

We race towards more than a finish line,
We race towards a cure!



TM
**TEAM
RACE
FOR
ALS**

**PARTICIPANT CENTER
USER GUIDE**



TABLE OF CONTENTS

- Online Fundraising Benefits Page 3
- Participant Center Overview Page 3
 - Username and Password
 - Log in
- Participant Center Home Page Page 4
- Fundraising Pages Page 5
 - Personal Page
- Email Page 7
 - Composing Emails
 - Adding Contacts
- Progress Page 12
 - Personal Progress

We strongly encourage you to spend some time exploring the Participant Center. If you have questions or need help, please don't hesitate to contact us.

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ONLINE FUNDRAISING BENEFITS

Online fundraising has dramatically increased over the past few years. There are many benefits to using online platforms to ask for support and raise funds. Did you know...

- Participants who update their personal fundraising page raise on average **\$678.92 more** than those who do not update their page?
- Participants who send emails raise on average **\$583.65 more** than those who do not send emails?
- Participants who send emails receive on average **7 more** gifts than those who do not send emails?
- Facebook and other **social media channels** make it easier than ever to share why you are participating on Team Race for ALS, **encourage your followers to join in** and collect donations?

To help accommodate this growing trend, we have created a robust Participant Center for you to utilize. This online portal is designed to streamline your fundraising and recruitment efforts. There is a lot of functionality, most of which is explained in great detail throughout this packet.

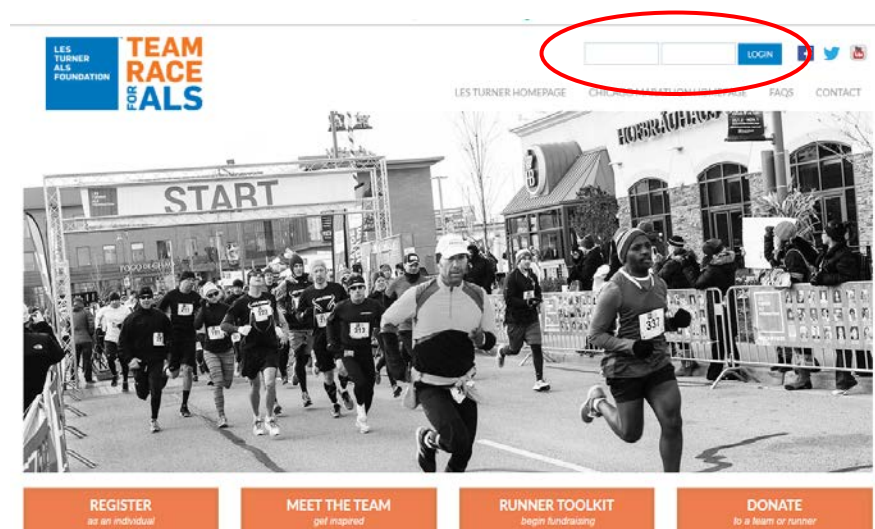
PARTICIPANT CENTER OVERVIEW

The **Participant Center (PC)** is available to every registered event participant. In order to access the PC, first time participants will need to create a username and password and returning participants will need to enter their existing information during the event registration process.

Write down your username and password and store it in a place that you can easily reference.

Log in

To **log in to your Participant Center**, simply enter the username and password you created during registration at the top of the event home page. You can also log in directly from the confirmation screen or email you receive after completing registration.



PARTICIPANT CENTER HOME PAGE

When you log in to your Participant Center, you will automatically be on the **'Home' tab**. This dashboard includes [shortcuts to the most frequently used tools](#), including:

1. Customizing your fundraising page(s)
2. Adding contacts to your PC address book
3. Sending emails
4. Thanking your donors
5. Updating your fundraising goal
6. Reviewing your fundraising progress
7. Viewing your recent activity

You can click on the tabs at the top of the page and quick links on the side bar for added functionality. Additional details for each tab are included in upcoming sections of this packet.

