



walk to
create a world
free of MS

WALK MS: 2014 PARTICIPANT CENTER GUIDE

WALK TO CREATE A WORLD FREE OF MS

walkMSmaryland.org or 1.800.344.4867





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BE INSPIRED. GET CONNECTED. WALK MS.

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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 MuckRuckus 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 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

[Forgot Username or Password?](#)

Welcome, Username

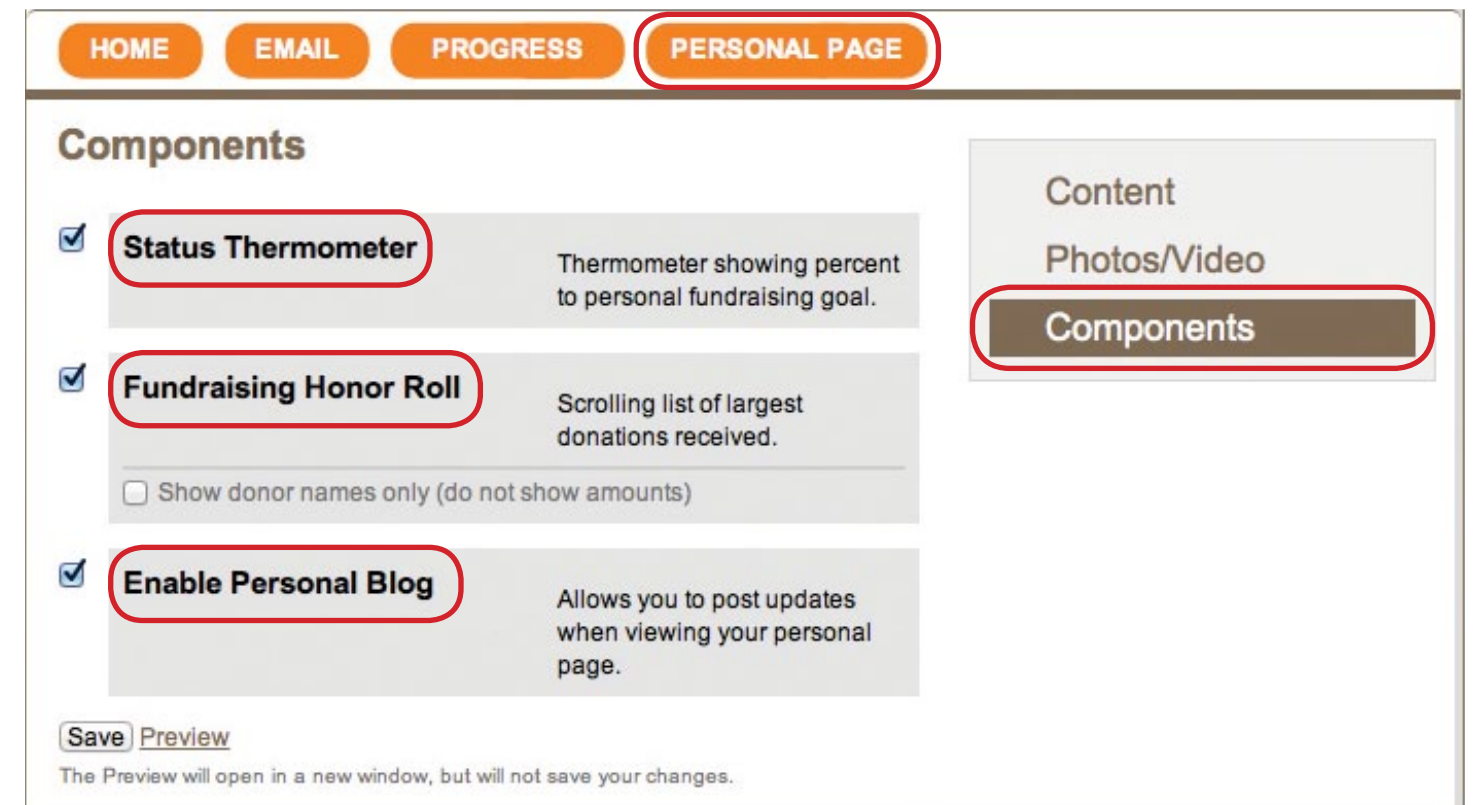
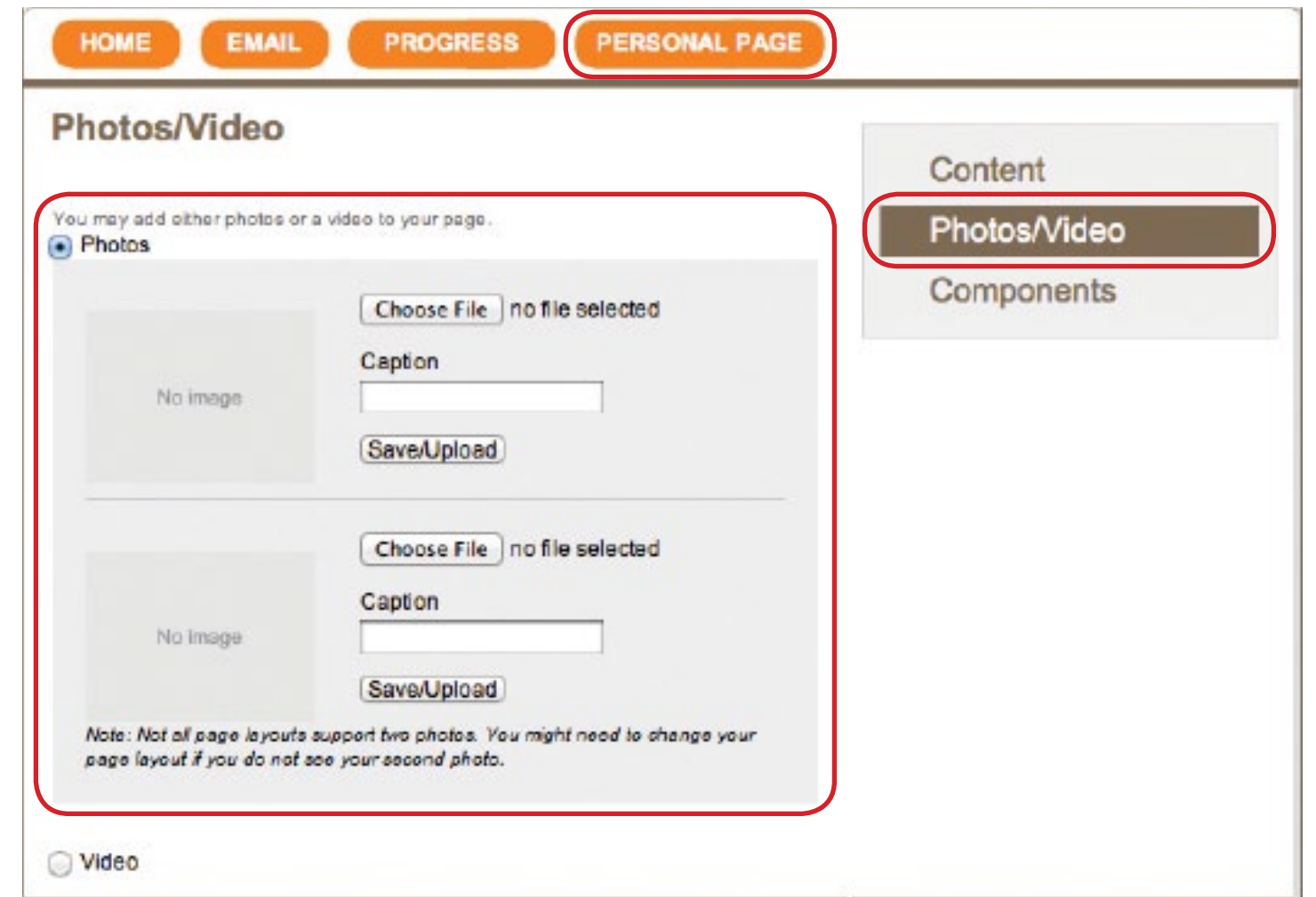
[Walk MS Participant Center](#) | [Edit Account](#) | [Log Out](#)

