walk MS®

walk to create a world free of MS

WALK MS: 2013 PARTICIPANT CENTER GUIDE

WALK TO CREATE A WORLD FREE OF MS

walkMSillinois.org or 1.800.344.4867

Susan, diagnosed in 1998

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WHY USE ONLINE FUNDRAISING TOOLS

Using online tools makes fundraising easier. And, participants who use their participant center pages raise more money!

o   Bike MS – $883 v. $468

o   Walk MS – $473 v. $232

GUIDE TO ONLINE FUNDRAISING

Each donation you collect brings us closer to a world free of MS. Your fundraising success is limited only by your imagination. Is there any greater feeling than knowing you have made an impact on the lives of those living with MS and their families?

ONLINE SECURITY

The National MS Society has made every effort to protect your information and the information of your donors.

We use industry standard SSL encryption techniques to make sure credit card information, password and personal information travel securely over the Internet.

PARTICIPANT CENTER

A customizable Participant Center is available to each registered participant. You can access the Participant Center by logging in through the 'Login to my Account' box with your username and password at the top of the screen.
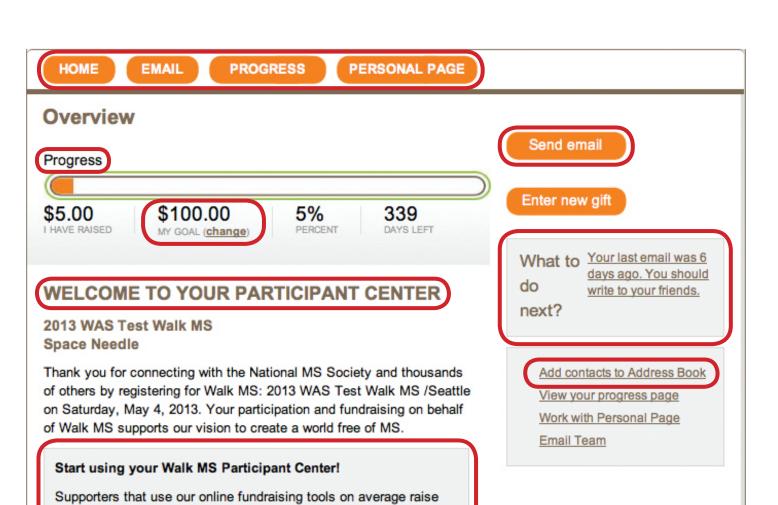
PARTICIPANT CENTER FEATURES

o   Upload your personal address book.

o   Send emails to family, friends, co-workers or anyone else you would like to ask to sponsor you for Walk MS. We've even provided sample emails that you can use.

o   Send thank you emails to those who have donated to your fundraising efforts.

o   Monitor your fundraising progress – receive email notifications when someone has donated to your fundraising efforts.

o   Update your personal page – include your story, share your connection to MS and tell others why they should Join the Movement®.

o   Update your Fundraising Goal.

o   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

o   Install the Fundraise with Facebook app – It allows your entire Facebook network to donate directly to you.

USERNAMES/PASSWORDS

If you participated in a previous event or are a newly registered participant, you created a username and password. If you have forgotten your username or password, please call us at 1-800-344-4867.

LOGIN TO MY ACCOUNT

| Username | •••••••• | LOGIN |

Forgot Username or Password?

Welcome, Username

Walk MS Participant Center | Edit Account | Log Out

Overview

Progress

$5.00	$100.00	5%	339
I HAVE RAISED	MY GOAL (change)	PERCENT	DAYS LEFT

Send email

Enter new gift

WELCOME TO YOUR PARTICIPANT CENTER

2013 WAS Test Walk MS
Space Needle

Thank you for connecting with the National MS Society and thousands of others by registering for Walk MS: 2013 WAS Test Walk MS /Seattle on Saturday, May 4, 2013. Your participation and fundraising on behalf of Walk MS supports our vision to create a world free of MS.

What to do next?   Your last email was 6 days ago. You should write to your friends.

Add contacts to Address Book
View your progress page
Work with Personal Page
Email Team

Start using your Walk MS Participant Center!

Supporters that use our online fundraising tools on average raise much more than those who do not.