The screenshot displays the Participant Center Home Page. At the top, there are navigation tabs: Home, Email, Progress, and Personal Page. The main content area is titled "Overview" and shows "Your Fundraising Progress" with a progress bar. Below the progress bar are four boxes: "I Have Raised" (\$0.00), "My Goal (change)" (\$100.00), "Percent" (0%), and "Days Left" (42). A "Send email" button is located in the top right corner. On the right side, there is a sidebar with links: Add Contacts, View Your Progress, Edit Personal Page, Email Team, and Change Team Membership. The "View Your Progress" link has a blue box with the number 7. Below the "Overview" section is a "What to do next?" section with a list of tasks, each with a numbered blue box: 1. Set up your Personal Page, 2. Add Contacts to Your Address Book, 3. Send an Email, 4. Thank your Donors, 5. Set up your Personal Page, and 6. Reach Out. At the bottom, there is a "Recent Activity" section with a table header: Date, Activity, Description, and Additional Info.

FUNDRAISING PAGES

All registered participants will receive a [Personal Fundraising Page](#). This page is a public website designed to help with fundraising efforts.

Your Personal Page will automatically have generic event text but we strongly encourage you to [customize your page](#). Fundraising pages with photos/videos and unique stories are proven to be more compelling and as a result, yield larger and more frequent donations.

If you need help with the personalization, please contact Shelby at sanderson@lesturnerals.org or 847 745 6024.

Personal Page Summary

After completing registration, you will be given a default Personal Page that includes the following information:

1. Customizable text, photos/video and greeting line
2. Link to donate to you as an individual
3. Your personal fundraising progress compared to your original goal
4. Honor roll of donors who contributed to you and designated that their gift can be made public during the donation process
5. Shortcuts for you to share a direct link to your Personal Page on your various social media accounts

The screenshot shows a web browser displaying a personal fundraising page for the Les Turner ALS Foundation. At the top left is the logo for 'TEAM RACE FOR ALS'. Below it, a navigation bar includes links for 'LES TURNER HOMEPAGE', 'CHICAGO MARATHON HOMEPAGE', 'FAQS', and 'CONTACT'. A 'LOGIN' button and social media icons for Facebook, Twitter, and YouTube are also present. The main content area is titled 'Welcome to My Personal Fundraising Page' with a blue callout box containing the number '1'. Below the title is a photo of a blue shirt with the text 'I RUN FOR THOSE WHO CAN'T'. To the right of the photo is a paragraph of text: 'I have joined Team Race for ALS and will participate in the 2018 Bank of America Chicago Marathon of behalf of the Les Turner ALS Foundation. I believe in providing the best possible care to Chicagoland area ALS patients and their families and I believe that the money we raise together will lead to finding a cure for ALS. Join me as we race towards more than a finish line, we race towards a CURE!'. Below this text is another paragraph: 'Since 2011 Team Race for ALS- Chicago Marathon, has attracted over 200 runners from around the globe and has raised over \$300,000 for the Foundation. In 2017, the team had 20 participants and raised over \$30,000! The money we raise together goes toward helping people currently living with ALS (PALS) and their families through the Foundation's Home and Community Service and grant programs. It also supports the Les Turner ALS Research and Patient Center at Northwestern Medicine where PALS are seen by a multi-disciplinary clinical staff at the Lois Insolia ALS Clinic, ensuring no part of their disease goes unseen and untreated. The Center also supports full functioning research laboratories, each providing hope of a future without ALS.' Below this paragraph is a 'View More' link. To the right of the text is a 'DONATE NOW' button with a blue callout box containing the number '2'. Below the button is a 'PERSONAL PROGRESS:' section showing '2% of Goal' and '\$25 Raised' with a blue callout box containing the number '3'. Below this is a 'FUNDRAISING HONOR ROLL' section with a blue callout box containing the number '4'. At the bottom is a 'SHARE' section with social media icons for Facebook, Twitter, and Email, and a blue callout box containing the number '5'. At the very bottom of the page, there is a small link: 'If you think this page contains objectionable content, please [inform the system administrator](#).'

Personal Page Customization

To **customize your Personal Page**, click on the **'Personal Page' tab** when logged in to your PC. You will automatically be directed to the **'Content' sidebar**. From here, you can complete the following actions:

1. View your current Personal Page
2. Create a user friendly URL to make it easier for people to visit and find your page
3. Add a personalized title/greeting
4. Personalize the text by sharing why you are participating and edit the text format
5. Preview your updates
6. Save any changes made

