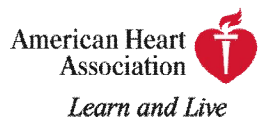


Parents: How Can You Help Your Child Fundraise Using Facebook?



Step 1: Log in to your HeartQuarters web page by visiting www.heart.org/jump and click on the button that says 'Login'. Enter your username and password and click on the 'Jump Rope For Heart' link.

The screenshot shows the 'HQ HOME' page with a progress bar at \$0.00 (0% of a \$100.00 goal). Below the progress bar, there are navigation tabs for 'Students', 'Parents', and 'About Jump Rope For Heart'. A red circle highlights the 'Parents' tab. Below the navigation, there is a 'fundraise with facebook' button with a red arrow pointing to it. The page also contains a list of instructions for parents on how to help their child fundraise.

Step 2: In the Parents tab in HQ Home, click the "Fundraise with Facebook" button.

Step 3: Enter your Facebook Username and Password and click **LOGIN**.

Step 4: Click the **Allow** button to authorize ongoing fundraising updates and status updates.

The screenshot shows the Facebook 'Share Your Story' dialog box. It has a title bar with 'Home' and 'Share Your Story' tabs. Below the title bar, there are three main sections: 'Donate Your Profile Picture' (labeled A), 'Get the Word Out' (labeled B), and a 'Share with Friends' button (labeled C). The 'Donate Your Profile Picture' section includes a 'JUMP ROPE FOR HEART' logo and a 'Click the above photo to upload it to your Facebook profile.' instruction. The 'Get the Word Out' section contains a list of four options for sharing the story, with the first option selected. The 'Share with Friends' button is at the bottom right.

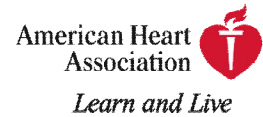
There are four fundraising features:

- A. **Donate Your Profile Picture** – a way to share the Jump Rope For Heart logo to highlight the branding of a campaign creating a status update for support to friends every time it's changed
- B. **Get the Word Out** – a way to post at-will messages to ask friends to make a donation, or create your own customized message
- C. **Share Your Story** – a way to communicate a personal story which posts on the profile tab and shares the story in an update to friends.
- D. **Bookmark the application** – displays a link to the fundraising tool from your profile page – it's an easy way to navigate to Get the Word Out and Share Your Story.

The screenshot shows a Facebook profile page with the 'Edit My Profile' header. Below the header, there is a 'News Feed' section and a list of navigation options: 'Messages', 'Events', 'Friends', 'Photos', and 'Jump Rope For Heart'. A red circle highlights the 'Jump Rope For Heart' application link, and a red arrow labeled 'D' points to it.



Parents: How Can You Help Your Child Fundraise Using Facebook?



Donate Your Profile Picture - a way to share the Jump Rope For Heart logo to highlight the branding of a campaign creating a status update for support to friends every time it's changed

Step 1: Click on the Jump Rope For Heart picture in the **"Donate Your Profile Picture"** box. An "uploading" message will appear.

Step 2: Click the **Go To Album** button.

Step 3: Open the album called **"Jump Rope For Heart Photos"**.

Step 4: Click on the Jump Rope For Heart **photo**.

Step 5: Click the **"Make Profile Picture"** link on the bottom right section of the screen.

** Note: Changing your profile picture adds a status update that friends can click to access your child's online donation form to make a donation.*



Get the Word Out - a way to post at-will messages to ask friends to make a donation or create your own customized message

Step 1: Select the radio button next to one of the three options in the **"Get the Word Out"** box:

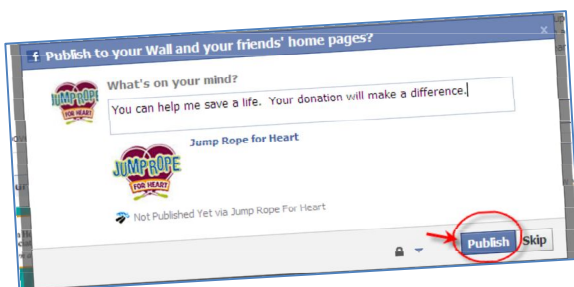
1. "My child is participating in Jump Rope For Heart to support the American Heart Association! Please support my child with a donation."
2. "Please join me in supporting Jump Rope For Heart! Donations will go to the American Heart Association."
3. "My child has raised \$0 for the Jump Rope For Heart towards the goal of \$100. Please support my child with a donation."
4. Write your own message.

Step 2: Click the **"Share with Friends"** button.



Step 3: Add any additional content to the text box and click the **"Publish"** button.

**Note: Sharing a message adds a status update that friends can click to access your child's online donation form to make a donation.*



Parents: How Can You Help Your Child Fundraise Using Facebook?



American Heart Association
Learn and Live



Share Your Story – a way to communicate a personal story which posts on the profile tab and shares the story in an update to friends.

The screenshot shows the Facebook 'Share Your Story' interface. At the top, there are navigation tabs: 'Home' and 'Share Your Story'. The 'Share Your Story' tab is circled in red, with a red arrow pointing to it from the first step box. Below the tabs, there is a section titled 'Share Your Story' with the instruction 'Help spread the word by sharing your story with others participating in this event!'. Below this, it says 'Fields marked with an asterisk (*) are required.' There are two main input fields: '* Title' and '* Content'. The 'Title' field contains the text 'Helping Kids with Special Hearts'. The 'Content' field contains a longer paragraph: 'Help kids like Alondra, Ty and Elizabeth. They were born with special hearts. The American Heart Association is making sure that these survivors live happy, healthy lives! You can be a heart hero today by making a tax deductible donation.' Below the content field is a character count '2758'. At the bottom of the form is a 'Submit' button, which is also circled in red, with a red arrow pointing to it from the third step box. Below the form is a section titled 'Recent Stories' with two entries: 'Please help me save lives' by Kara Gill and 'Please help kids with special hearts'.

Step 1: Click on the “Share Your Story” tab.

Step 2: Add a “Title” and type your story in the “Content” text box.

Step 3: Click the “Submit” button. Your story will post as a status update to your wall.

**Note: Your story will also show in the “Recent Stories” section of the Jump Rope For Heart Facebook Application page.*

