

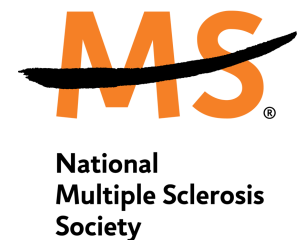


Greater Illinois  
Chapter  
Walk 2012

# 2012 Walk MS Online Fundraising Guide

# Walk MS: Step by Step Guide

**Learn How To:** Access Your Participant Center  
Fundraise With Facebook  
Navigate Your Participant Center Home Page  
Update Your Fundraising Goal  
Send Emails From Your Participant Center  
View and Import Contacts  
Manage Groups  
Check Your Progress  
Customize Your Personal Page  
Update Your URL and Settings  
Post Photos and Video  
Add/Remove Personal Page Components  
View Your Personal Page  
Team Captains  
Contact Walk MS



# Access Your Participant Center

- Step 1: Go to [www.walkMSillinois.org](http://www.walkMSillinois.org) and click on "My Account" at the top of the left hand menu or the
- Step 2: Enter your username and password in the login box to access your Participant Center.



The screenshot shows the walkMS website interface. On the left, a vertical menu contains the following items: "Register", "My Account" (circled in black), "Home", and "Donate". The "My Account" item is highlighted with a black circle. In the center, there is a large green banner with the text "walk to create a world free of MS". Below the banner, there are three orange buttons: "DONATE", "REGISTER", and "LOG IN" (circled in black). A blue link labeled "Login" is positioned to the right of the "LOG IN" button. A callout box labeled "Step 1" points to the "My Account" menu item and the "LOG IN" button. Below the buttons, there is a text box with the following instructions: "In order to access your participant center you'll need to Log In by typing your Username and Password in the fields below and select the 'Log In' button directly below the Password field. Once you're logged in, you'll be able to access your account for any events you've registered for." Below this text, there are two input fields: "Username:" and "Password:". A "Log In" button is located below the "Password:" field. A callout box labeled "Step 2" points to the "Log In" button.

**Step 1**

**Step 2**

In order to access your participant center you'll need to Log In by typing your Username and Password in the fields below and select the "Log In" button directly below the Password field. Once you're logged in, you'll be able to access your account for any events you've registered for.

Username:

Password:

# Fundraise With Facebook

The screenshot shows the 'Overview' section of a participant's center. At the top is a navigation bar with links: HOME, EMAIL, PROGRESS, PERSONAL PAGE, TEAM PAGE, and a Help link. The 'Progress' section displays a bar chart and statistics: \$0.00 raised, a \$1,000.00 goal, 0% completion, and 198 days left. A yellow box titled 'What to do next?' contains a message about sending emails. Below this is a 'Welcome to your Participant Center!' section with account information and a list of next steps. A callout bubble points to a 'Start Fundraising Online' button with a Facebook logo. The right sidebar contains links for sending emails, entering gifts, and managing contacts, as well as a message from the team captain.

HOME EMAIL PROGRESS PERSONAL PAGE TEAM PAGE Help

### Overview

Progress

\$0.00 \$1,000.00 0% 198

I HAVE RAISED MY GOAL [change](#) PERCENT DAYS LEFT

**What to do next?** [You have not sent any messages. You should email your contacts.](#)

### Welcome to your Participant Center!

Your account number is XXXXXXXX. Please reference this number on all donations mailed to the Chapter.

Now that I am registered, what should I do next?

- Customize your **Personal Page**. Did you know that participants who add a story and photo to their personal page raise as much as 10 times more than those who don't? Tell others why you're walking to create a world free of MS.
- Once your page is complete, **update your personal URL** by clicking on the link to the right entitled "Update Personal URLs." Here is an example of what your customized URL will look like:  
<http://main.nationalmssociety.org/goto/yournamehere>
- Upload your email **Address Book**.
- Make a donation to your fundraising efforts on your **Personal Page**.
- Email** friends, family and co-workers about your participation.
- Set a personal fundraising goal and **Update your Goal**.
- Track your individual ongoing fundraising in **My Progress**.
- Follow-up** with supporters with messages and thank you emails.

If you have any questions about your Participant Center or Walk MS contact us [walkMSillinois@nmss.org](mailto:walkMSillinois@nmss.org) or call 312-423-1156.