The screenshot shows the 'Personal Page' customization interface. At the top, there are navigation tabs: Home, Email, Progress, and Personal Page. Below this is the 'Edit Your Personal Fundraising Page' section, which includes a 'View Personal Page' link (1). The 'Personal Page URL' is shown as 'http://events.lesturnerals.org/goto/LRice' (2). The page is set to 'Public'. The 'Title' field contains 'Welcome to My Personal Page' (3). The 'Body' section has a rich text editor (4) with the following text: 'Join me as I participate in the Les Turner ALS Foundation's Team Race for ALS. I believe in the mission of the Les Turner ALS Foundation, I believe in providing the best comprehensive care to people living with ALS and their families in Chicagoland and I believe that the money we raise together will lead to treatments and a cure for ALS. This cause is important to me and people living with ALS need your help! ALS is scary. Really scary. Its rapid progression can mean tomorrow is often worse than today. As a result, people living with ALS are overwhelmed and unsure of what questions to ask and what to do next. But that's where the Les Turner ALS Foundation comes in. The Foundation is here to care for those affected by the disease, answer their questions and support them and their loved ones every step of their journey. I'm proud to be a member of the Les Turner ALS Foundation family. Join me as we work to support people living with ALS and those who love them every step of the way! **Please consider making a donation to help me reach my fundraising goal.** Together, we can make an impact in the fight against ALS.' At the bottom, there are 'Preview' (5) and 'Save' (6) buttons. A small note states: 'The Preview will open in a new window, but will not save your changes.'

To upload a photo or video, click the **'Photos/Video' sidebar** on the 'Personal Page' tab, select the appropriate radio button and follow the instructions.

The screenshot shows the 'Photos/Video' sidebar on the 'Personal Page' tab. The sidebar is circled in red. It contains the text: 'You may add either photos or a video to your page.' There are two radio buttons: 'Photos' (selected) and 'Video'. Under 'Photos', there is a file upload area with a 'Choose File' button and the text 'No file chosen'. Below this is a 'Caption' field. At the bottom of the 'Photos' section, there is a 'Save/Upload' button and a link to 'remove photo'. The 'Content' sidebar is visible in the background.

EMAIL

Within the **'Email' tab**, you can complete the following actions:

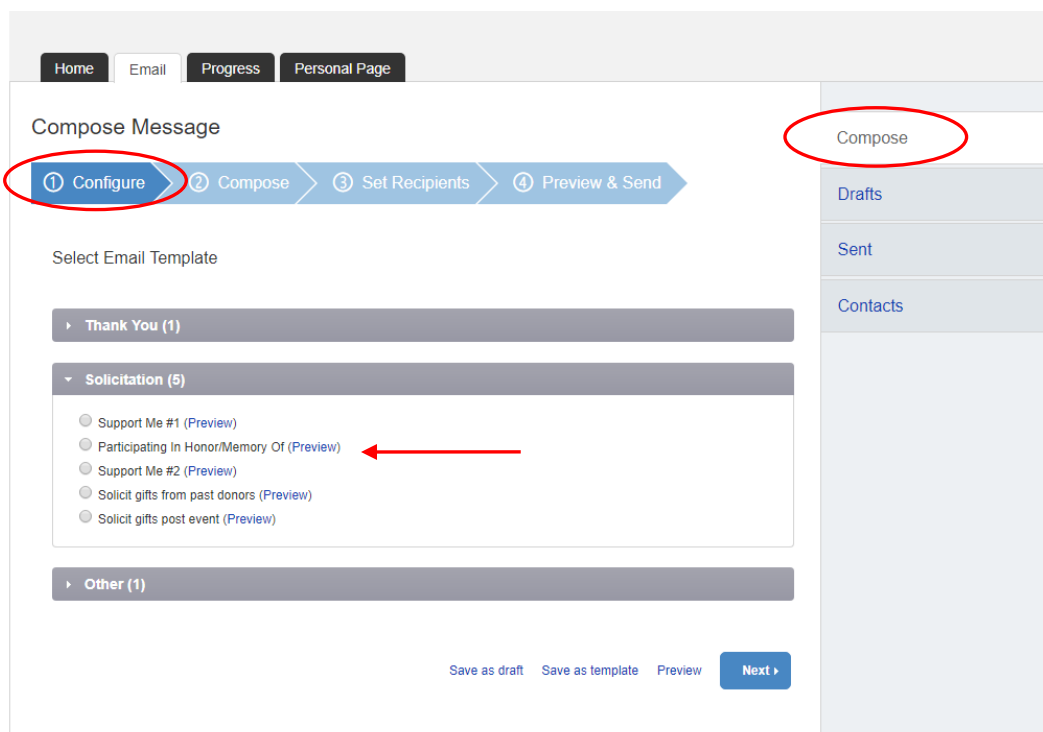
- Create and send emails
- View a log of sent emails
- Import contacts into your PC address book

Please note: A link to your Personal Page will automatically be included at the footer of every email you send. This ensures your friends and family can donate directly to your personal fundraising total.