- Set your fundraising goal and track your fundraising progress
- Customize your personal fundraising page
- Recruit other walkers
- Send e-cards
- Send emails requesting donations

You can also fundraise with Facebook

This app installs in just a few seconds on your Facebook page. It allows your entire Facebook network to donate directly to you. Fundraising has never been quicker or easier. Install the Fundraise with Facebook app.
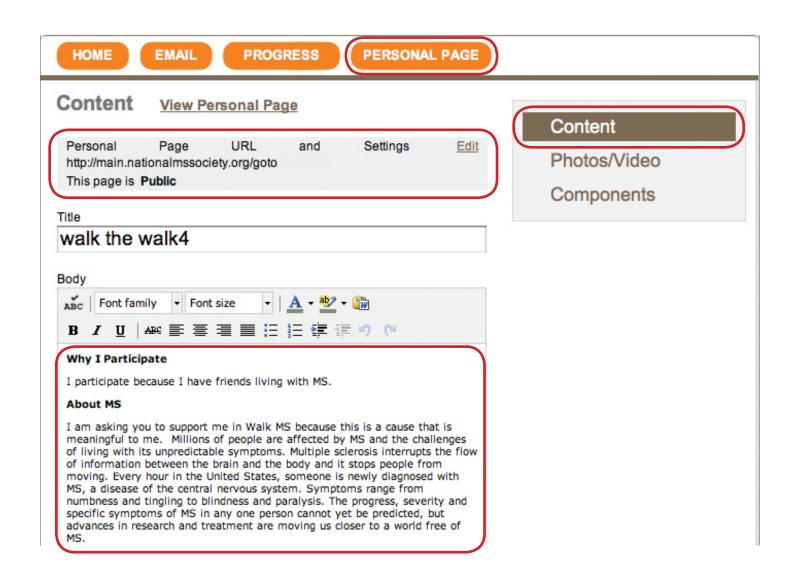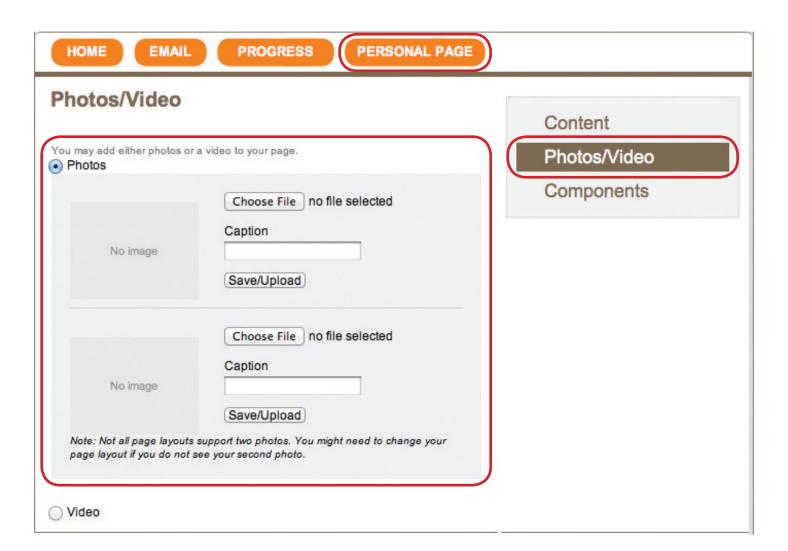
For more information visit the Walk MS: 2013 WAS Test Walk MS /Seattle page.
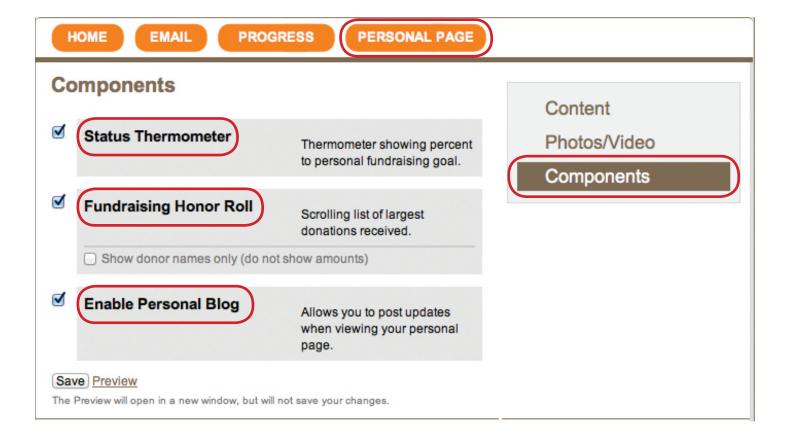
PERSONAL PAGE

Your Personal Page is a unique web page asking friends and family to join your team or support you by making a donation.

o   Customize your page to share your story about why you have joined the movement to create a world free of MS.

o   Choose a layout for your personal page.

o   Create a personalized URL shortcut for easy reference.

o   Upload pictures to make your story more powerful.

o   Enable a thermometer showing dollars raised to personal fundraising goal.

o   Choose how you would like your donors to be listed on your page – by donor name only or name and amount of donations received.

o   Enable the blog feature to post updates about your fundraising success and event experience.

