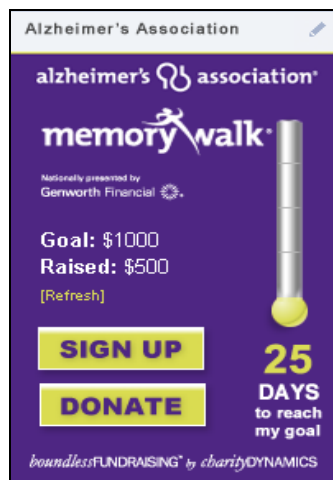




## Memory Walk Boundless Fundraising

**What is Boundless Fundraising and how does it work?** Boundless Fundraising™ is a Facebook application that enables participants to extend their fundraising beyond “My HQ”. Participant’s first register for an event and once registered are given the option to add the Boundless Fundraising Facebook application with a few simple clicks.

Once participants have added Boundless Fundraising application to Facebook, they have their **fundraising progress** displayed on their Facebook page where their **friends can check their progress and donate to their efforts**. Their friends can click a link to make a donation towards their participation in Memory Walk. It’s that easy!



As participants fundraising total increases, we’ll send **Newsfeeds** to their wall on Facebook to keep their friends up to date on their participation and fundraising progress.

As the walk gets closer, we’ll also send **Notifications** via Facebook with tips on how to make the most out of their fundraising efforts for this year’s event.

Both Facebook newsfeeds and notifications are set to be sent based on triggers that include: adding the application, change in fundraising totals and days before and after the event.

**Where does it show up in my event?** We’ve included a call out of “Fundraise with Facebook” with a logo in various sections of the events including:

- Email: Registration Confirmation
- Email: Goal Achievement Notification
- Pages: Registration Confirmation page
- Pages: My HQ