

PARTICIPANT CENTER USER GUIDE



WALK FOR HOPE.
WALK FOR HELP.
WALK FOR LIFE.

TABLE OF CONTENTS

 Online Fundraising Benefits Page 1 Participant Center Overview Page 2 Username and Password o Log in Participant Center Home Page Page 4 Page 5 Fundraising Pages Personal Page o Team Page Email Page 10 Composing Emails Adding Contacts **Progress** Page 16 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 the Special Events Team.

847 679 3311 events@lesturnerals.org

ONLINE FUNDRAISING BENEFITS

Team Progress

Online fundraising has dramatically increased over the past few years. In fact, in 2016, over 65% of all ALS Walk for Life donations were made online and this number continues to grow each year.

In addition to ease, there are many benefits to online fundraising. Did you know...

- Walk participants who send emails raise on average \$134.46 more than those who do not send emails?
- Walk participants who send emails receive on average 3 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 in the ALS Walk for Life and to encourage your followers to join you?

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.

PARTICPANT CENTER OVERVIEW

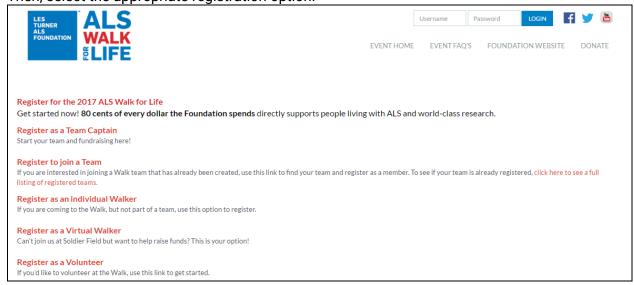
The Participant Center (PC) is available to every registered event participant. In order to access the PC, first time participants will need to create a username and password and returning participants will need to enter their existing information during the event registration process. Write down your username and password and store it in a place that you can easily reference.

Username and Password

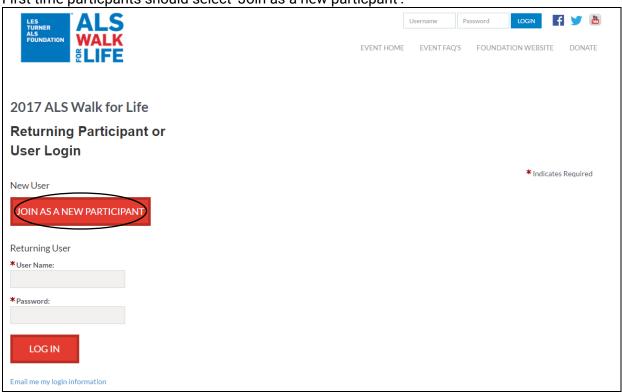
For new and repeat participants, click the 'Register' button on the Walk home page to begin.



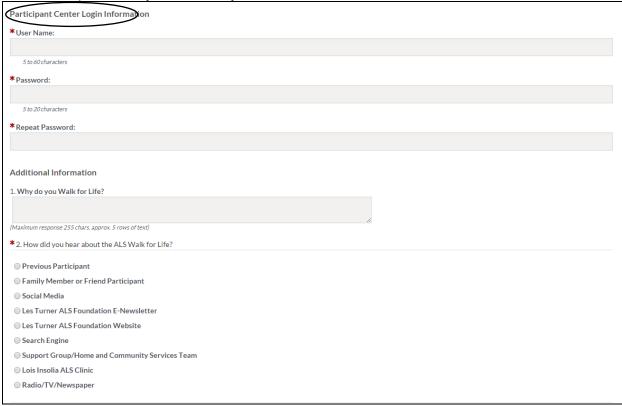
Then, select the appropriate registration option.



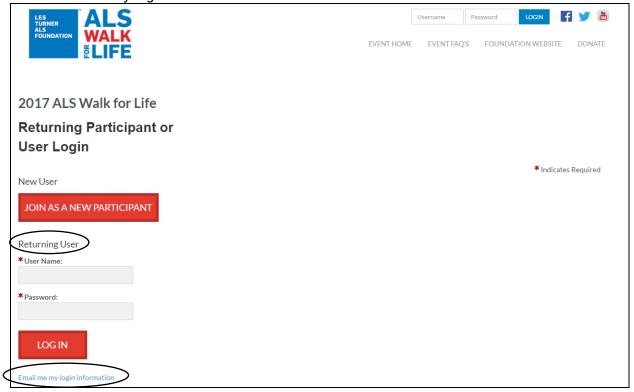
First time particpants should select 'Join as a new particpant'.



