

walk to create a world free of MS

WALK MS: PARTICIPANT CENTER GUIDE

BE INSPIRED. GET CONNECTED. WALK MS.

1.800.344.4867





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WHY USE ONLINE FUNDRAISING TOOLS

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

- Bike MS \$883 v. \$468
- Walk MS \$473 v. \$232
- MuckFest \$210 v. \$136

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

- Upload your personal address book.
- 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.
- Make a Self-Donation- Kick-start your fundraising efforts by making a self-donation. Those that do tend to raise twice as much as those who do not.
- Send thank you emails to those who have donated to your fundraising efforts.
- Monitor your fundraising progress receive email notifications when someone has donated to your fundraising efforts.
- Update your personal page include your story, share your connection to MS and tell others why they should Join the Movement®.
- Update your Fundraising Goal.
- 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.
- Fundraising Tools box- Additional resources that will help you achieve your fundraising goals.
- 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.



Email Contacts/Donors Personal Page **Team Page** Progress

My Progress: 0%

\$0.00

\$100.00

MY GOAL (change)

DAYS LEFT

Date: 9/1/2015

Time: 9AM

Event Location: Blueprint Park

Event Coordinator: Joe Jones, jjonestest@gmail.com

My Fundraising Steps

Make a personal donation Inspire others with your story Recruit like crazy! Send emails Get social and share your page Thank your donors Download the mobile fundraising app Download the Facebook app **Fundraising ideas**

Achievements

Enter a Gift

Participant Center Guide

View team roster

Team Captain Message

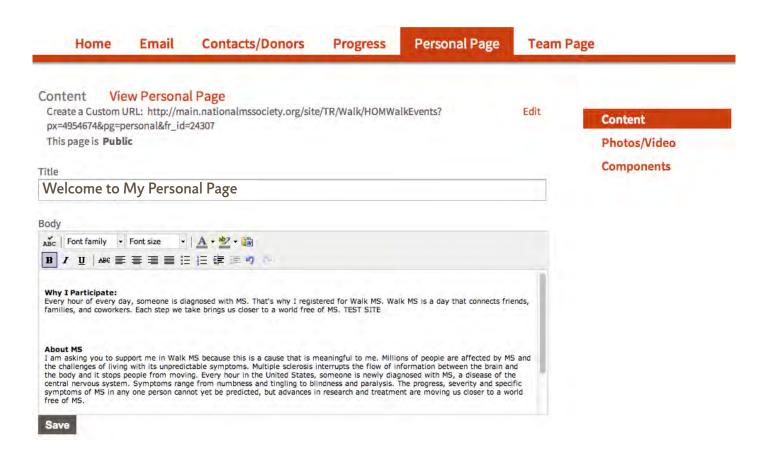
You have not set a message for your team. Use the Edit link below to leave a message on the Participant Center Home page of your teammates.

PERSONAL PAGE

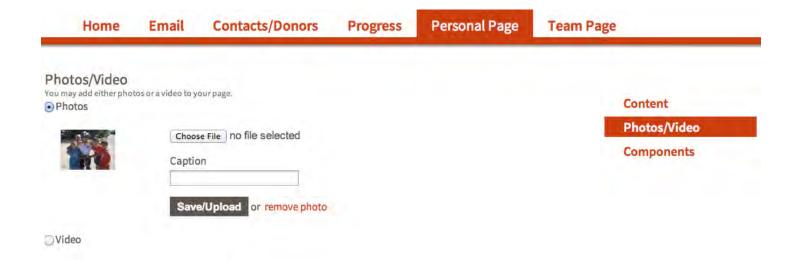
Your Personal Page is a unique web page asking friends and family to join your team or support you by making a donation.