The screenshot shows the 'Participant Center' interface for a user named 'Username'. At the top, there are navigation tabs: HOME, EMAIL, PROGRESS, and PERSONAL PAGE. The 'Overview' section features a progress bar and statistics: \$5.00 I HAVE RAISED, \$100.00 MY GOAL (change), 5% PERCENT, and 339 DAYS LEFT. A 'WELCOME TO YOUR PARTICIPANT CENTER' message is displayed, along with a '2013 WAS Test Walk MS Space Needle' event announcement. A 'Start using your Walk MS Participant Center!' section lists several actions: Set your fundraising goal, Customize your personal fundraising page, Recruit other walkers, Send e-cards, and Send emails requesting donations. A 'You can also fundraise with Facebook' section mentions the 'Fundraise with Facebook app'. On the right side, there are buttons for 'Send email' and 'Enter new gift', and a 'What to do next?' section with a link to 'Add contacts to Address Book'.

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.



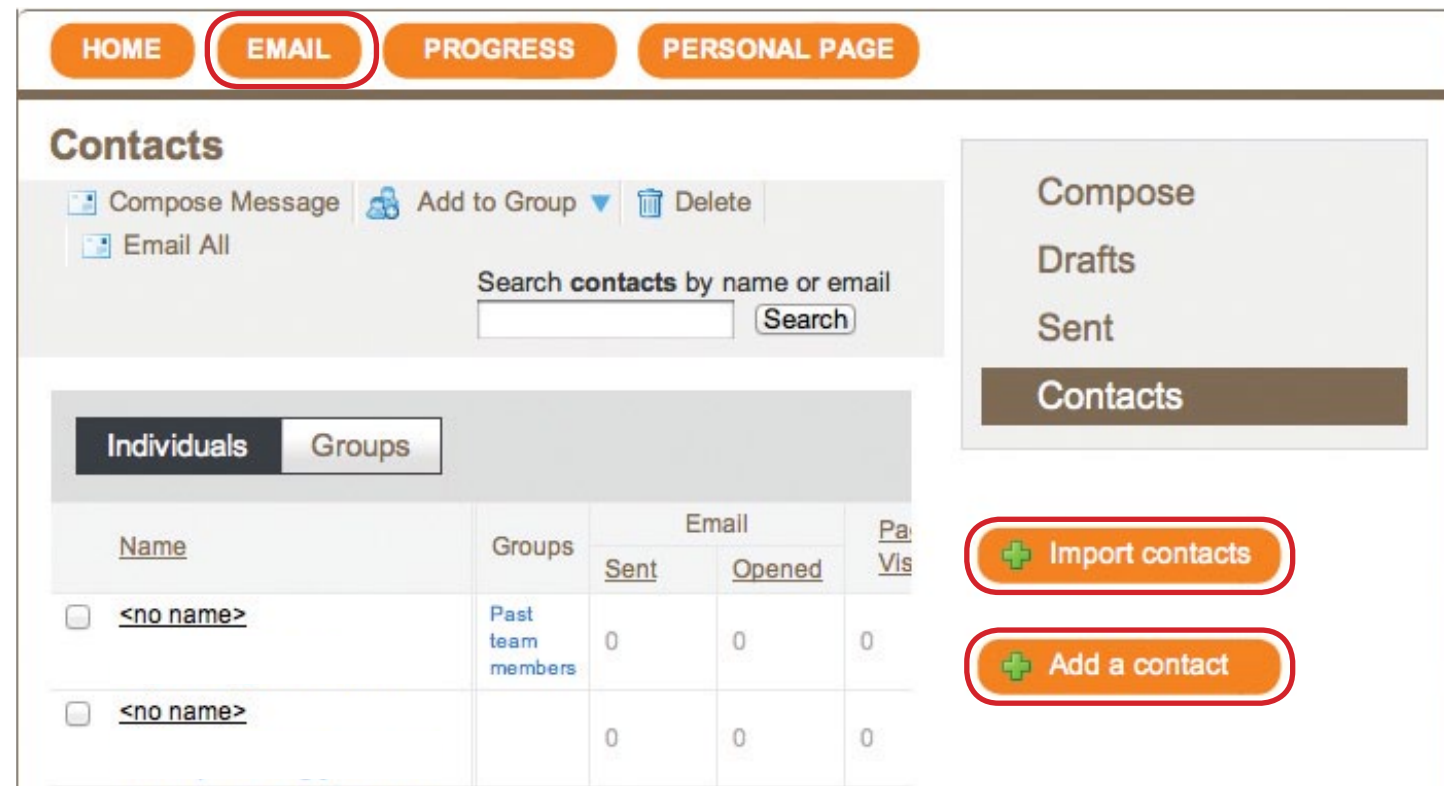
ADDRESS BOOK

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

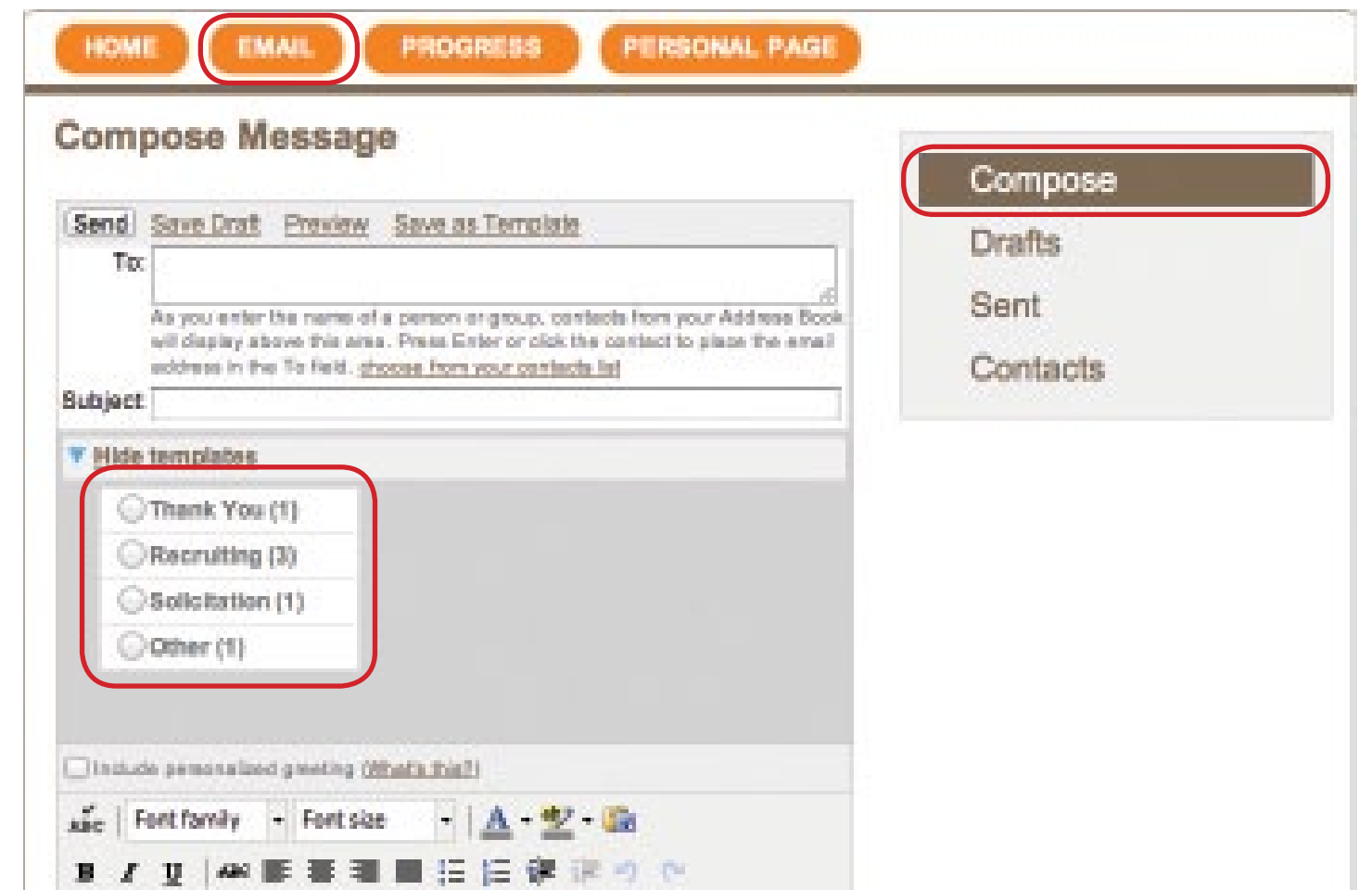
The email section allows you to send messages to your friends, family and co-workers to ask for donations in support of your participation.