Photos/Video

Content

Photos/Video

Components

You may add either photos or a video to your page.

⦿ Photos

No image

Choose File   no file selected

Caption

[   ]

Save/Upload

No image

Choose File   no file selected

Caption

[   ]

Save/Upload

Note: Not all page layouts support two photos. You might need to change your page layout if you do not see your second photo.

○ Video

Components

Content

Photos/Video

Components

☑ **Status Thermometer**

Thermometer showing percent to personal fundraising goal.

☑ **Fundraising Honor Roll**

Scrolling list of largest donations received.

☐ Show donor names only (do not show amounts)

☑ **Enable Personal Blog**

Allows you to post updates when viewing your personal page.

Save Preview

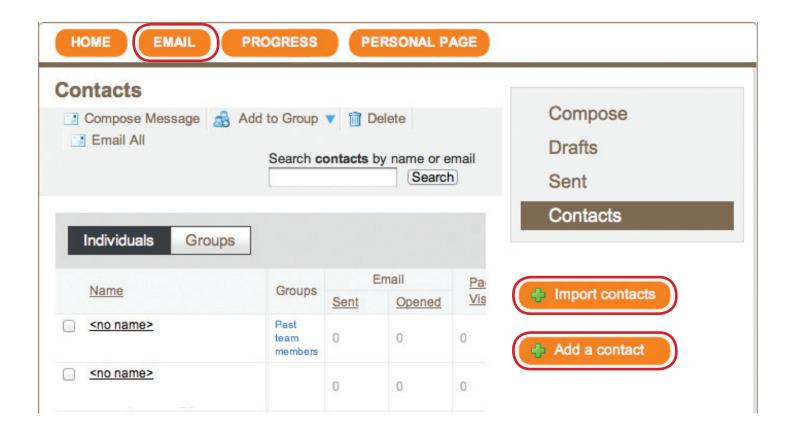The Preview will open in a new window, but will not save your changes.

ADDRESS BOOK

Keep it simple by uploading your existing address book from your personal email account. Click on "Import Contacts" to import contacts from another email application you use.

THE SOCIETY'S ONLINE FUNDRAISING TOOLS SUPPORT THE FOLLOWING:

o   Outlook/Outlook Express

o   AOL

o   Yahoo! Mail

o   Gmail

o   Generic CSV

You can also upload a .csv file exported from another email client. Add contacts manually by choosing "Add a contact" and typing in each contact name and e-mail address.

EMAIL

The email section allows you to send messages to your friends, family and co-workers to ask for donations in support of your participation.

EMAIL OPTIONS

o   Thank those who have made a donation

o   Recruit team members

o   Solicit donations

o   Communicate with your team

Corresponding messaging is available for each Email Option. There is also event stationery and a blank template.

Note: If you would rather email from your personal email account, you can copy and paste any of the content into an email and send.
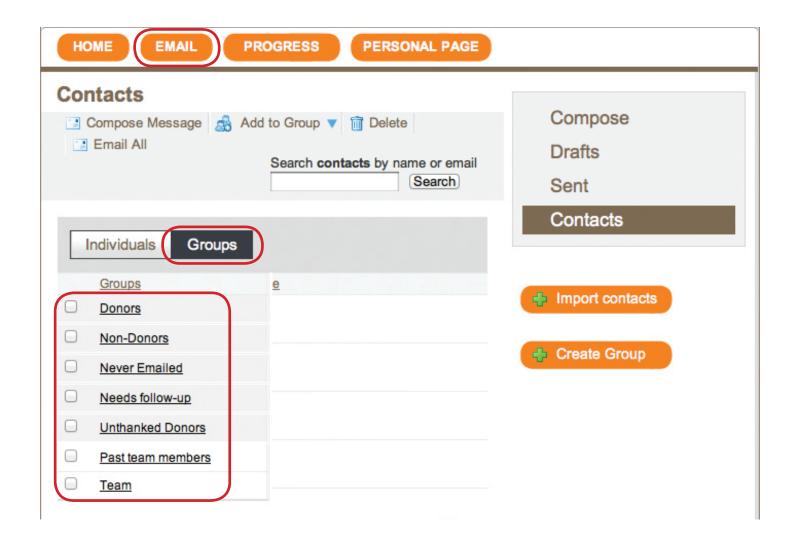
FOLLOW-UPS

This section allows you to manage your contact list by monitoring emails you have sent and by sorting and filtering various groups within your list.

