

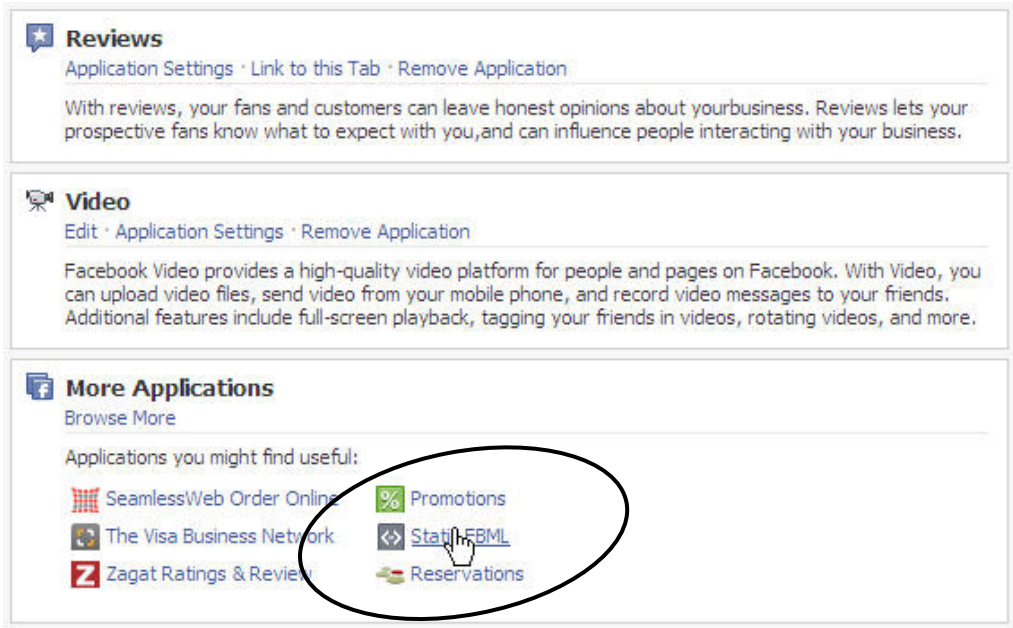
How to Publish the WhatGives!?! PayPal Widget to Your Facebook Fan Page

FBML code is automatically generated after creating your widget profile. You will need to copy this code to paste into an FBML box on your Fan page. WhatGives!?! recommends publishing the widget on the Wall of your Facebook Fan Page for best results. To do this, you will need to first install the widget to a Boxes tab and then move it to the Wall. Step by step instructions are below.

