

# CHALLENGE WALK MS: PARTICIPANT CENTER GUIDE



**3 DAYS. 50 MILES.**  
**CONNECT TO END**  
**MULTIPLE SCLEROSIS**

**JOIN A COMMUNITY OF SPIRIT & STRENGTH**



## TABLE OF CONTENTS

Why Use Online Fundraising Tools.....	1
Online Security.....	1
Participant Center.....	2
Guide to Online Fundraising.....	2
Personal Page.....	4
Address Book.....	6
Email.....	7
Follow-Ups.....	8
My Progress.....	9







## WHY USE ONLINE FUNDRAISING TOOLS

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

- o Bike MS — \$883 v. \$468
- o Walk MS — \$473 v. \$232
- o MuckFest MS — \$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

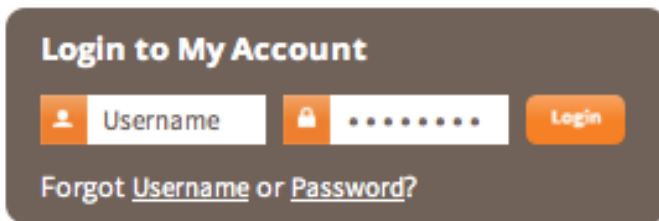
A customizable Participant Center is available to each registered participant. You can access the Participant Center by logging in through the 'Login to my Account' box with your username and password at the top of the screen.

### PARTICIPANT CENTER FEATURES

- 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 Challenge 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.

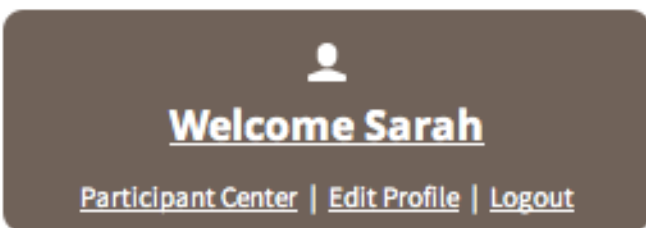
### USERNAMES/PASSWORDS


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**

[Forgot Username](#) or [Password?](#)





**Welcome Sarah**

[Participant Center](#) | [Edit Profile](#) | [Logout](#)



**Welcome Sarah**  
[Participant Center](#) | [Edit Profile](#) | [Logout](#)

[Recommend](#) [Share](#) 2

- Challenge Walk MS Home
- Donate
- Fundraising
- FAQ
- Participant Center Guide

- HOME
- EMAIL
- PROGRESS
- PERSONAL PAGE

### Overview

**Progress**

**\$0.00**  
I Have Raised

**\$2,000.00**  
My Goal ([change](#))

**0%**  
Percent

**440**  
Days Left

[Send email](#)

[Enter cash/check donations](#)

[Contacts/Donors](#)

[Make a self donation](#)

### UAT Testing 2014 Challenge Walk September 1, 2014 - September 3, 2014

Thank you for connecting with the National MS Society and thousands of others by registering for UAT Testing 2014 Challenge Walk on September 1, 2014 - September 3, 2014.

Your participation and fundraising on behalf of Challenge Walk MS supports our vision to create a world free of MS.

**What to do next?** [↗](#)  
 Your last email was 19 days ago.  
 You should write to your friends.

**Start using your Challenge Walk MS Participant Center**

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

- [Set your fundraising goal](#) and track your fundraising progress
- [Customize your personal fundraising page](#)
- [Recruit other walkers](#)
- [Send emails](#) requesting donations

- Fundraising Tools**
- [Add contacts to Address Book](#)
  - [View your progress page](#)
  - [Work with Personal Page](#)
  - [Donation Tracking Sheet](#)
  - [Donation Receipts](#)
  - [Pledge Form](#)
  - [Training & Fundraising Guide](#)
  - [Participant Center User's Guide](#)
  - [Sample Fundraising Letter](#)
  - [5 steps to an Effective Fundraising Campaign](#)
  - [10 ways to Organize your Fundraising](#)

### 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.](#)

## PERSONAL PAGES

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.

The screenshot shows a web editor interface for a personal page. At the top, there are four purple navigation buttons: HOME, EMAIL, PROGRESS, and PERSONAL PAGE. The PERSONAL PAGE button is highlighted with a red circle. Below the navigation is a 'Content' section with a link to 'View Personal Page'. A red circle highlights a text box containing a custom URL: 'http://main.nationalmssociety.org/site/TR/Challenge/HOMChallengeWalkEvents?px=10540013&pg=personal&fr\_id=22156'. Below the URL, it says 'This page is Public'. To the right of the URL box is a vertical sidebar with a 'Content' button (circled in red), 'Photos/Video', and 'Components'. Below the URL box is a 'Title' field containing 'Sarah's Challenge'. Underneath is a 'Body' section with a rich text editor toolbar. A red circle highlights the main text area of the editor, which contains the following text: **Why I Participate**  
Every hour of every day, someone is diagnosed with MS. That's why I registered for the Challenge Walk MS event. Challenge Walk MS is a day that connects friends, families, and coworkers. Each step we take brings us closer to a world free of MS.  
**About MS**  
I am asking you to support me in Challenge Walk MS because this is a cause that is meaningful to me. Millions of people are affected by MS and the challenges of living with unpredictable symptoms. Multiple sclerosis interrupts the flow of information between the brain and the body and it stops people from moving. Every hour in the United States, someone is newly diagnosed with MS, a disease of the central nervous system. Symptoms 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. At the bottom of the editor are 'Save' and 'Preview' buttons.