- Customize your page to share your story about why you have joined the movement to create a world free of MS. 0
- Choose a layout for your personal page. 0
- Create a personalized URL shortcut for easy reference. \cap
- Upload pictures to make your story more powerful. 0
- Enable a thermometer showing dollars raised to personal fundraising goal. \cap
- Choose how you would like your donors to be listed on your page by donor name only or name and amount of donations received.
- Enable the blog feature to post updates about your fundraising success and event experience.

PERSONALIZE YOUR PAGE



UPLOAD A PHOTO



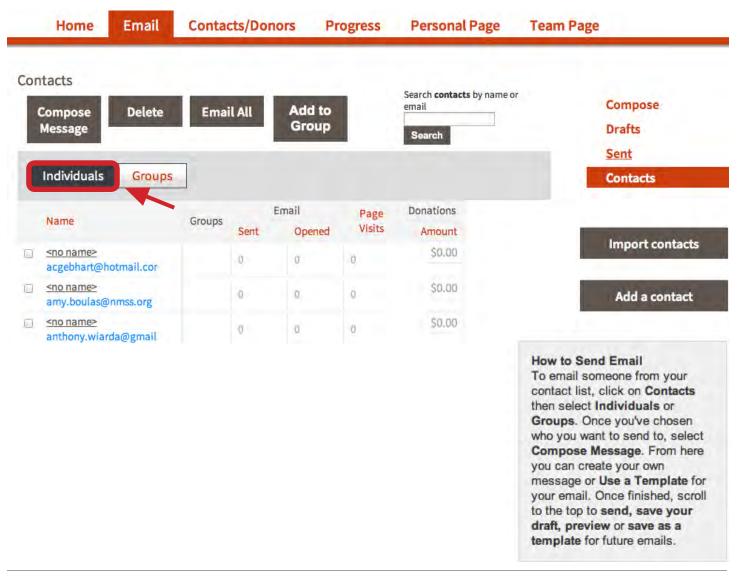
ADDRESS BOOK

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:

- Outlook/Outlook Express
- AOL 0
- Yahoo! Mail \bigcirc
- gMail 0
- 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.



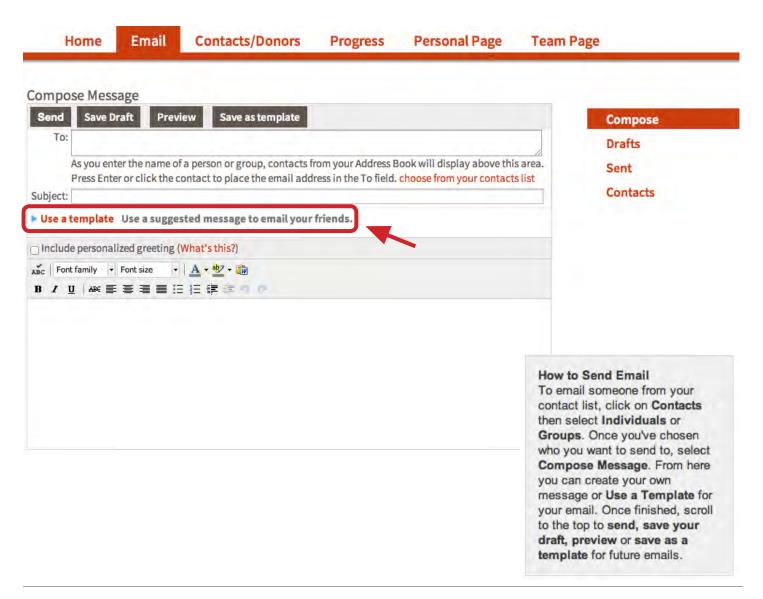
EMAIL

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

- Thank those who have made a donation
- Recruit team members 0
- Solicit donations \bigcirc
- Communicate with your team 0
- Corresponding messaging is available for each Email Option. There is also event stationery and a blank template. 0

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.