Send email

Enter new gift

[Add contacts to Address Book](#)  
[View your progress page](#)  
[Work with Personal Page](#)  
[Email Team](#)  
[View team roster](#)

Message from Your Team Captain

You have not set a message for your team. Use the [Edit](#) link below to leave a message on the Participant Center Home page of your teammates.

[Edit](#)

Start Fundraising Online  
fundraise with  
facebook

On the homepage of your Participant Center, click on the Facebook icon at the bottom of the screen to access the Walk MS Facebook application.

# Fundraise With Facebook (cont.)

**Step 1:** Make your profile picture the National MS Society's logo, a convenient way to remind all of your friends on Facebook that you're participating and raising money for the National MS Society.

**Step 2:** Send a stream story using the "Get the Word Out" feature and make it easier than ever for your friends to support you with a donation. Your friends can click directly on the status update that you send through the application to donate to your efforts! Share your story with other participants of National MS Society events, and read the stories other participants like you have posted about their own connections to the National MS Society.

**Step 3:** View your personalized fundraising badge. Your fundraising badge includes a thermometer that keeps track of your fundraising progress, and provides an easy way to check your real time fundraising status in Facebook.

The screenshot shows the Walk MS NYC Facebook application interface. It includes a navigation bar with 'Home', 'Share Your Story', and 'Scheduled Newsfeeds'. Below the navigation bar, there are three main sections:

- Step 1:** 'Donate Your Profile Picture' section, which shows the Walk MS logo and a button to 'Click the above photo to use it as your profile picture.'
- Step 2:** 'Get the Word Out' section, which contains a list of four options for sharing the story, a 'Share with Friends' button, and a 'Walk MS NYC' dropdown menu.
- Step 3:** 'Your Progress Indicator' section, which displays a thermometer graphic, the text 'Raised: \$0', 'My Goal: \$1000', 'Apr. 29th, 2012', and a 'MY ACCOUNT' button.

At the bottom right of the interface, there is a note: 'Facebook is no longer allowing applications to add tabs. You can help raise funds for National MS Society by using the other features on this page. [Need some technical help?](#) (Opens new window)'.



# Fundraise With Facebook (cont.)

Share your story about why you are participating in Walk MS on your news feed and with others participating in this event.



Walk MS NYC

Home

Share Your Story

Scheduled Newsfeeds

## Share Your Story

Help spread the word by sharing your story through your news feed and with others participating in this event!

Fields marked with an asterisk (\*) are required.

\* Title

\* Content

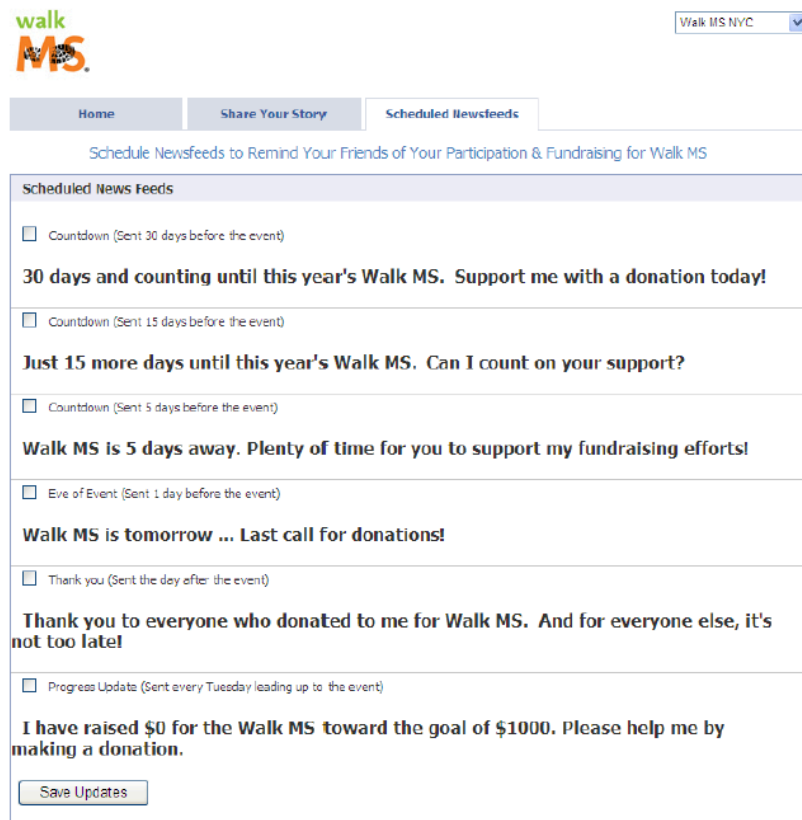
3000

Share



# Fundraise With Facebook (cont.)

Schedule Newsfeeds to remind your friends on Facebook that you are participating and fundraising for Walk MS. Just click on the updates you want click "Save Updates."