Create and Send Emails

When you select 'Email', you will automatically be taken to the **'Compose' sidebar** which is where you will configure, compose, select recipients and send emails.

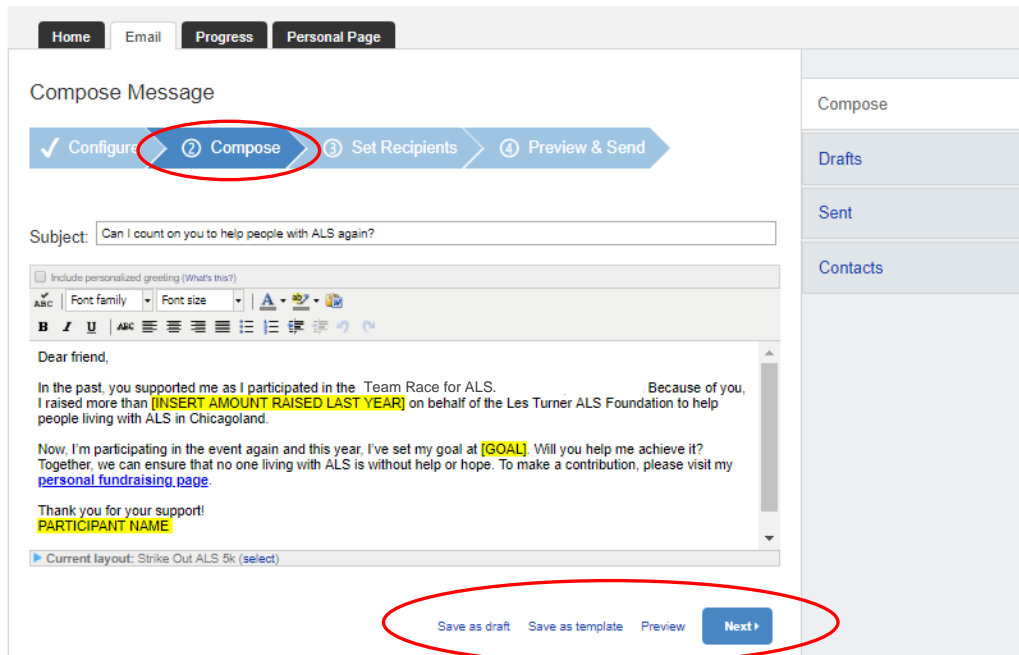
The first step is to configure your email. **To help guide you, templates have been created.** You can preview each template by expanding its corresponding drop down and selecting 'Preview'. You can also start from scratch under the 'Other' dropdown. Select the appropriate email template radio button and click 'Next' at the bottom of the page.



Now, you can **customize the content and formatting of the chosen template**. Remember, this is another opportunity for you to share your story!

You will also notice that certain fields are highlighted in yellow. These fields should be customized as indicated in the template prior to sending to potential donors or supporters.

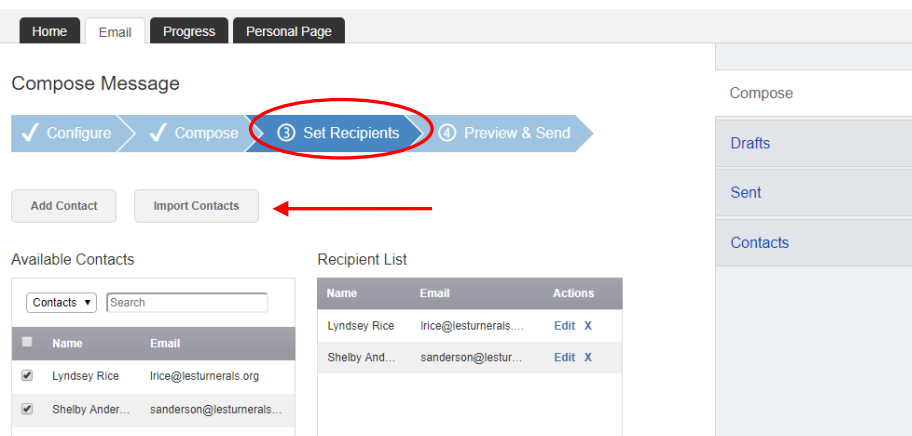
Once the email has been customized and updated, select 'Preview' to view your changes and then select 'Next' at the bottom of the page.