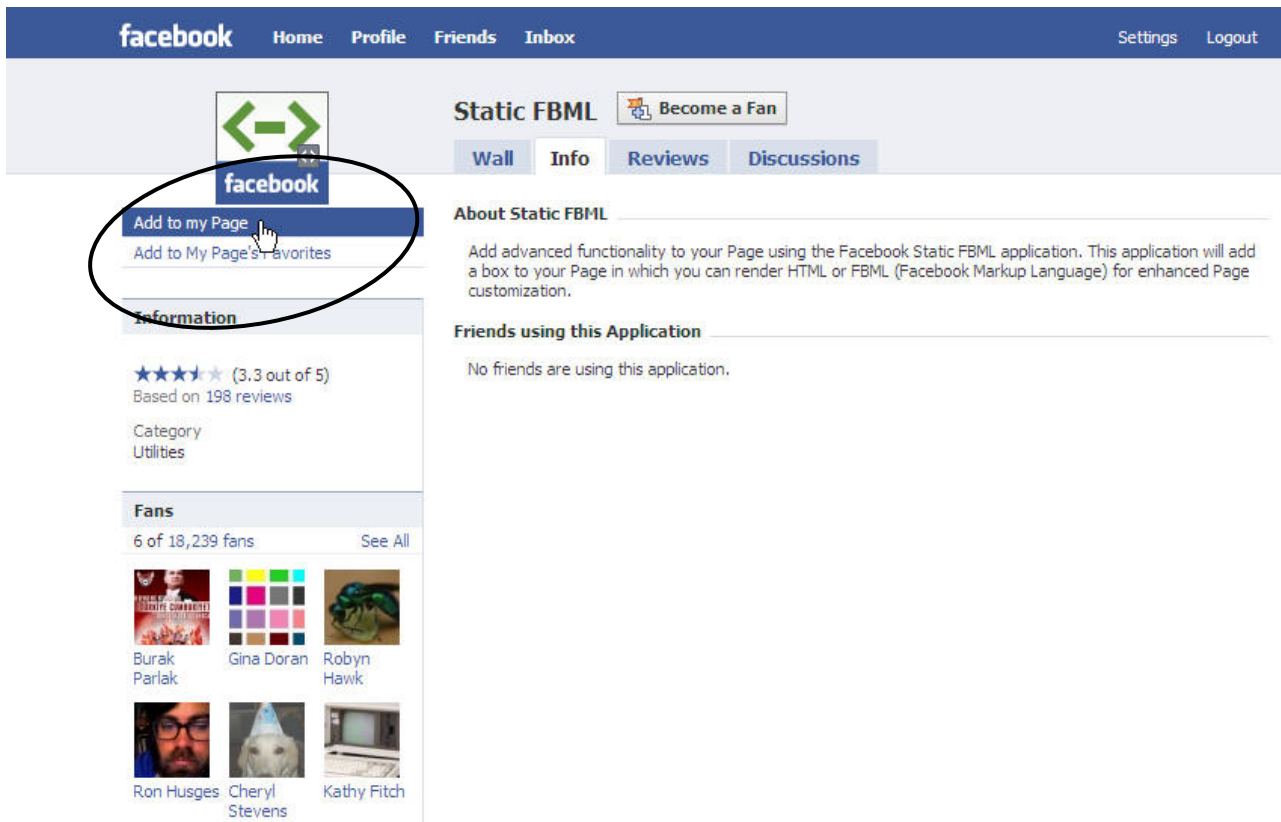
- 1) You must first be an administrator of your organization’s Facebook Fan page.
- 2) Click “Edit page” link