The screenshot shows the 'walk MS' logo at the top left and a dropdown menu for 'Walk MS NYC' at the top right. Below the logo is a navigation bar with three tabs: 'Home', 'Share Your Story', and 'Scheduled Newsfeeds'. The 'Scheduled Newsfeeds' tab is selected. Below the navigation bar is a heading: 'Schedule Newsfeeds to Remind Your Friends of Your Participation & Fundraising for Walk MS'. The main content area is titled 'Scheduled News Feeds' and contains a list of six newsfeed options, each with a checkbox and a preview text:

- ☐ Countdown (Sent 30 days before the event)  
**30 days and counting until this year's Walk MS. Support me with a donation today!**
- ☐ Countdown (Sent 15 days before the event)  
**Just 15 more days until this year's Walk MS. Can I count on your support?**
- ☐ Countdown (Sent 5 days before the event)  
**Walk MS is 5 days away. Plenty of time for you to support my fundraising efforts!**
- ☐ Eve of Event (Sent 1 day before the event)  
**Walk MS is tomorrow ... Last call for donations!**
- ☐ Thank you (Sent the day after the event)  
**Thank you to everyone who donated to me for Walk MS. And for everyone else, it's not too late!**
- ☐ Progress Update (Sent every Tuesday leading up to the event)  
**I have raised \$0 for the Walk MS toward the goal of \$1000. Please help me by making a donation.**

At the bottom of the list is a button labeled 'Save Updates'.



# Navigate Your Participant Center Home Page

From your Participant Center you can:

1. View your overall fundraising progress. You can also update your goal from your home page.
2. Visit the "Email" page to send emails to your potential donors.
3. Visit the "Progress" page to view your overall fundraising progress.
4. Edit your personal page and tell others why you are participating in Walk MS.
5. Learn "What To Do Next." This box changes with suggestions to help you with your fundraising and get the most out of your Participant Center.
6. Learn ways to utilize your Participant Center and get fundraising updates

*Detailed instructions on the Participant Center features are available on the following pages.*

The screenshot displays the Participant Center Home Page with the following elements and callouts:

- Callout 1:** Points to the **HOME** tab in the top navigation bar.
- Callout 2:** Points to the **EMAIL** tab in the top navigation bar.
- Callout 3:** Points to the **PROGRESS** tab in the top navigation bar.
- Callout 4:** Points to the **PERSONAL PAGE** tab in the top navigation bar.
- Callout 5:** Points to the **TEAM PAGE** tab in the top navigation bar.
- Callout 6:** Points to the **Help** link in the top right corner.

The main content area includes:

- Overview** section with a progress bar showing \$0.00 raised of a \$1,000.00 goal (0% complete) with 198 days left.
- What to do next?** section with a message: "You have not sent any messages. You should email your contacts."
- Welcome to your Participant Center!** section with account information and a list of tasks to complete.
- Start Fundraising Online** section with a "fundraise with facebook" button.
- Message from Your Team Captain** section with a message and an "Edit" link.



# Update Your Fundraising Goal

From your Participant Center home page, you can update your goal.

The screenshot shows the Participant Center home page. At the top, there is a 'Progress' section with a progress bar. Below the bar, the current status is displayed: '\$0.00 I HAVE RAISED', '\$1,000.00 MY GOAL ([change](#))', '0% PERCENT', and '198 DAYS LEFT'. The '\$1,000.00 MY GOAL' section is circled in black, and an arrow points from this section to a larger, detailed view of the same section below. This detailed view shows the 'What to do next?' section with a list of tasks and a 'Send email' button. The 'MY GOAL' section is also circled in black in this view, and an arrow points from the 'change' link in the top view to this circled section.