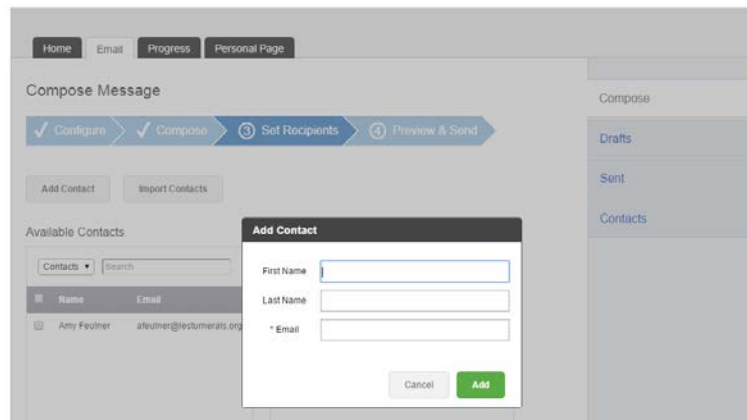
Please note: If you want to finish your email at a later time, you can select 'Save as draft'. You can also save the revised email as a template for future use by selecting 'Save as template'.

Add Contacts

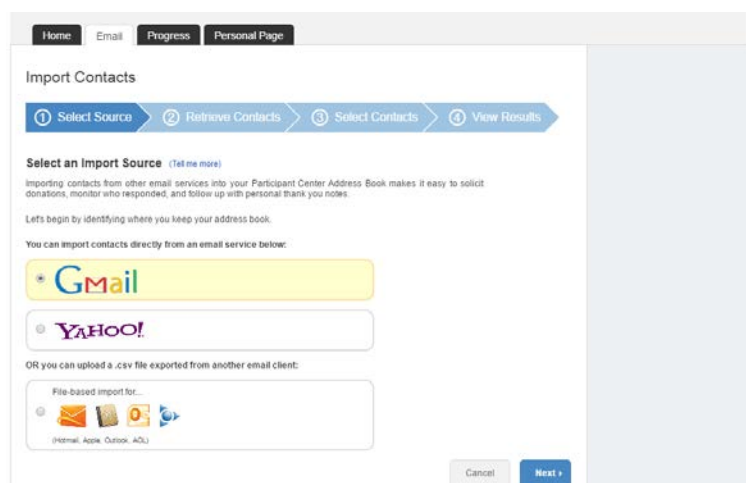
Now that the email is ready to be sent, the next step is to **select the recipients**. You can enter contacts one by one or import a group of contacts.



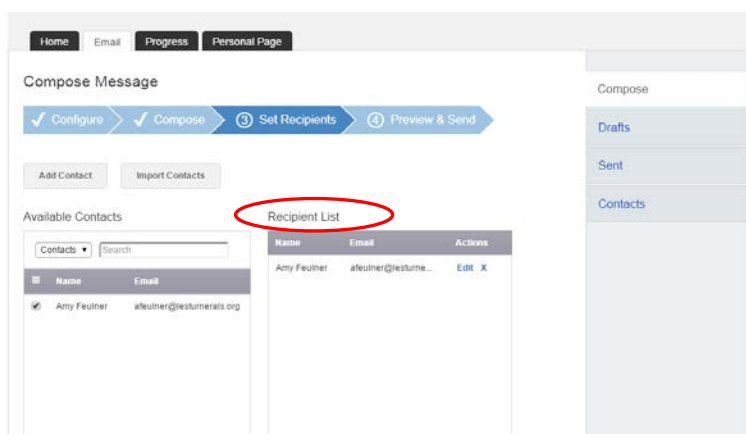
To **enter contacts individually**, select the 'Add Contact' button, enter the contact's first name, last name and email address and select 'Add'.