FILTERING OPTIONS

o   By Donor Status – have or have not donated

o   By Never Emailed Status – have not contacted

o   By Needs Follow-Up Status – need to send an email, a follow-up email

o   By Unthanked Donors Status – need to send a thank you message

o   By Past Team Members Status – past team members that have not joined your team
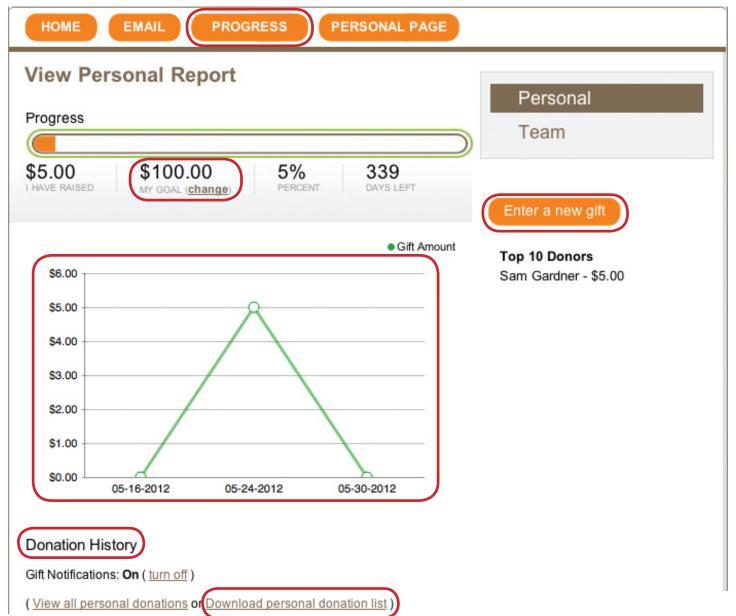
o   By Team Status – current team members

MY PROGRESS

The My Progress section allows you to monitor your personal fundraising progress based on the components chosen.

MY PROGRESS FEATURES

o   View your monthly progress with a chart showing your fundraising success

o   Track the number of gifts you have received

o   View your gift history

o   Change your fundraising goal

o   Enter a new gift – checks & cash that you receive from donors

o   Download a list of your donors to have for your records

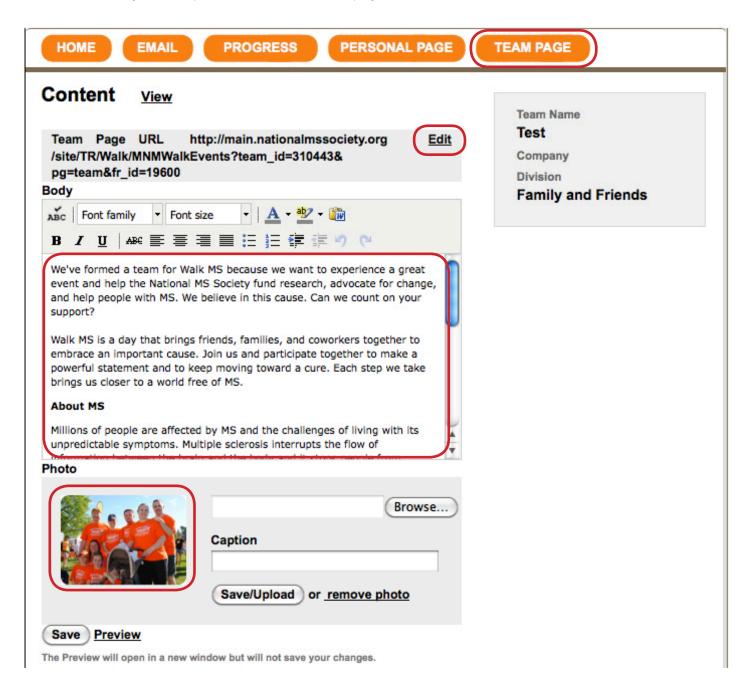o   If you are a team captain, click the team link and perform the same actions.

TEAM PAGE

The Team Page section allows you to...

TEAM PAGE FEATURES

o   Upload a photo of your team

o   Share your story! Tell people why you've chosen to ead the movement as a team captain

o   Create a a vanity URL and send it to froends, family, and co-workers so they can donate or join your team

* Please note, only team captains can edit the team page

walk MS

Greater Illinois
Chapter
Walk 2013

EVERY STEP MATTERS. EVERY DOLLAR COUNTS.
EVERY PERSON MAKES A DIFFERENCE.