

Establishing Your Team AmeriFace Cause Page at Facebook

In case you're wondering...

Why does Team AmeriFace utilize Facebook for its fundraising? The simple answer is that it is the most cost-effective way for our non-profit tax-exempt charity (#32-0085490) to reach the largest number of donors without spending tens of thousands of dollars (that we don't have!) on costly software and/or hardware as well as paying someone to watch over that platform to keep it running smoothly.

Since Facebook partners with Network for Good, which already recognizes AmeriFace as a worthy and eligible public charity, it's makes good business sense to use the service for the Team AmeriFace program. AmeriFace turns 92% or more of each and every dollar donated right back into program support for our patients and families, a figure almost unheard of in today's non-profit world. *Why mess with perfection?*

Step One

A. Complete the Team AmeriFace on-line enrollment form at the Team AmeriFace website.

B. Join Facebook if you haven't already! Now let's create a Facebook Cause page powered by Network for Good!

Step Two

A. Go to the AmeriFace Beneficiary page at <http://apps.facebook.com/causes/beneficiaries/14693>.

F. Remember to include your e-mail address! If you receive any requests for support and/or information, please pass those along to info@ameriface.org for follow-up and/or referral to appropriate services.

B. Click the link to the right of the AmeriFace logo – “Start a Cause” and **please verify that AmeriFace is the beneficiary.**

G. Upload the Team AmeriFace logo; as a member of Team AmeriFace, you can certify that you have the right to use our logo. Right-click to save to your computer from the website at <http://www.teamameriface.org/TeamAmeriFace1A.jpg>.

C. **Your Cause name must begin with “Team AmeriFace” followed by your first and last name.** This will make it easy for your friends and family to find your Team AmeriFace Cause page and allow us to highlight supporters on the Team AmeriFace website!

H. Select “Health” as the category. Do not choose a sub-category. You may select “Global” or “National” as the Cause effect.

D. Your Cause mission can incorporate any verbiage found on AmeriFace-associated websites. **Feel free to copy/paste this example:** Cleft lip/palate is the most common birth defect in the United States according to the CDC. Support patients and families facing the many challenges associated with facial difference and craniofacial conditions!

I. **Description – Tell everyone why you support Team AmeriFace!**

E. Your positions can incorporate any verbiage found on AmeriFace-associated websites. You may also want to link back to AmeriFace websites so visitors can find additional information.

J. Return to your new Cause page and click the link “Your Fundraising Pledge” to set the goal for your upcoming event. Be sure to include your race date and information.

K. For future races, don't forget to create a new fundraising goal by returning to your Cause page and clicking the link “Your Fundraising Pledge.”

Step Three

A. E-mail Team AmeriFace with your Cause page link so we can post it on the Team AmeriFace website.

B. Spread the word via Facebook, Twitter, MySpace, Blogger, e-mail, your own website. And start training!