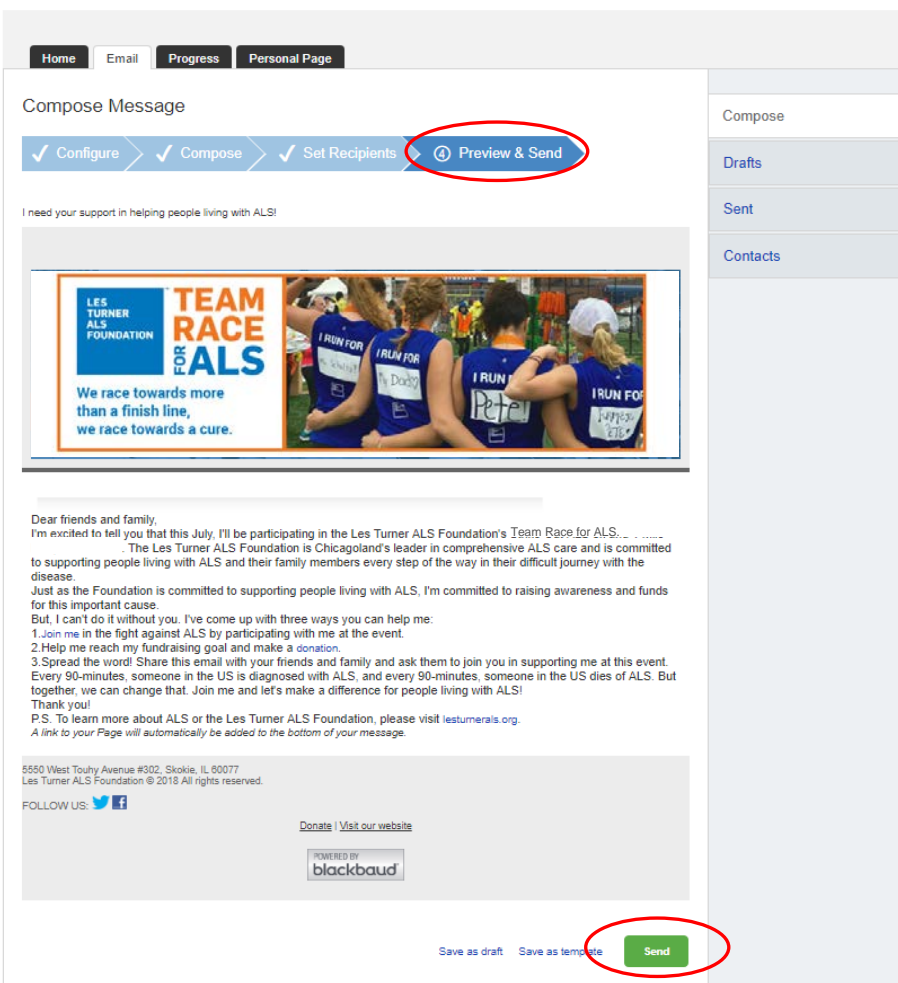
To **import a group of contacts**, select the 'Import Contacts' button, designate your email source, select 'Next' and follow the prompts as guided.



Once contacts have been added individually or imported as a group, select the names that you would like to send the email to to add them to the '**Recipient List**' in the right column. Once all of the names have been selected, select 'Next'.

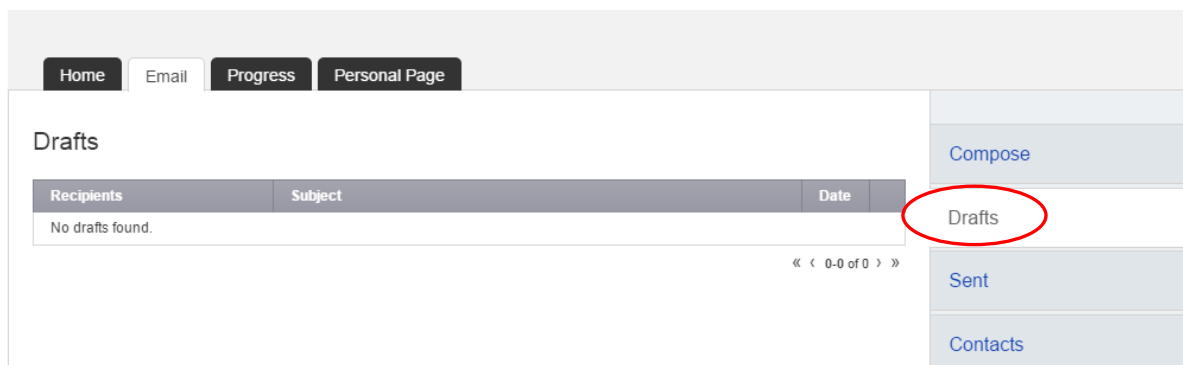


With the email written and the recipients selected, you are now able to **preview your email** one final time. If everything is okay, you can select the green **'Send'** button.