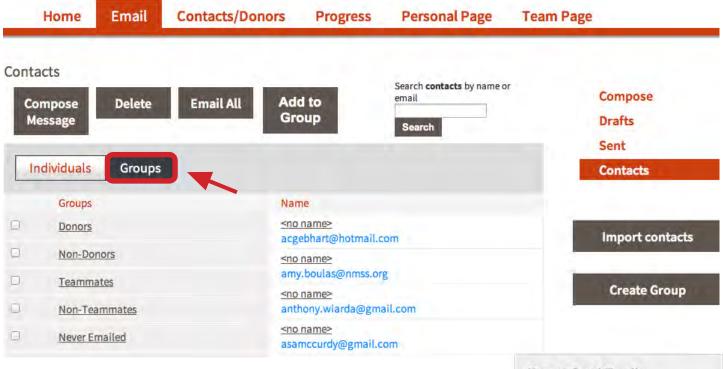


FOLLOW-UPS

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

- By Donor Status have or have not donated 0
- By Never Emailed Status have not contacted 0
- By Needs Follow-Up Status need to send an email, a follow-up email \bigcirc
- By Unthanked Donors Status need to send a thank you message 0
- By Past Team Members Status past team members that have not joined your team 0
- By Team Status current team members



How to Send Email

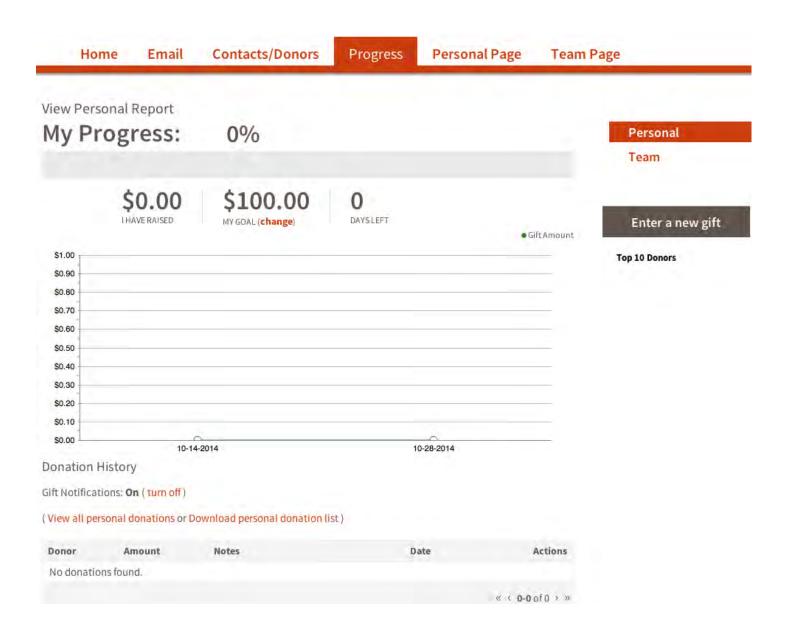
To email someone from your contact list, click on Contacts then select Individuals or Groups. Once you've chosen who you want to send to, select Compose Message. From here you can create your own message or Use a Template for your email. Once finished, scroll to the top to send, save your draft, preview or save as a template for future emails.

MY PROGRESS

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

MY PROGRESS FEATURES

- View your monthly progress with a chart showing your fundraising success
- 0 Track the number of gifts you have received
- View your gift history 0
- Change your fundraising goal 0
- Enter a new gift checks & cash that you receive from donors



MY PROGRESS (CONTINUED)

MY PROGRESS FEATURES Personal View your monthly progress with a chart showing your fundraising success Team Track the number of gifts you have received View your gift history Change your fundraising goal 0 Enter a new gift Enter a new gift - checks & cash that you receive from donors **Progress Personal Page** Home Email Contacts/Donors **Team Page** « Back to Progress Enter the details for a gift that someone has given directly (or promised) to you: *First *Last Email Additional gift entry fields *Amount *Payment Type () Cash Check Credit Save and Add Another Add or or cancel **Download Offline Donations Form** Offline Gift Guidelines

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