funds for and awareness of the need to protect clean water in our community.

One small donation at a time, over 26 years, swimmers like me have raised **more than a million dollars** to fight pollution, permanently protect natural areas, harness the power of science, and increase access to the outdoors for all people.

Content

Photos/Video

Components

Share your personal story about why you're swimming for clean water. Telling others why the Swim is important to you will encourage them to donate. **This text will become the "Story" for your Facebook Fundraiser.**

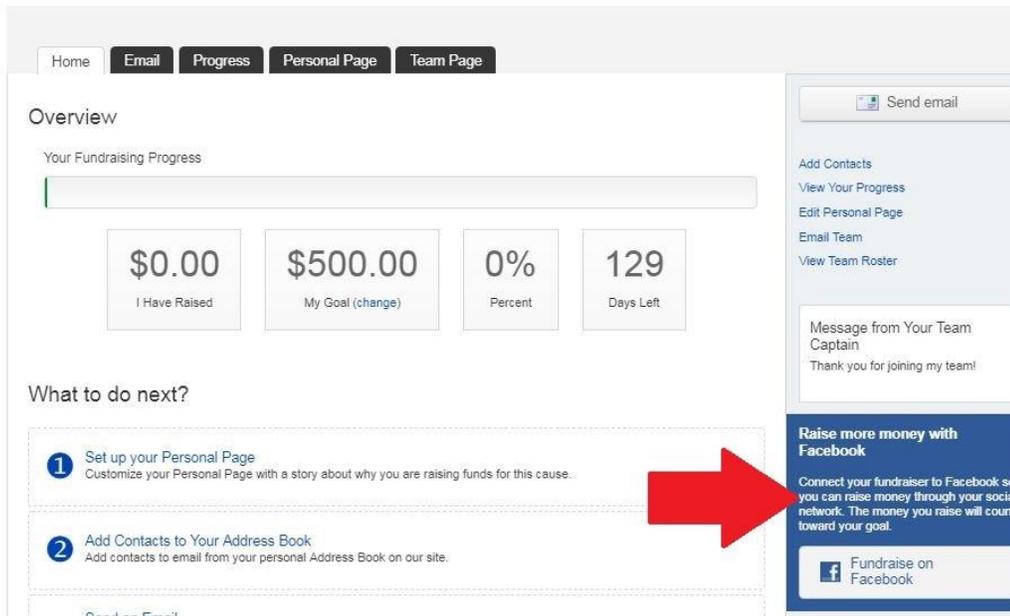
A few tips for writing a compelling story:

- Explain why **you** are swimming for clean water in the Buzzards Bay Swim this year. Your friends and family want to hear about your personal connection to Buzzards Bay. Consider these prompts:
 - I'm passionate about Buzzards Bay because...
 - My personal connection to the Buzzards Bay Coalition is...
 - I've been involved with the Coalition since...
 - I'm swimming for clean water because...
- Choose your tone. Do you want to make your donors laugh, feel inspired, or educate them? Perhaps all three? Thinking about this before you sit down to write will help guide your story.
- Make sure to include the Ask: Conclude your story with a direct request support such as: "Please support my swim with a donation at any level - every dollar will help protect clean water in Buzzards Bay." Or, "Please consider supporting clean water with a donation to my swim. Donations are tax-deductible and support the ongoing work of the Buzzards Bay Coalition."
- Lend a service in exchange for donations. Encourage your friends and family to donate to you by giving them something in return—whether that be walking their dog, baking them some treats, crafting a household decoration, or something else entirely!

Step 3: Launch Your Facebook Fundraiser

Participant Center

Welcome



The screenshot shows the Participant Center dashboard. At the top, there are navigation tabs: Home, Email, Progress, Personal Page, and Team Page. The 'Overview' section displays fundraising progress with a progress bar and four data points: \$0.00 (I Have Raised), \$500.00 (My Goal (change)), 0% (Percent), and 129 (Days Left). Below this, a 'What to do next?' section lists two tasks: 1. Set up your Personal Page (Customize your Personal Page with a story about why you are raising funds for this cause.) and 2. Add Contacts to Your Address Book (Add contacts to email from your personal Address Book on our site.). A red arrow points from the first task to a blue box on the right side of the dashboard. This box is titled 'Raise more money with Facebook' and contains the text: 'Connect your fundraiser to Facebook so you can raise money through your social network. The money you raise will count toward your goal.' Below this text is a button labeled 'Fundraise on Facebook' with the Facebook logo.

Back on the “Home” tab of your Participant Center, look for the “Raise more money with Facebook” box on the right-hand column. Click the “Fundraise on Facebook” button.