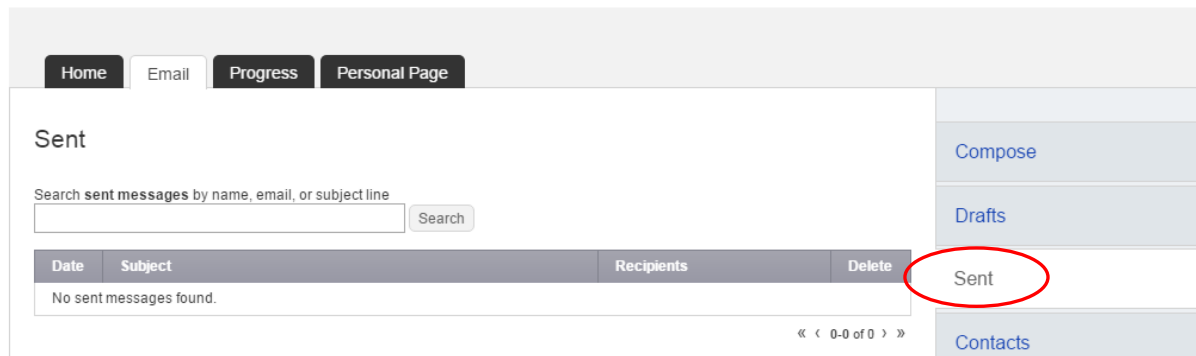
Drafts

You can view, edit/send and delete previously saved drafts by clicking on the **'Drafts'** sidebar under the 'Email' tab.



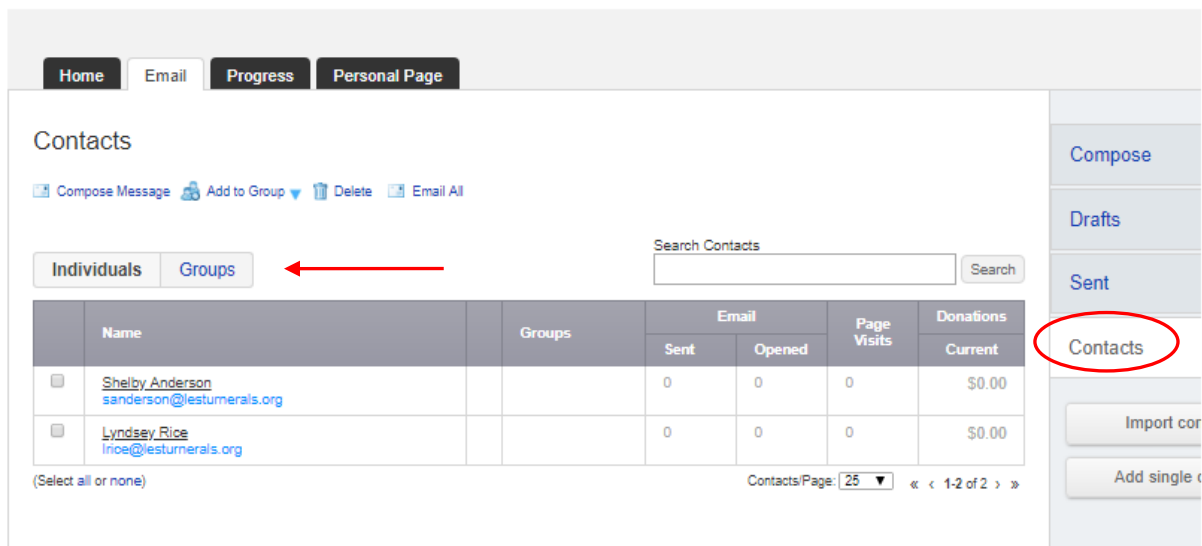
Sent

You can view previously sent emails by clicking on the **'Sent' sidebar** under the 'Email' tab.



Contacts

To import, add and manage your contacts, click on the **'Contacts' sidebar** under the 'Email' tab, click on the various buttons and follow the instructions as prompted.