Progress

\$0.00 I HAVE RAISED | **\$1,000.00 MY GOAL ([change](#))** | 0% PERCENT | 198 DAYS LEFT

What to do next? You have not sent any messages. You should enter your contacts.

Welcome to your Participant Center!

Your account number is 10000000. Please reference this number on all donations mailed to the Chapter.

Now that I am registered, what should I do next?

- Customize your Personal Page. Did you know that participants who add a story and photo to their personal page raise as much as 10 times more than those who don't? Tell others why you're walking to create a world free of MS.
- Once your page is complete, [update your personal URL](#) by clicking on the link to the right entitled "Update Personal URLs." Here is an example of what your customized URL will look like: <http://mshs.org/multiple-sclerosis.org/10000000>
- Upload your email Address Book.
- Make a donation to your fundraising efforts on your Personal Page.
- Email friends, family and co-workers about your participation.
- Set a personal fundraising goal and track your goal.
- Track your individual ongoing fundraising in My Progress.
- Follow-up with supporters with messages and thank you emails.

If you have any questions about your Participant Center or Walk MS contact us at [walkms@msny.org](mailto:walkms@msny.org) or 212-460-5791.

Send email

Enter new gift

Add contacts to address book

Download address book

Visit my Personal Page

Send Email

Use team code

Message from Your Team Captain

You have not set a message for your team. Use the Edit link below to leave a message on the Participant Center/ Home page of your team.

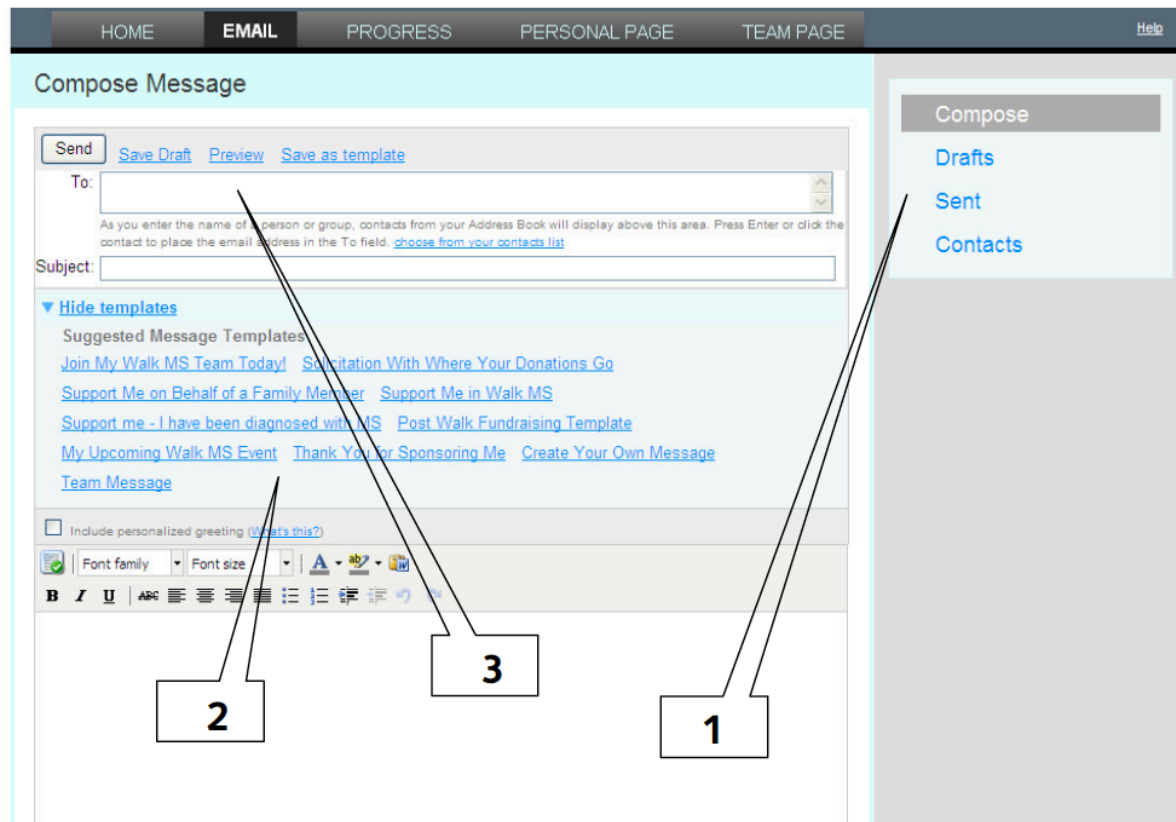
Edit

Start Fundraising Online

Fundraise with facebook

# Send Emails From Your Participant Center

Compose and send solicitation, recruitment, and thank you emails from your Participant Center. A link to your personal page will be automatically inserted into each email.