on top left side of Wall under image.



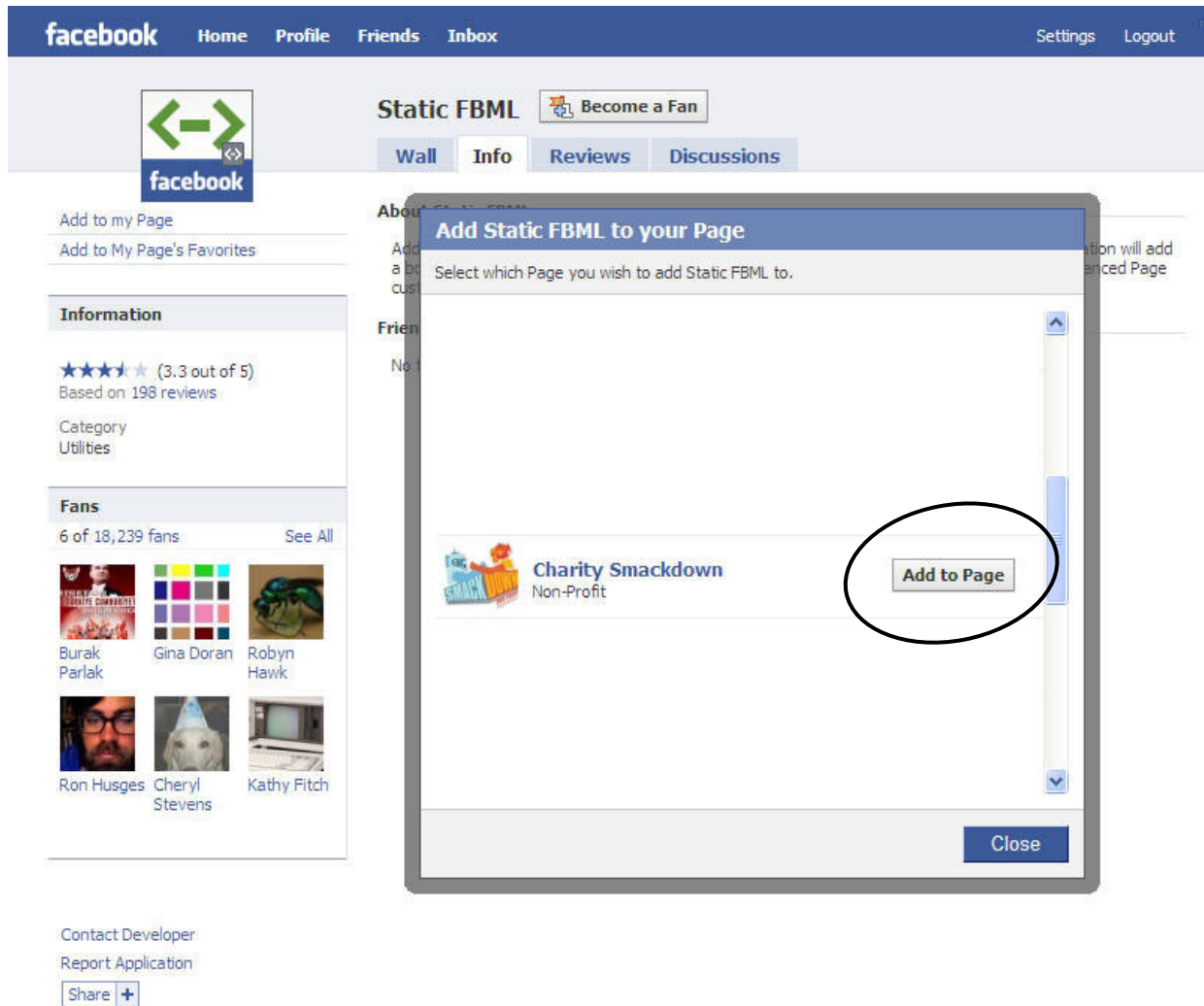
3) Click or browse to add "FBML" under the Applications section.



