

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 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 image shows a screenshot of the walkMS website. On the left, there is a vertical navigation menu with the following items: Register, My Account (circled in black), Home, and Donate. The main header features the walkMS logo and the text "walk to create a world free of MS". Below the header, there are three orange buttons: DONATE, REGISTER, and LOG IN (circled in black). A blue link labeled "Login" is positioned above the LOG IN button. A callout box labeled "Step 1" has lines pointing to the "My Account" link and the "LOG IN" button. Below the buttons, there is a text block: "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 is a login form with two input fields: "Username:" and "Password:", followed by a "Log In" button. A second callout box labeled "Step 2" has lines pointing to the login form.

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 a web interface for a fundraising participant center. At the top is a navigation bar with links for HOME, EMAIL, PROGRESS, PERSONAL PAGE, TEAM PAGE, and Help. The main content area is titled "Overview" and includes a "Progress" section with a progress bar and the following statistics: \$0.00 (I HAVE RAISED), \$1,000.00 (MY GOAL), 0% (PERCENT), and 198 (DAYS LEFT). Below this is a yellow box with the text "What to do next? You have not sent any messages. You should email your contacts." followed by a "Welcome to your Participant Center!" message and account information. A list of instructions is provided, including a link to "Start Fundraising Online" which is circled in black. On the right side, there are buttons for "Send email" and "Enter new gift", and a list of links: "Add contacts to Address Book", "View your progress page", "Work with Personal Page", "Email Team", and "View team roster". A "Message from Your Team Captain" section is also visible.

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 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 Facebook application interface. It features 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 and a 'Share with Friends' button.
- Step 3:** 'Your Progress Indicator' section, which displays a thermometer graphic and the following information: 'Raised: \$0', 'My Goal: \$1000', 'Apr. 29th, 2012', and a 'MY ACCOUNT' button.

Callout boxes labeled 'Step 1', 'Step 2', and 'Step 3' point to these respective sections. The 'Walk MS NYC' logo is visible in the top right corner of the application.



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 in the top left and a dropdown menu for 'Walk MS NYC' in the top right. Below the logo is a navigation bar with 'Home', 'Share Your Story', and 'Scheduled Newsfeeds'. The 'Scheduled Newsfeeds' section is active and displays a list of update options with checkboxes:

- 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.

A 'Save Updates' button is located at the bottom of the list.



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 shows the Participant Center Home Page with the following elements:

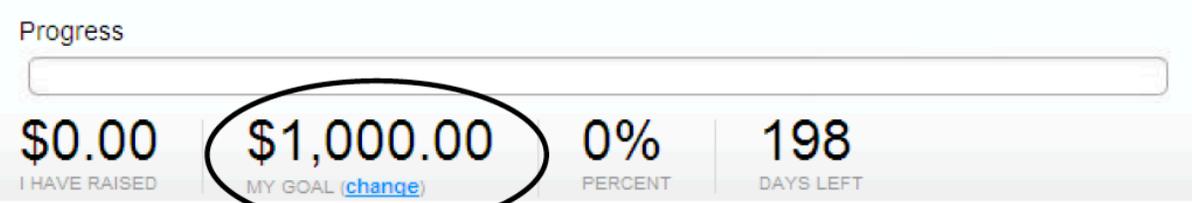
- 1**: Points to the **HOME** navigation tab.
- 2**: Points to the **EMAIL** navigation tab.
- 3**: Points to the **PROGRESS** navigation tab.
- 4**: Points to the **PERSONAL PAGE** navigation tab.
- 5**: Points to the **TEAM PAGE** navigation tab.
- 6**: Points to the **Send email** button.

The main content area includes:

- Overview** section with a progress bar showing \$0.00 raised of a \$1,000.00 goal (0% progress, 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: "Now that I am registered, what should I do next?"
- 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.



HOME EMAIL PROGRESS PERSONAL PAGE TEAM PAGE

Overview

Progress

\$0.00 I HAVE RAISED	\$1,000.00 MY GOAL (change)	0% PERCENT	198 DAYS LEFT
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What to do next? You have not sent any messages. You should email your contacts.

Welcome to your Participant Center!

Your account number is 0000000. 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 talking 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://myname.nationalmultiple sclerosis.org/links>
- 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@nmsc.org or 212-462-9791.

Send email

Enter new gift

add contacts to address book

view your address book

upload your address book

upload photo

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



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.

The screenshot shows the 'Compose Message' interface. At the top, there is a navigation bar with 'HOME', 'EMAIL', 'PROGRESS', 'PERSONAL PAGE', and 'TEAM PAGE'. Below this, the 'Compose Message' section is visible. It includes a 'Send' button, 'Save Draft', 'Preview', and 'Save as template' options. The 'To:' field is empty, and the 'Subject:' field is also empty. Below these fields, there is a section for 'Suggested Message Templates' with several links. At the bottom, there is a rich text editor with various formatting options. On the right side, there is a sidebar with 'Compose', 'Drafts', 'Sent', and 'Contacts' links. Three numbered callouts (1, 2, 3) are present: callout 1 points to the 'Compose' button in the sidebar, callout 2 points to the 'Save as template' button, and callout 3 points to the 'Save Draft' button.

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.

The screenshot displays the 'Email' page interface. At the top, a navigation bar contains 'HOME', 'EMAIL', 'PROGRESS', 'PERSONAL PAGE', 'TEAM PAGE', and 'Help'. Below this, the 'Contacts' section is highlighted in light blue. It features a search bar with the text 'Search contacts by name or email' and a 'Search' button. To the left of the search bar are buttons for 'Compose Message', 'Add to Group', 'Delete', and 'Email All'. Below the search bar, there are tabs for 'Individuals' and 'Groups'. A table is visible with columns: 'Name', 'Groups', 'Email' (sub-columns: 'Sent', 'Opened'), 'Page Visits', and 'Donations' (sub-columns: 'Previous', 'Amount'). On the right sidebar, there are links for 'Compose', 'Drafts', 'Sent', and 'Contacts'. Two buttons are circled: '+ Import contacts' (labeled '1') and '+ Add a contact' (labeled '2').

Contact Walk MS Greater Illinois Chapter
to help you!

Still have questions?

Contact us and we can help you at
walkMSillinois@nmss.org or 312-423-1156