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.

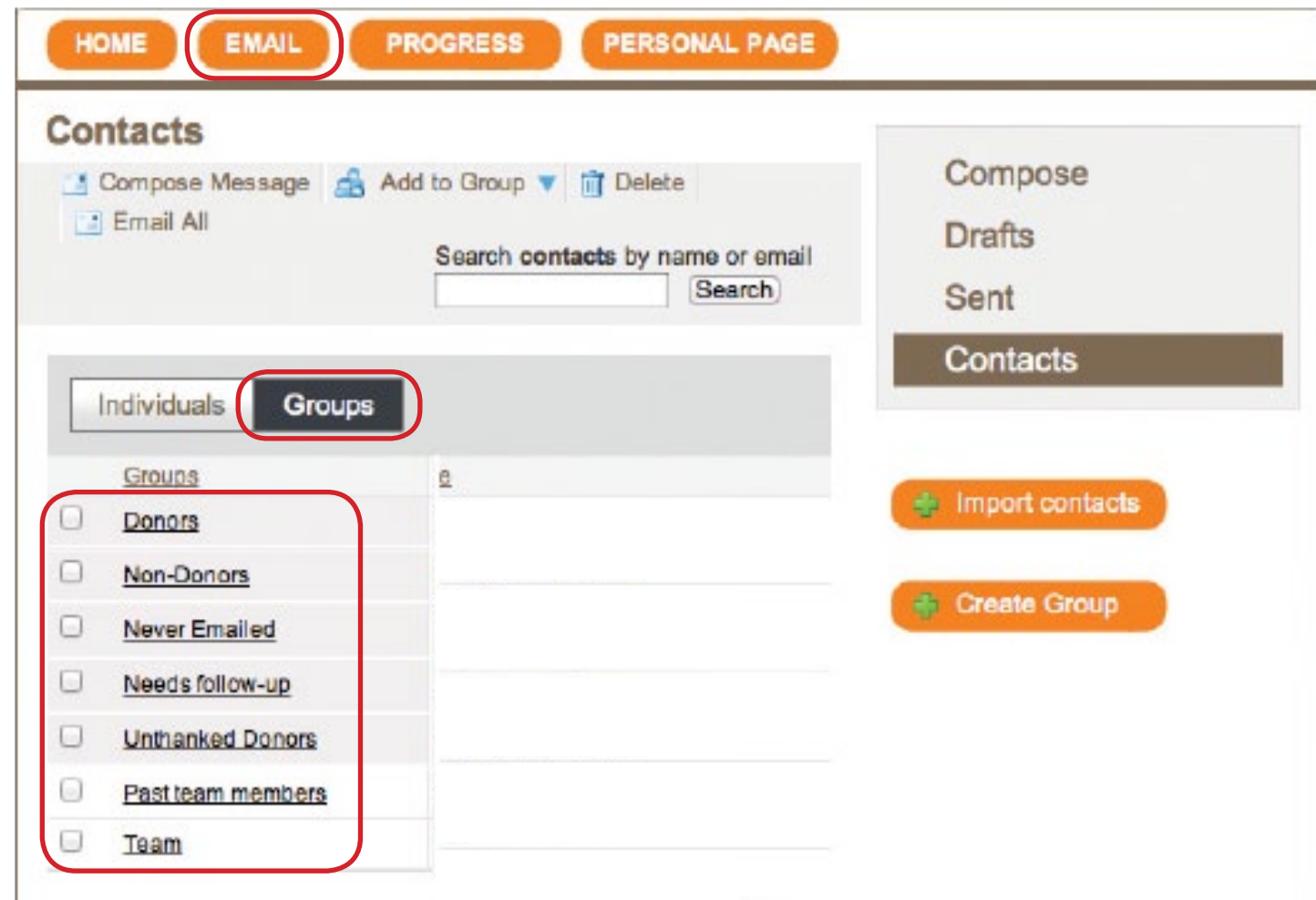


FOLLOW-UPS

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