4. Once you are on the Static FBML Application Page, click on Add to my Page

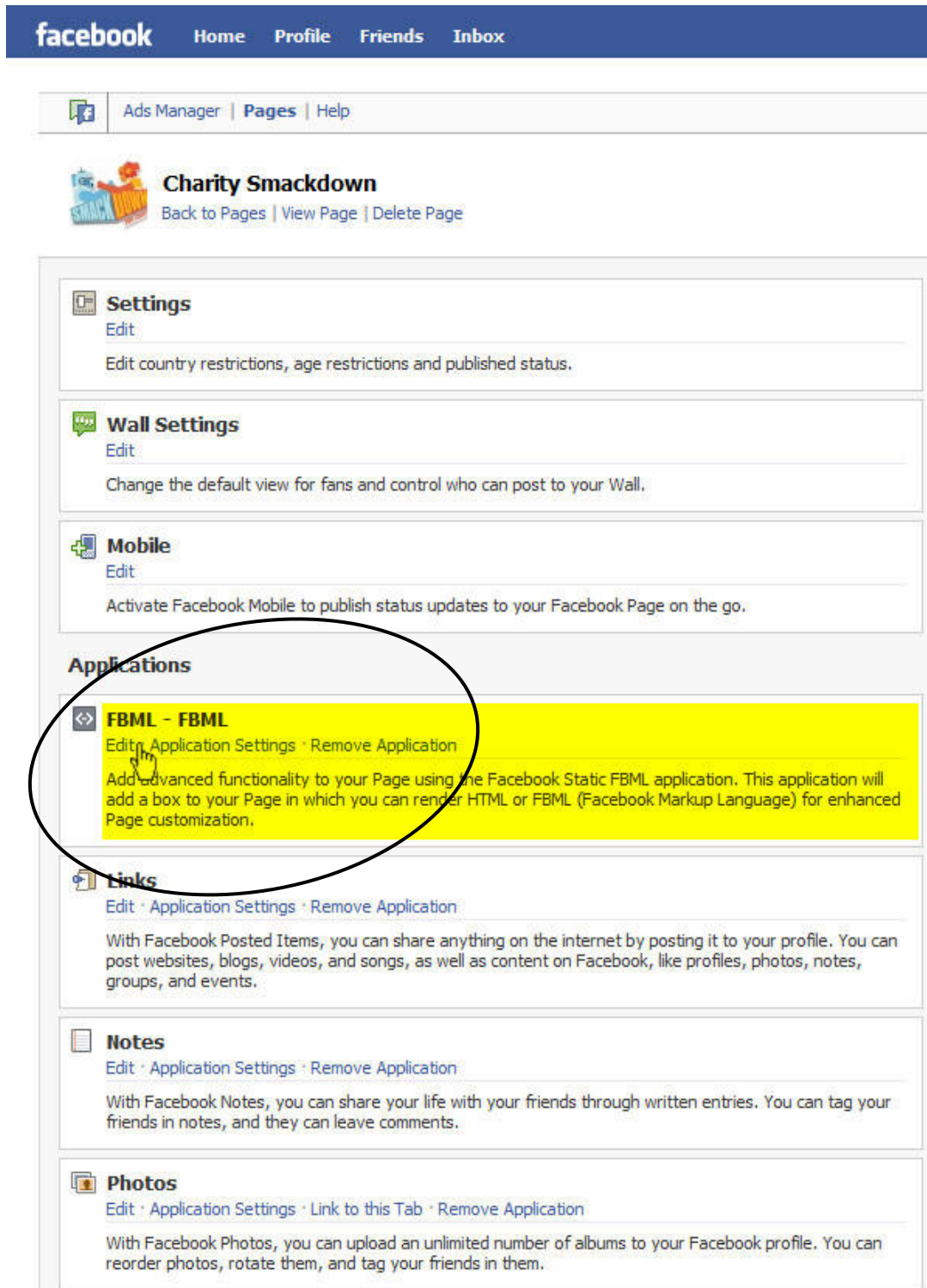


5. Choose the page you'd like to add the widget to and click Add to Page.



The screenshot shows a Facebook interface for the 'Static FBML' page. The page header includes navigation links: Home, Profile, Friends, Inbox, Settings, and Logout. The main content area features a 'Static FBML' widget with a 'Become a Fan' button and tabs for Wall, Info, Reviews, and Discussions. A dialog box titled 'Add Static FBML to your Page' is overlaid on the page, prompting the user to 'Select which Page you wish to add Static FBML to.' The dialog box contains a scrollable list of pages. The first page listed is 'Charity Smackdown', a Non-Profit organization. The 'Add to Page' button for this page is circled in black. Other pages listed include Burak Parlak, Gina Doran, Robyn Hawk, Ron Husges, Cheryl Stevens, and Kathy Fitch. The dialog box also includes a 'Close' button at the bottom right.

