

Boundless Fundraising 2.0 and Facebook Changes

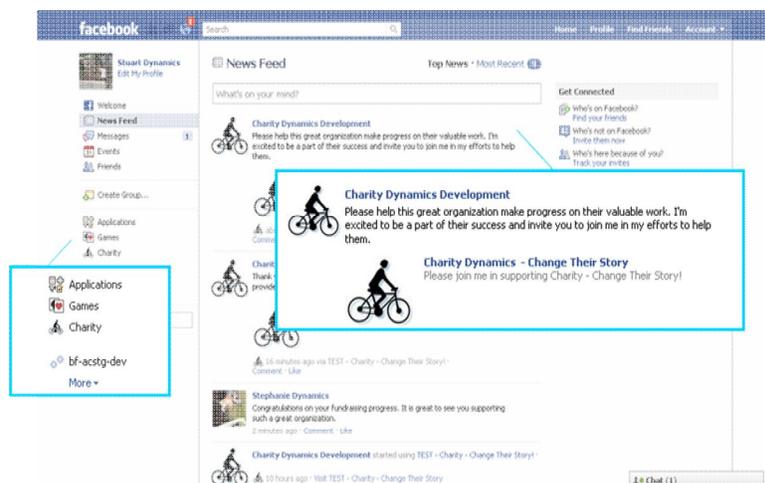
Boundless Fundraising 2.0 came out at the end of the summer and introduced a number of exciting and effective new fundraising features. This new release of Boundless Fundraising introduced a new emphasis on the stories that you can put into your Newsfeed and the Newsfeeds of your friends within Facebook. This document will present these new features to you and explain how you can use them to effectively raise funds for your event.

By studying the source of donations from Boundless Fundraising 1.0, we realized that roughly the same number of donations came from the generated stream stories as from the badge itself. As we studied this behavior, we realized a couple of key reasons explained it:

- The stories provide a message to a wide audience, instantly going out to all of your friends.
- The stories show up in your friend's Newsfeed, which is the most popular location within Facebook

Boundless Fundraising and its new features present you with easy and effective ways to take advantage of these key factors to support your fundraising effort.

The Application

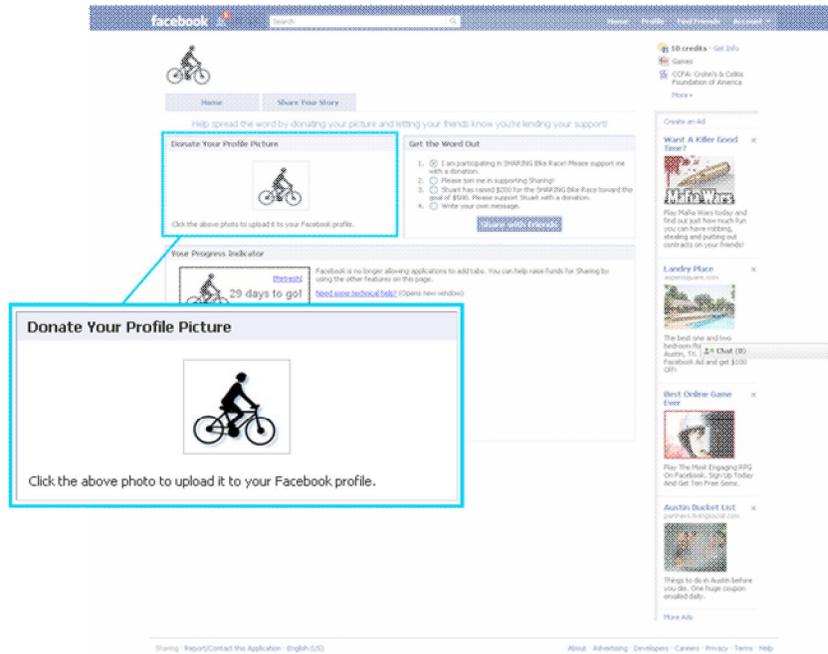


Once you have installed Boundless Fundraising for Facebook, it will create a bookmark on your account's "Home" tab. This makes it very easy for you to launch the application, since the link resides right next to your Newsfeed. This provides easy access to the applications you most often use. If you don't use an application for a period of time, Facebook may return it to the general list. You can access this general list by selecting the "More" link located just below the bookmarks.

Once you launch the application, you will be presented with the full set of features offered by Boundless Fundraising.