The **'Groups' function** within 'Contacts' is a great way to organize your contacts. You can create groups for current donors, past donors, etc. to make communicating with the various groups of contacts easier and more streamlined.

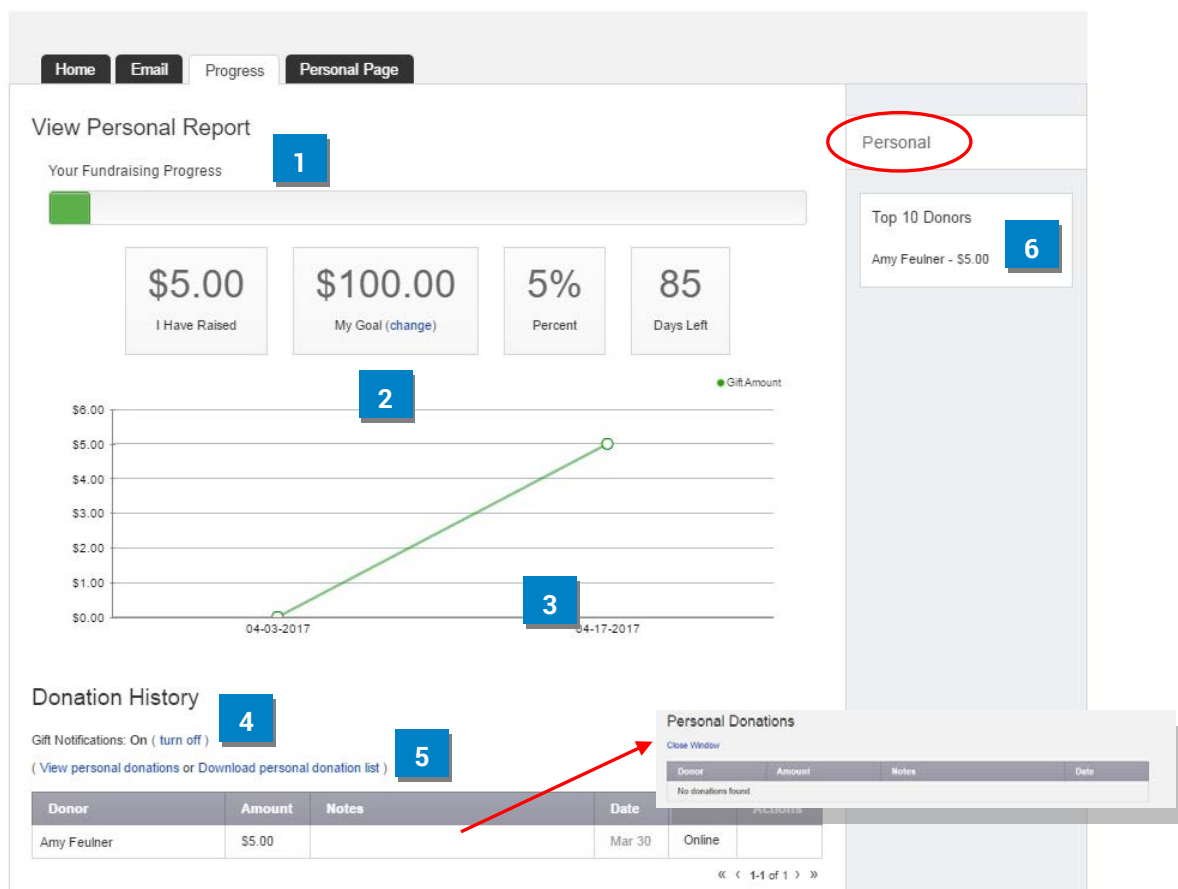
PROGRESS

The **'Progress' tab** provides a snapshot of your personal fundraising efforts.

Personal Progress

You will be directed to the **'Personal' sidebar** when you initially click the 'Progress' tab. On this particular page, you will be able to do the following:

1. View the total amount you have raised, personal fundraising goal indicated during registration, percent to personal fundraising goal and days until event
2. Update your personal fundraising goal
3. View a daily chart of personal donations received
4. Change email notifications settings ('on' means you will be notified every time someone makes a contribution, 'off' means you will not be notified when someone makes a contribution)
5. View and/or download a list of all personal donors
6. View top 10 personal donors



Tip: Achieving your personal fundraising goal is fantastic accomplishment! Once you hit this milestone, we recommend that you increase your goal to encourage additional donations.