6. Go back to your page and click Edit Page again to find your FMBL application. Click edit.

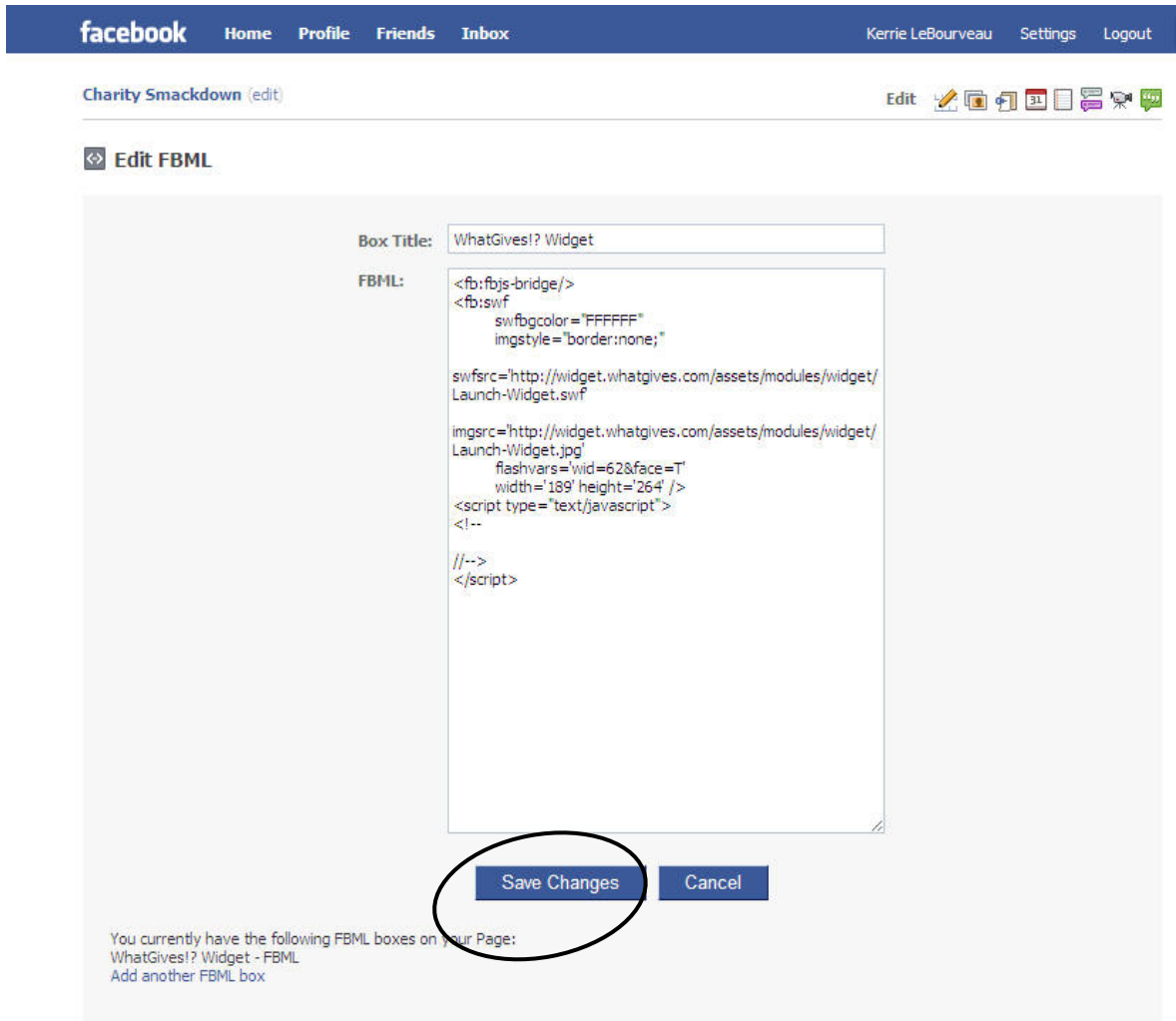


The screenshot shows the Facebook interface for a page named "Charity Smackdown". At the top, there is a navigation bar with "facebook" and links for "Home", "Profile", "Friends", and "Inbox". Below this is a secondary navigation bar with "Ads Manager", "Pages", and "Help". The page header includes the "Charity Smackdown" logo and name, along with links for "Back to Pages", "View Page", and "Delete Page".

The main content area displays several settings sections:

- Settings**: Edit country restrictions, age restrictions and published status.
- Wall Settings**: Change the default view for fans and control who can post to your Wall.
- Mobile**: Activate Facebook Mobile to publish status updates to your Facebook Page on the go.
- Applications**: This section contains several applications. The "FBML - FBML" application is highlighted with a yellow background and circled in black. It includes links for "Edit", "Application Settings", and "Remove Application". The description states: "Add advanced functionality to your Page using the Facebook Static FBML application. This application will add a box to your Page in which you can render HTML or FBML (Facebook Markup Language) for enhanced Page customization."
- Links**: With Facebook Posted Items, you can share anything on the internet by posting it to your profile. You can post websites, blogs, videos, and songs, as well as content on Facebook, like profiles, photos, notes, groups, and events.
- Notes**: With Facebook Notes, you can share your life with your friends through written entries. You can tag your friends in notes, and they can leave comments.
- Photos**: With Facebook Photos, you can upload an unlimited number of albums to your Facebook profile. You can reorder photos, rotate them, and tag your friends in them.