Complete the following steps as directed. During step 3, you will indicate your username and password. As a reminder, we recommend you write down your username and password and store it in a place that you can easily reference.



Returning participants will need to enter the username and password that they previously created in order to begin the registration process. If you forgot your username and/or password, click 'Email me my login information' and follow the instructions in the email.



Log in

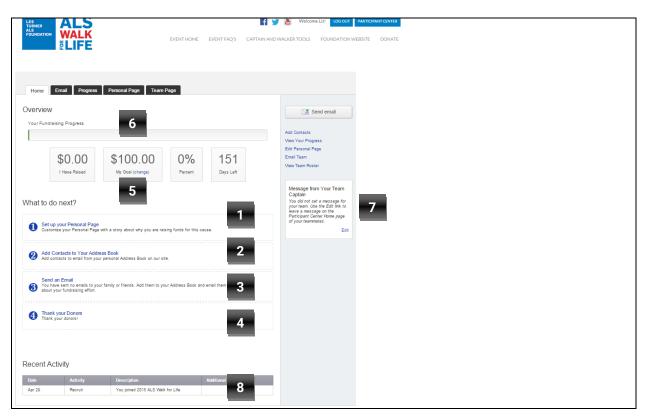
To log in to your Participant Center, simply enter the username and password you created during registration at the top of the Walk home page. You can also log in directly from the confirmation screen or email you receive after completing registration.



PARTICPANT 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. Communicating with your team members
- 8. Viewing your own and other team member's 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.

Please note: The PC home screenshot above is for a captain. Walkers' PC home page will be nearly identical but will not include the 'Team Page' tab. Captains will have more functionality than walkers, including the ability to:

- Personalize the Team Page
- Update the Team's fundraising goal
- Send a message to all team members which will appear when they log in to their PC
- View and download transaction reports that summarize all donations made to the team

FUNDRAISING PAGES

All registered walkers will receive a Personal Fundraising Page. Team captains will also receive a Team Fundraising Page. Both types of pages are public websites designed to help with recruitment and fundraising efforts.

If you participated last year, you will have access to last year's participant center information as well as any personalized text and/or photos you uploaded to your Personal Fundraising Page. All other Personal and Team Pages page will automatically have generic event text but we strongly encourage you to customize your page(s). 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 the Foundation Event Staff at events@lesturnerals.org or 847 679 3311. We are more than happy to customize your Personal or Team page on your behalf.

Personal Page Summary

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

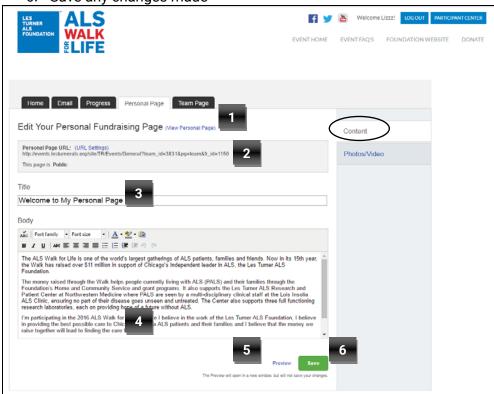
- 1. Customizable text, photos/video and greeting line
- 2. Link to donate to you as a walker
- 3. Link to register to join your team
- 4. Link to your Team Page
- 5. Your personal fundraising progress compared to your original goal
- 6. Honor roll of donors who contributed to you and designated that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



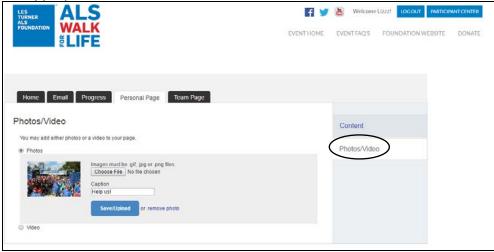
Personal Page Customization

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 Walk for Life and edit the text format
- 5. Preview your updates
- 6. Save any changes made