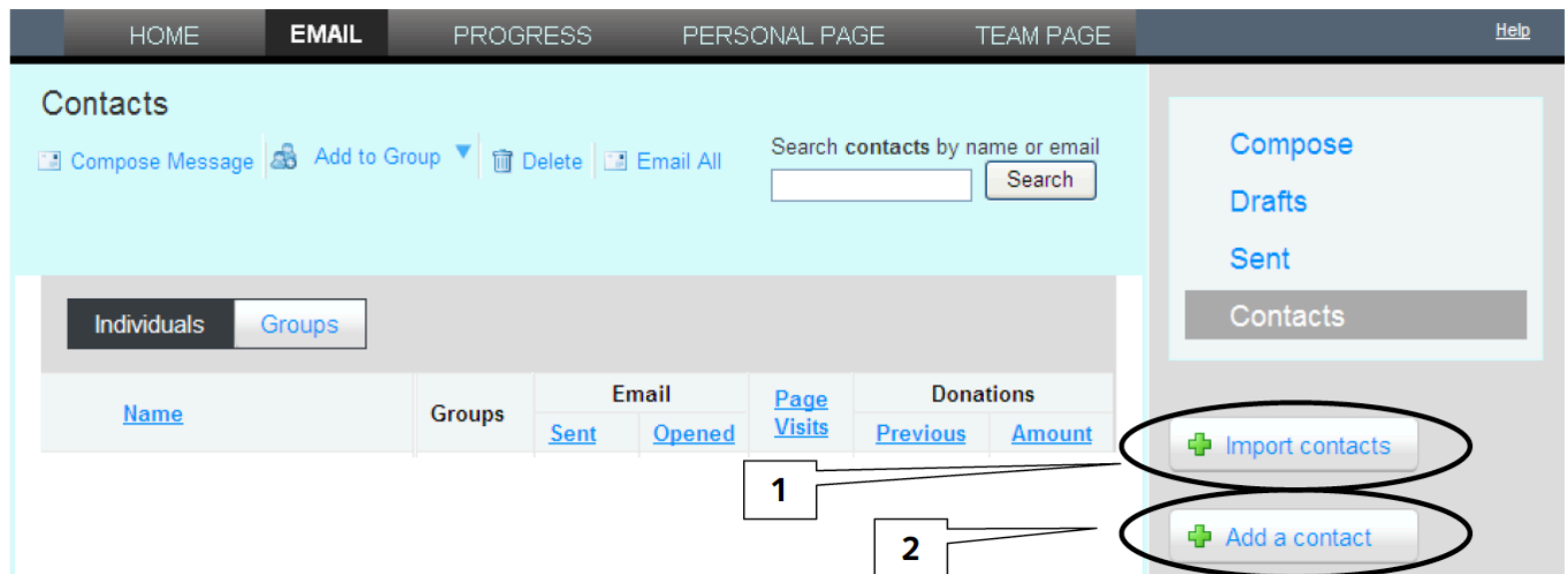


1. COMPOSE emails, save and view DRAFTS, view SENT emails, view your CONTACTS and GROUPS pages
2. Need help getting started? Use one of the SUGGESTED MESSAGE TEMPLATES.
3. Save your email as a DRAFT to work on later, PREVIEW your email before sending, or SAVE IT AS A TEMPLATE to use again later.

# View and Import Contacts

On the "Email" page, you can create and maintain your personal Convio address book

1. Click on "Import Contacts" to import contacts from another email application you use (such as Gmail or Yahoo!) and follow the step by step instructions. You can also upload a .csv file exported from another email client (such as Hotmail, Outlook, or AOL).
2. Add contacts manually by choosing "Add a contact" and typing in each contact name and e-mail address.



Contact Walk MS Greater Illinois Chapter  
to help you!

Still have questions?

Contact us and we can help you at  
[walkMSillinois@nmss.org](mailto:walkMSillinois@nmss.org) or 312-423-1156