HOME EMAIL PROGRESS **PERSONAL PAGE**

## Photos/Video

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

Photos



no file selected

Caption

or [remove photo](#)

No image

no file selected

Caption

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

Content  
**Photos/Video**  
Components

HOME EMAIL PROGRESS **PERSONAL PAGE**

## Components

**Status Thermometer** Thermometer showing dollars raised 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.

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

Content  
Photos/Video  
**Components**

## 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.

HOME **EMAIL** PROGRESS PERSONAL PAGE

### Contacts

Compose Message Add to Group Delete Email All

Search **contacts** by name or email

Individuals Groups

Name	Groups	Email		Page Visits	Donations
		Sent	Opened		Amount
<input type="checkbox"/> <no name>		0	0	0	\$0.00
<input type="checkbox"/> <no name>		0	0	0	\$0.00
<input type="checkbox"/> <no name>		0	0	0	\$0.00
<input type="checkbox"/> <no name>		0	0	0	\$0.00
<input type="checkbox"/> <no name>		0	0	0	\$0.00
<input type="checkbox"/> <no name>		0	0	0	\$0.00
<input type="checkbox"/> <no name>		0	0	0	\$0.00
<input type="checkbox"/> <no name>		0	0	0	\$0.00

Compose  
Drafts  
Sent  
**Contacts**

**+ Import contacts**

**+ Add a contact**

**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.



## 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.**

The screenshot shows a web interface for composing an email. At the top, there are four navigation buttons: HOME, EMAIL (highlighted with a red circle), PROGRESS, and PERSONAL PAGE. Below these is the 'Compose Message' section. It includes a toolbar with 'Send', 'Save Draft', 'Preview', and 'Save as Template'. The 'To:' field has a dropdown menu with a note: 'As you enter the name of a person or group, contacts from your Address Book will display above this area. Press Enter or click the contact to place the email address in the To field. [choose from your contacts list](#)'. The 'Subject:' field is also present. A 'Hide templates' section is expanded, showing three radio button options: 'Thank You (2)' (highlighted with a red circle), 'Solicitation (2)', and 'Other (1)'. Below the templates is a checkbox for 'Include personalized greeting (What's this?)'. A rich text editor toolbar is visible with options for font family, font size, bold, italic, underline, and text color. On the right side, there is a sidebar with a 'Compose' button (highlighted with a red circle) and links for 'Drafts', 'Sent', and 'Contacts'. Below the sidebar is a 'How to Send Email' section with instructions: '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.'

## 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

The screenshot shows a web interface for managing contacts. At the top, there are four navigation buttons: HOME, EMAIL (highlighted with a red circle), PROGRESS, and PERSONAL PAGE. Below the navigation is a 'Contacts' section with a toolbar containing 'Compose Message', 'Add to Group', and 'Delete'. There is also an 'Email All' button and a search box labeled 'Search contacts by name or email'. Below the search box are two tabs: 'Individuals' and 'Groups' (highlighted with a red circle). The 'Groups' tab displays a list of contact groups with checkboxes and names: Donors, Non-Donors, Never Emailed, Needs follow-up, and Unthanked Donors. To the right of the main content is a sidebar with a vertical list of buttons: Compose, Drafts, Sent, and Contacts (highlighted with a dark background). Below the sidebar are two buttons: '+ Import contacts' and '+ Create Group'. At the bottom right, there is a 'How to Send Email' section with instructions on how to use the contact list.

HOME EMAIL PROGRESS PERSONAL PAGE

### Contacts

Compose Message Add to Group Delete

Email All

Search **contacts** by name or email

Individuals Groups

	Groups	Name
<input type="checkbox"/>	Donors	<no name>
<input type="checkbox"/>	Non-Donors	<no name>
<input type="checkbox"/>	Never Emailed	<no name>
<input type="checkbox"/>	Needs follow-up	<no name>
<input type="checkbox"/>	Unthanked Donors	<no name>
		<no name>
		<no name>
		<no name>

Compose

Drafts

Sent

Contacts

+ Import contacts

+ Create Group

#### 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**

## 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 donorss

HOME EMAIL **PROGRESS** PERSONAL PAGE

### View Personal Report

Personal

**Progress**

\$0.00 I Have Raised **\$2,000.00 My Goal (change)** 0% Percent 440 Days Left

\$ Enter cash/check donations

\$ Make a self donation

Top 10 Donors

● Gift Amount

\$1.00

\$0.50

\$0.00

06-04-2013 06-18-2013

**Donation History**

Gift Notifications: **On** ( [turn off](#) )

( [View all personal donations](#) or [Download personal donation list](#) )