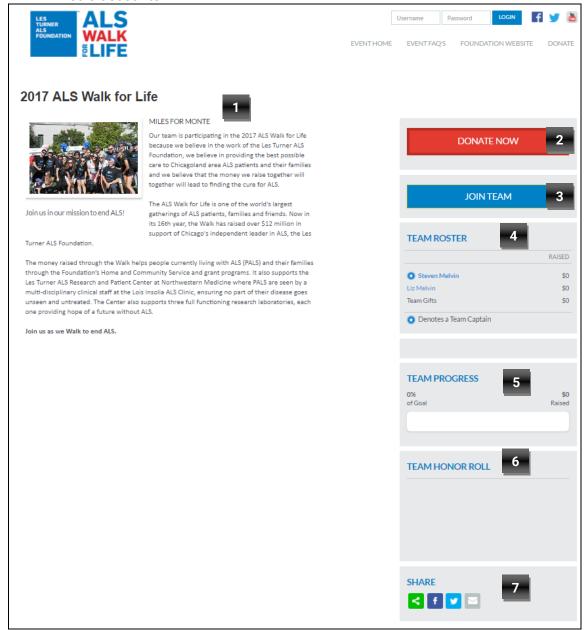
To upload a photo or video, click the 'Photos/Video' sidebar on the 'Personal Page' tab, select the appropriate radio button and follow the instructions.



Team Page Summary

As mentioned above, a Team Page will be automatically be generated when a team registers. This page includes the following information:

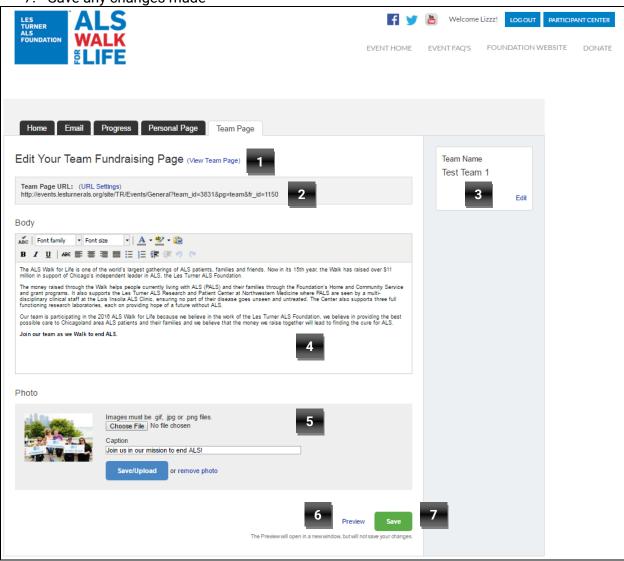
- 1. Customizable text and photos/video
- 2. Link for visitors to donate to the team (gifts made through this link are not attributed to an individual walker, therefore, they are considered general team gifts and will be included in the Team Gifts total).
- 3. Link for visitors to register to join the team
- 4. A team roster that indicates the total amount raised by each walker and includes clickable links to walkers' Personal Pages
- 5. Team's overall fundraising progress compared to its original goal
- 6. Honor roll of all team donors (both general team and specific walkers) who designated that their gift can be made public during the donation process
- 7. Shortcuts for anyone to share a direct link to the Team Page on their various social media accounts



Team Page Customization

Only captains are given access to update the Team Page. To do so, captains should click on the 'Team Page' tab when logged in to their PC. From here, the following actions can be completed:

- 1. View the current Team Page
- 2. Create a user friendly URL to make it easier for people to visit and find the Team Page
- 3. Edit the team name
- 4. Personalize the text by sharing why this team participates in the ALS Walk for Life and edit the text format
- 5. Upload a personal photo or video
- 6. Preview updates
- 7. Save any changes made