 Facebook

Log in to use your Facebook account with BBC EVENTS.

Email or Phone:

Password:

[Log In](#)

[Forgot account?](#)

[Create New Account](#)

If you are not already logged in to Facebook, the following window will appear. Use your Facebook login credentials to connect the fundraiser to your Facebook account.

Step 4: Confirm the Launch and Customize

Welcome

The screenshot shows a fundraising dashboard with a navigation bar (Home, Email, Progress, Personal Page, Team Page) and an 'Overview' section. The 'Your Fundraising Progress' section displays: \$0.00 (I Have Raised), \$500.00 (My Goal (change)), 0% (Percent), and 129 (Days Left). Below this is a 'What to do next?' section with three numbered steps: 1. Set up your Personal Page, 2. Add Contacts to Your Address Book, and 3. Send an Email. A red arrow points from step 1 to a blue notification box on the right that says 'Your Fundraiser is Connected to Facebook!' and includes a 'Go to Facebook Fundraiser' button.

Confirm that your Facebook Fundraiser is properly launched. The Facebook box should now state that your fundraiser is connected to Facebook. Click the “Go to Facebook Fundraiser” button to view and customize your fundraiser.

The screenshot shows a Facebook fundraiser post. The top image is an aerial view of a large crowd at a beach. Below the image is the text: 'I'm swimming for clean water at the Buzzards Bay Swim! Fundraiser for Buzzards Bay Coalition'. Below the text are buttons for 'Invite', 'Donate', 'Share', and 'More'. At the bottom, it shows '\$0 raised of \$500' and 'Be the first to donate!' with a progress bar.

On Facebook, you can now **customize your fundraiser** by adjusting and personalizing the cover photo, title, and story text. Share your Fundraiser to your Timeline, or private message your Facebook friends and ask them to donate.

Step 5: Share, share, share!

Once your fundraiser is launched, continue the momentum! Below are a few tips to maximize the success of your Facebook fundraiser:

- Post about your fundraiser to let friends and family know they can donate on Facebook. Provide a brief explanation of why you're swimming, and why they should donate to you.
- Message 5-10 of your closest friends and family members asking them to contribute. When your other Facebook friends see donations coming in, they will be inspired to help your reach your goal, too.
- Post within the Fundraiser itself: include updates on your training, share photos, thank your donors, and tag friends to challenge them to donate!
- Reach friends that are not on Facebook by sharing your Personal Page's custom URL by email, text, or other social media or messaging apps. Direct emails, texts, and messages can be more effective than widespread sharing.



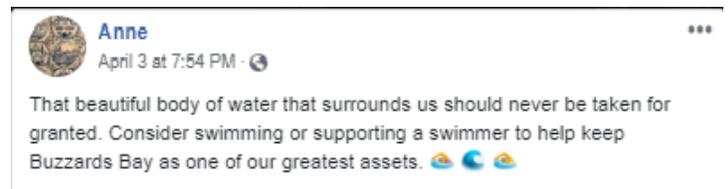
Nancy
May 2, 2018 · 🌐

The sun is shining, the temperature is rising, and the Buzzards Bay Swim is coming. My sincere thanks to all who have donated over the years. If you are able to continue your support, here's a link as well as information about the swim.
<http://support.savebuzzardsbay.org/goto/>
PS ... The Five Grand Reasons I swim are named Erin, Molly, Jack, Sam, and Ryan.

[SUPPORT.SAVEBUZZARDSBAY.ORG](http://support.savebuzzardsbay.org)
Buzzards Bay Swim -
Buzzards Bay Coalition
Five Grand Reasons I Swim Buzzards Bay

You and 39 others
6 Comments

Love Comment Share



Anne
April 3 at 7:54 PM · 🌐

That beautiful body of water that surrounds us should never be taken for granted. Consider swimming or supporting a swimmer to help keep Buzzards Bay as one of our greatest assets. 💧💧💧



Ashley
January 15

I have registered for my 7th Buzzards Bay Coalition Buzzards Bay Swim on June 22nd! Please consider registering yourself for the 1.2 mile swim or assist by donating to this great cause to help fight pollution and protect clean water in our community! Thanks in advance for your donations!!

<http://support.savebuzzardsbay.org/goto/>



Jodi donated.
January 1 · Facebook Fundraisers · 🌐

<http://support.savebuzzardsbay.org/goto/>

1 Comment

Like Comment Share

Stephanie Thank you, Jodi!! Maybe you'll join me... 🙏
Like · Reply · 1mth

Still have questions?

Email events@savebuzzardsbay.org
or call (508) 999-6363 and ask for Events
www.savebuzzardsbay.org/swim