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Why use Online Fundraising Tools?

Using Online Tools Makes Fundraising Easier

Participants who use personal pages raise more money!

- Bike MS — $883 v. $468
- 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.
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

- Add or import contacts to your Address Book.
- Send emails to family, friends, co-workers or anyone else you would like to ask to sponsor you for Bike MS. We’ve even provided sample emails that you can use.
- 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 and explain why you decided to participate in Bike MS. If you have a connection to MS, share it 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.
- 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 click the link or call us at 1-800-344-4867.
My Progress: 0%

$0.00 | $0.00 | 308

Date: 9/1/2015
Time: 9:00AM
Event Location: Downtown
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 app
- Download the Facebook app
- Fundraising ideas

Recent Activity
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 are riding to create a world free of MS.
- Choose a layout for your personal page.
- Create a personalized/vanity URL shortcut for easy reference by clicking edit.
- Upload pictures or video to make your story more powerful.
- Enable a water bottle thermometer showing dollars raised towards your personal fundraising goal.
- 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

Welcome to My Personal Page

Welcome to my Personal Page
Multiple sclerosis affects millions of people, including our loved ones, families, friends and co-workers. That’s why I’ve registered for Bike MS. Bike MS is a ride that brings us together to make a difference in the lives of people affected by multiple sclerosis... and each mile we ride brings us closer to a world free of MS.

About MS
I am asking you to support me in Bike MS because this cause is meaningful to me. Multiple sclerosis is an unpredictable, often disabling disease of the central nervous system that interrupts the flow of information within the brain, and between the brain and body. Millions of people are affected by MS and the challenges of living with its unpredictable symptoms, which range from numbness and tingling to blindness and paralysis. The progress, severity and specific symptoms of MS in any one person cannot yet be predicted, but advances in research and treatment are moving us closer to a world free of MS.

Please support me!
Photos/Video
You may add either photos or a video to your page.

Photos

Choose File: no file selected

Caption

Save/Upload or remove photo

Video
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
- Yahoo! Mail
- Gmail
- 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
- Solicit donations
- Other

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

- By Donor Status — have or have not donated
- By Team Status — current team members
- By Past Team Members Status — past team members that have not joined your team
- By Never Emailed Status — have not contacted
- By Needs Follow-Up Status — need to send an email, a follow-up email
- By Unthanked Donors Status — need to send a thank you message
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
- Track the number of gifts you have received
- View your gift history
- Change your fundraising goal
- Enter a new gift — checks & cash that you receive from donors

View Personal Report

My Progress: 0%

$0.00 I HAVE RAISED $0.00 MY GOAL (change) 308 DAYS LEFT

Donation History

Gift Notifications: On [ turn off ]

( View all personal donations or Download personal donation list )

<table>
<thead>
<tr>
<th>Donor</th>
<th>Amount</th>
<th>Notes</th>
<th>Date</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>No donations found.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

$0.00
$0.00
308
2014-10-14
2014-10-28

bikeMS.org 10
MY PROGRESS FEATURES

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

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

Add  or  Save and Add Another  or cancel

Download Offline Donations Form
Offline Gift Guidelines