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

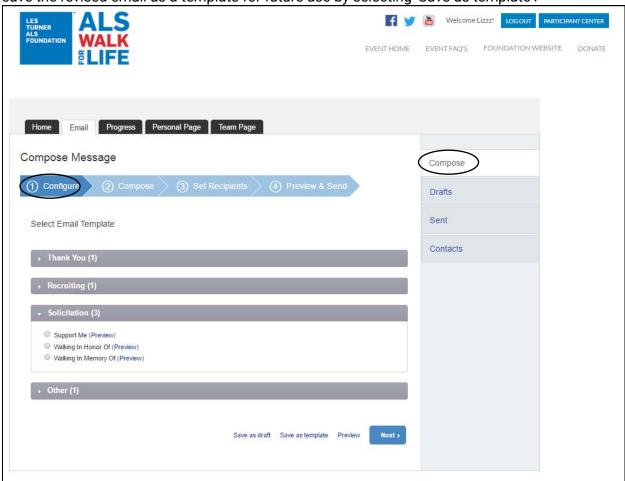
Please note: A link to your Personal Page will automatically be included at the footer of every email you send. This ensures your friends and family can donate directly to your personal fundraising total.

Create and Send Emails

When you select the '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.

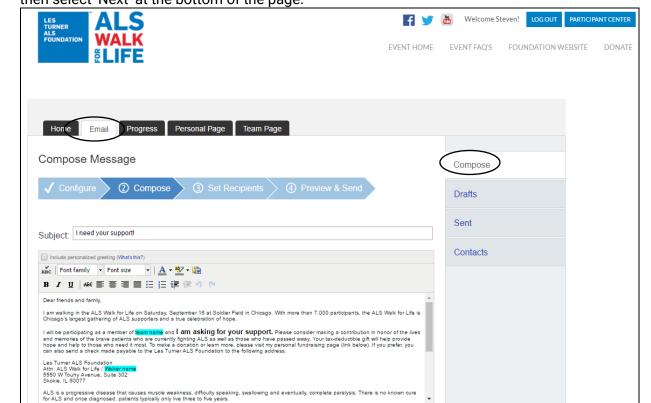
Please note: If you want to finish up at a later time, you can select 'Save as draft'. You can also save the revised email as a template for future use by selecting 'Save as template'.



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 turquoise. These should be customized with your name and/or team name as indicated in the template prior to sending to potential donors or walkers.

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



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.

TALS Foundation Events Enewsletter Stationery 40th Anniversary

TALS Foundation General Enewsletter Stationery_40th Anni

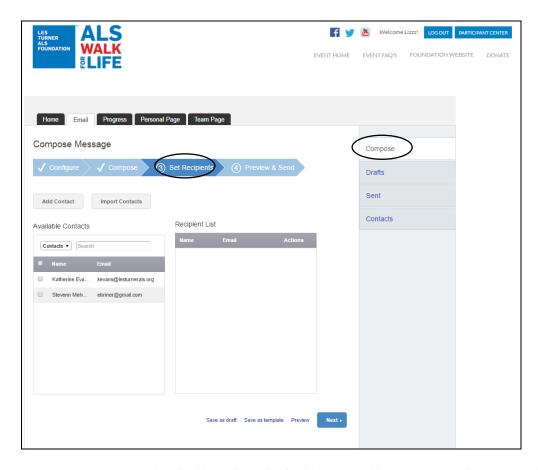
Please note: As team members register, they will automatically be added to the captain's 'Available Contact' list. General team donors will be added to all team members' 'Available Contact' list and personal donors will be added to the corresponding walker's 'Available Contact' list. This makes it easy for captains to communicate with their walkers and for everyone to thank their supporters. Repeat captains will also have email addresses for last year's registered participants preloaded in their Participant Center.