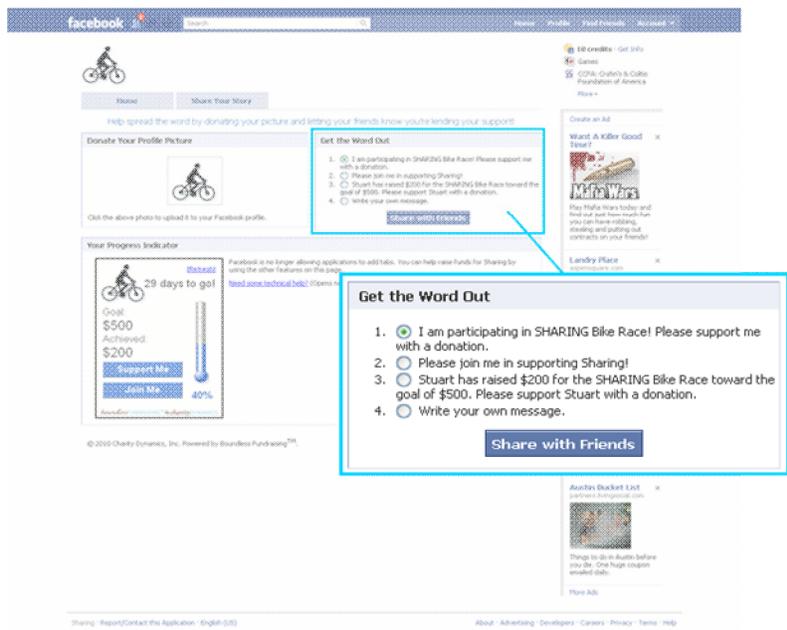
The Features

Donate Your Profile Picture



You should donate your picture because it provides a consistent reminder to your friends of your participation and support for the upcoming event. This will help raise overall awareness of your work and increases the likelihood of your friends making a donation on your behalf.

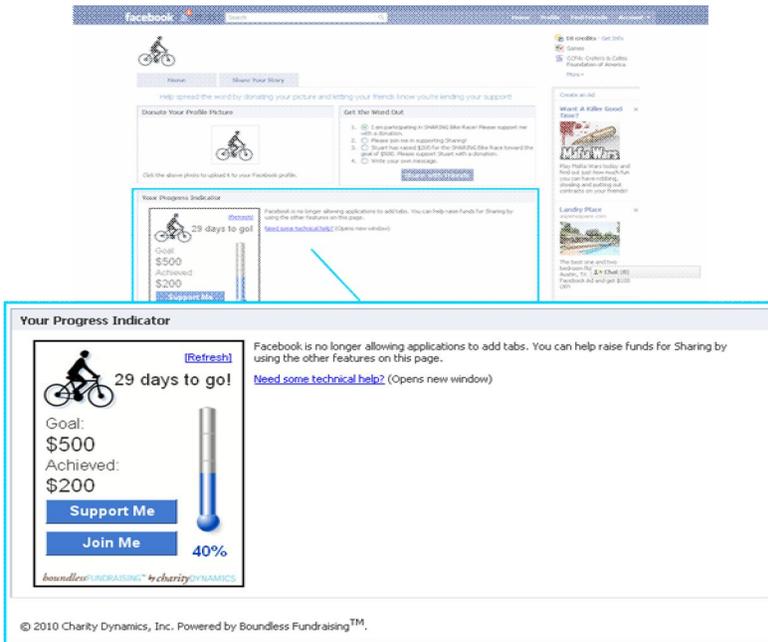
Get the Word Out



This feature provides the most effective and direct way for you to receive support from your friends, and also from their contacts within Facebook.

With two clicks, you can publish a nicely formatted message, personalize with your own additional comments, and reach your full network of friends. This stream story will appear within your friend's Newsfeed and provides the link to your donation page in the subject line of the story.

Your Progress Indicator



This feature shows the results of your fundraising efforts from within Facebook. This provides great convenience to you, since it puts the information one to two clicks away whenever you are logged into Facebook.

Share Your Story

This feature provides a great opportunity to explain why you choose to participate in the event and also a chance to read about why other people have joined you in this decision. You can visit this feature, add your own story and also see stories from other participants. Sharing these stories provides everyone with encouragement, support, and a great sense of community focused around the upcoming event and the support it provides the organization.