7. Copy the FBML widget code to the box, give the Box a title, and click "Save".



The screenshot shows the Facebook interface for editing an FBML widget. At the top, the Facebook navigation bar is visible with the 'facebook' logo and links for Home, Profile, Friends, and Inbox. The user's name 'Kerrie LeBourveau' and links for Settings and Logout are on the right. Below the navigation bar, the page title is 'Charity Smackdown (edit)'. There are several utility icons for editing, including a pencil, a trash can, a calendar, a document, a speech bubble, and a magnifying glass. The main content area is titled 'Edit FBML'. It contains a 'Box Title' field with the text 'WhatGives!? Widget'. Below this is a large text area for 'FBML' code, which contains the following code:

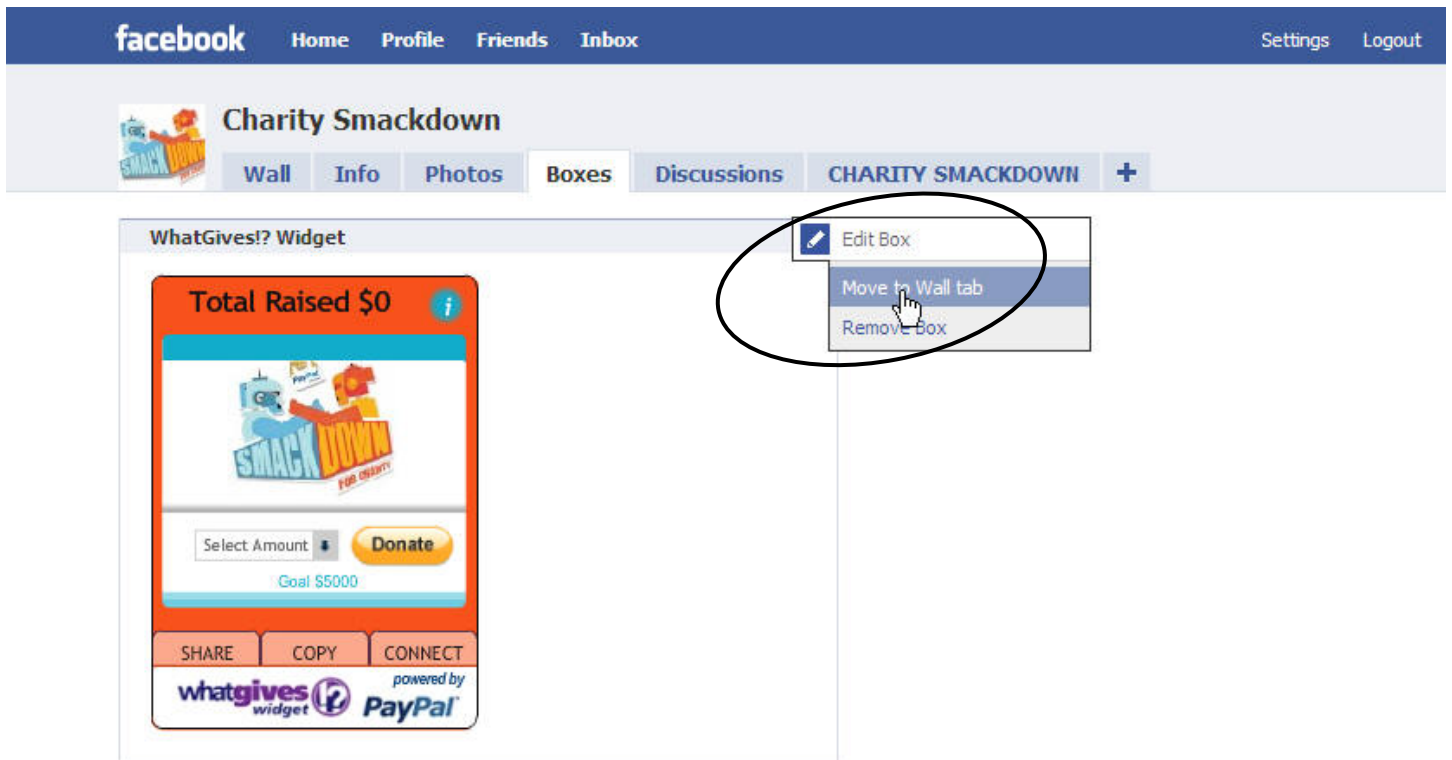
```
<fb:fbjs-bridge/>
<fb:swf
  swfbgcolor="FFFFFF"
  imgstyle="border:none;"

swfsrc="http://widget.whatgives.com/assets/modules/widget/
Launch-Widget.swf"

imgsrc="http://widget.whatgives.com/assets/modules/widget/
Launch-Widget.jpg"
  flashvars="wid=62&face=T"
  width="189" height="264" />
<script type="text/javascript">
<!--
//-->
</script>
```