▼ Current layout: ALS Walk for Life Stationary (done selecting)

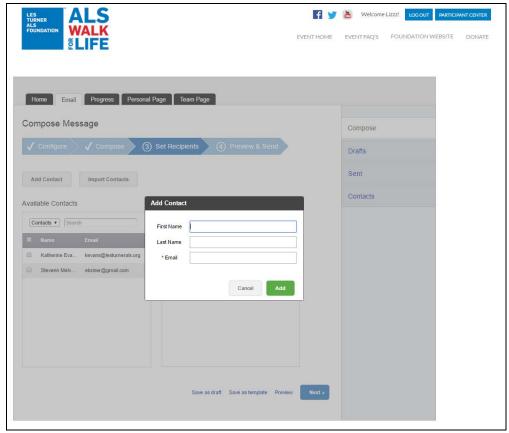
Calebrating hope & nelp since 1977

Autoresponder Stationery

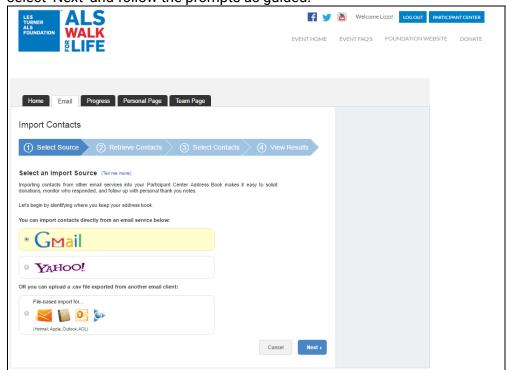
ALS Walk for Life Stationary



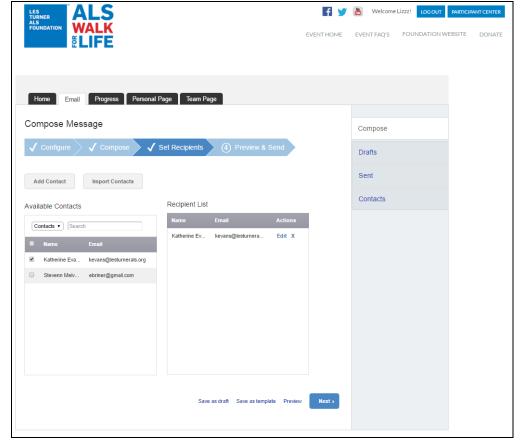
To enter contacts individually, select the 'Add Contact' button, enter the contact's first name, last name and email address and select 'Add'.



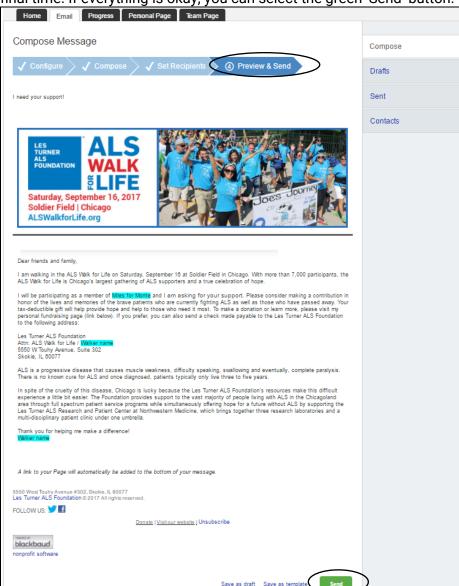
To import a group of contacts, select the 'Import Contacts' button, designate your email source, select 'Next' and follow the prompts as guided.



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'.

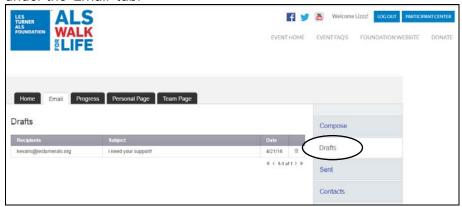


With the email written and the recipients selected, you are now able to preview your email one final time. If everything is okay, you can select the green 'Send' button.