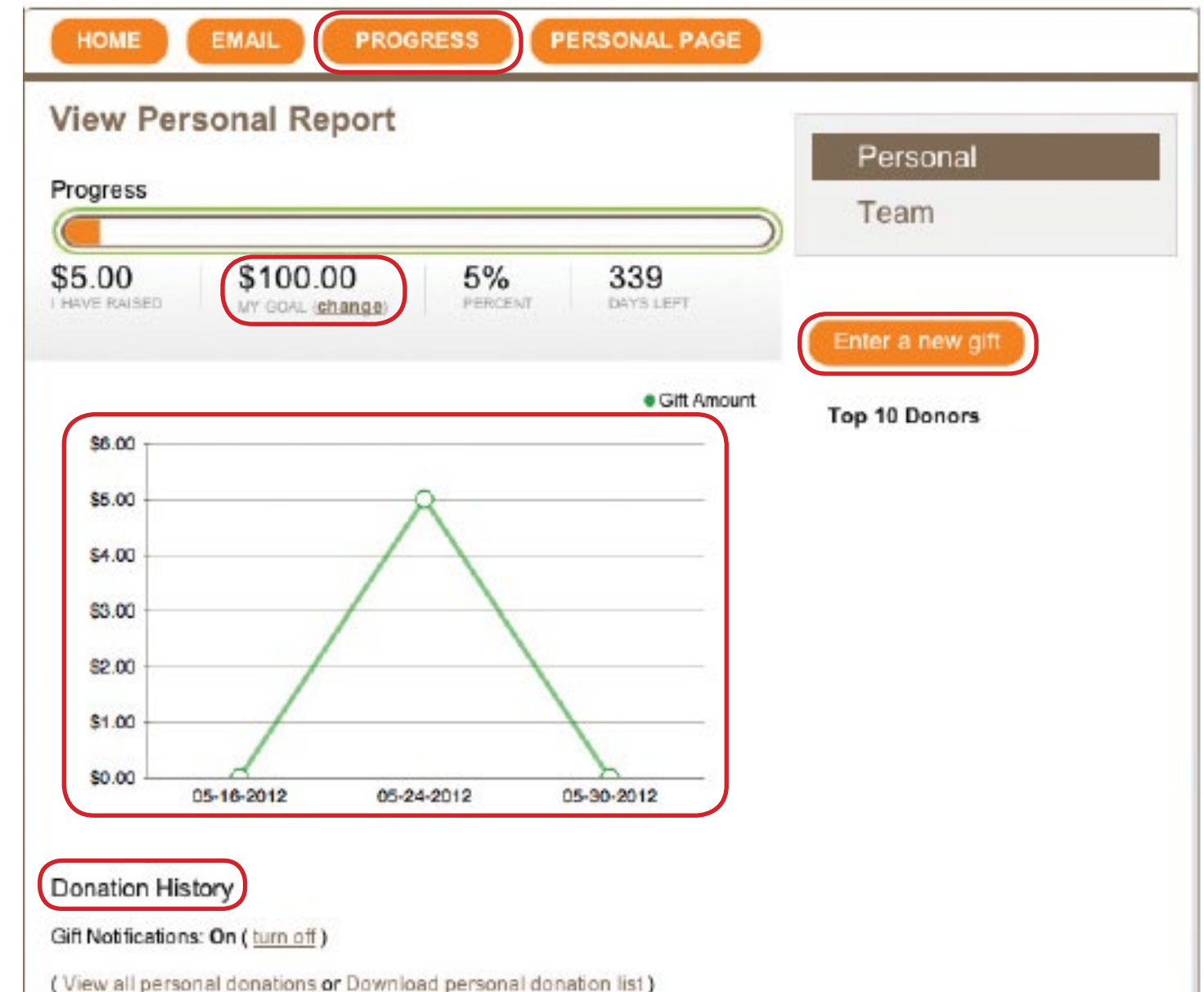


MY PROGRESS

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



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