At the bottom of the editor, there are two buttons: 'Save Changes' and 'Cancel'. The 'Save Changes' button is circled in black. Below the buttons, there is a message: 'You currently have the following FBML boxes on your Page: WhatGives!? Widget - FBML. Add another FBML box.'

8. Go back to your page to view your updated tabs. Click the Boxes tab and then click the “pencil” icon to right of that FBML box and select “Move to Wall tab”.



9. The widget should now be installed on the left side of your Facebook Wall

The screenshot shows a Facebook page for 'Charity Smackdown'. On the left side, there is a sidebar with a menu of options: Edit Page, Promote with an Ad, Activate Mobile Status Updates, Promote with a Fan Box, Send an Update to Fans, Get More Fans with SMS, Add to My Page's Favorites, Suggest to Friends, and Subscribe via SMS. Below this is a text box describing the event: 'Your favorite celebrities and an amazing team of Social Media icons are coming together in a different way at SXSW this year. They'll be competing head-to-head to see who can raise the most money for charity. http://www.charitysmackdown.com'. Underneath is a 'Fans' section showing 6 of 460 fans with profile pictures of Beverly Campbell Pumphrey, Zainab Ali, Sloane Berrent, Jason Morgan, Robert Herring, and Dawn Marie Bruce. At the bottom of the sidebar is the 'WhatGives!?! Widget' which displays 'Total Raised \$0', a 'Donate' button, a goal of '\$5000', and 'powered by PayPal'.

The main content area is titled 'Charity Smackdown' and has tabs for Wall, Info, Photos, Boxes, Discussions, and CHARITY SMACKDOWN. Below the tabs is a text input field 'What's on your mind?' and an 'Attach' button with icons for photos, videos, links, and applications. A 'Share' button is also present. The feed contains several posts:

- Racquel Roberge Turner**: Had a great time at Blogworld! Thank you so much for having us!! (October 22 at 12:43pm)
- Jen Wall** likes this.
- Sally Hayes**: Excited for Stepwise to be a part of Charity Smackdown at Blogworld 09!! (October 16 at 11:12am)
- LA's BEST After School Enrichment Program**: So excited to get the Charity Smackdown started! It's all for the kids people! (October 15 at 3:40pm)
- Zainab Ali**: LA's BEST After School Enrichment Program is so excited to be at Blog World and to raise money for the neediest kids in L.A. in the Charity Smackdown! (October 15 at 3:39pm)
- Vickie McMurchie**: I'll be lending my support to Surfrider Foundation in Charity Smackdown and think that you should too! (October 15 at 10:27am)
- Cathy Rodgers**: Let's go Canine Companions for Independence!!! (October 15 at 6:15am)
- Alex's Lemonade Melissa J**: So excited for Alex's Lemonade Stand Foundation to be a part of this! Let's talk some smack & raise money for amazing causes! :) (October 15 at 1:31am)
- Meaghan Edelstein**: Cant wait to start some smack talking & earn money for Spirit Jump (October 12 at 5:34pm)
- Laura Sobel Levitan** and 3 others like this.
- Racquel Roberge Turner**: Hey hey!! Watch out, Mothers Fighting For Others will be in the HOUSE!! (October 13 at 3:49pm)
- Jeff Turner**: MFFO in the house! (October 13 at 9:24pm)
- Traci Davis**: Please check out my page a become a fan!! Great book to release this week www.facebook.com/themommaguide (September 10 at 5:43am)
- Davila Speight**: awesome stuff!!! (May 2 at 8:08pm)
- Juan J'Juan Wilson**: I love this! Great concept! (March 28 at 5:35am)