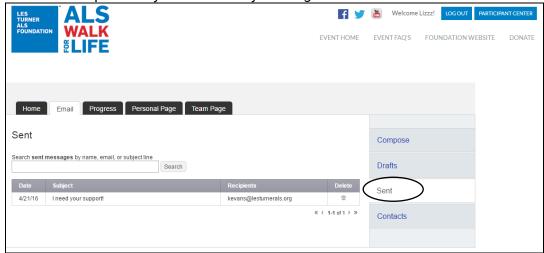
Draft Emails

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



Sent Emails

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

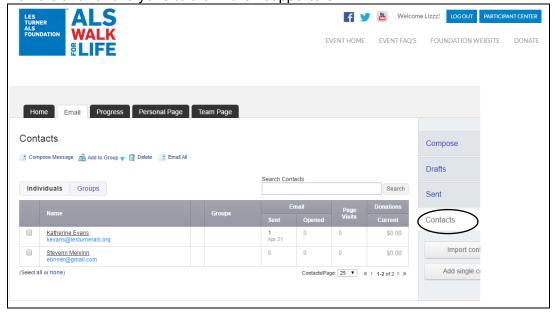


Contacts

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

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

As a reminder, as team members register, they will automatically be added to the captain's 'Available Contact' list. General team donors will be added to all team members' 'Available Contact' list and personal donors will be added to the corresponding walker's 'Available Contact' list. Repeat captains will also have email addresses for last year's registered participants preloaded in their Participant Center. This makes it easy for captains to communicate with their walkers and for everyone to thank their supporters.



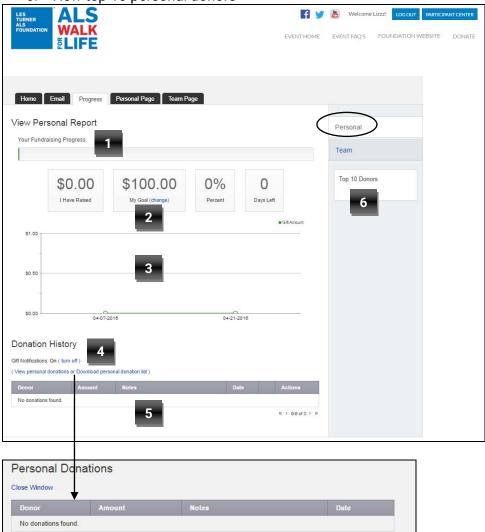
PROGRESS

The 'Progress' tab provides a snapshot of personal and team fundraising efforts.

Personal Progress

By default, 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 to your Personal Page, 'off' means you will not be notified when someone makes a contribution to your Personal Page)
- 5. View and/or download a list of all personal donors
- 6. View top 10 personal donors



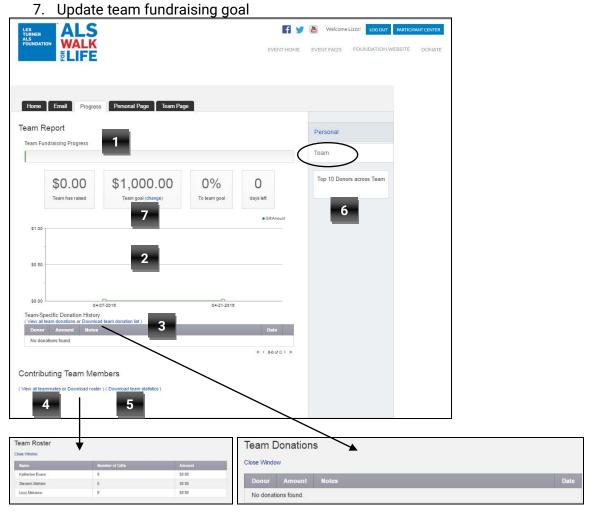
Hint: Achieving your personal fundraising goal is fantastic accomplishment! Once you hit this milestone, we recommend that you increase your goal to encourage additional donations.

Team Progress

You can also view your team progress by selecting the 'Team' sidebar while on the 'Progress' tab. On this particular page, you be able to do the following:

- 1. View the total amount your team has raised, team fundraising goal the captain indicated during registration, percent to team fundraising goal and days until event
- 2. View a daily chart of team donations received
- 3. View and/or download a list of all team donors
- 4. View and/or download a team roster that indicates how much each team member has raised (screenshot below)
- 5. Download team statistics report
- 6. View top 10 team donors

Captains will be able to complete the following actions:



Hint: Similar to personal fundraising goals, we recommend that captains increase their team fundraising goal once it has been achieved to encourage team members to keep fundraising.

Please note: When you click 'View' for one of the reports, a new tab will open in your browswer summarizing the finromation you requested. When you click 'Download', a .CSV file will download, allowing you to open, edit and save the information to your hard drive. This applies to both the 'Personal' and 'Team' sidebar action items.