



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



**ALS
WALK
FOR LIFE**

**PARTICIPANT CENTER
USER GUIDE**



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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.

The Les Turner ALS Foundation Team
847 679 3311
events@lesturnerals.org

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 \$229.54 more than those who do not update their page?
- Participants who send emails raise on average \$252.47 more than those who do not send emails?
- Participants who send emails receive on average 4 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, encourage your followers to join you and collect donations?

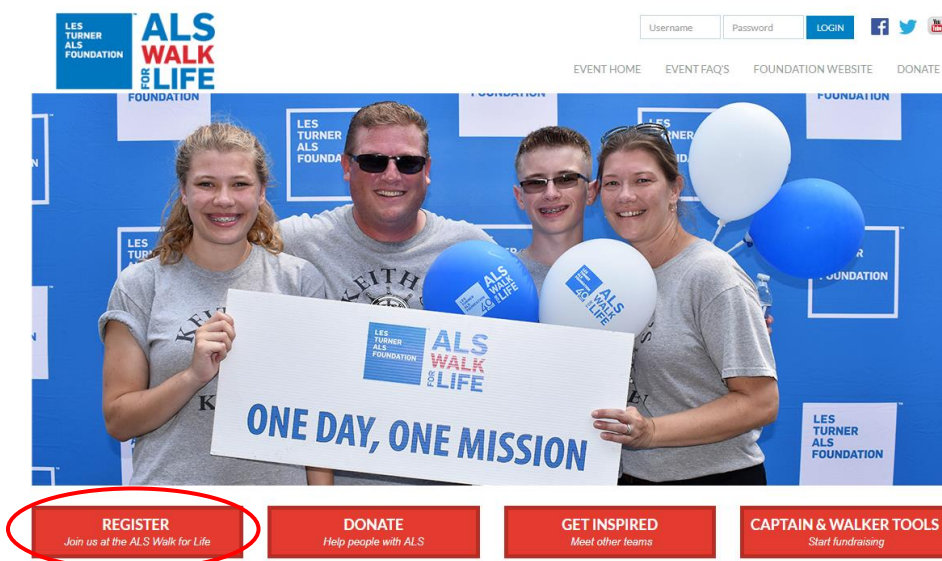
To help accommodate this growing trend, we have created a robust Participant Center for you to utilize. This online portal is designed to streamline your fundraising and recruitment efforts. There is a lot of functionality, most of which is explained in great detail throughout this packet.

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.**

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.



Username Password LOGIN   

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Register for the 2018 ALS Walk for Life

Choose from one of the registration types below and get started on your fundraising for people living with ALS!

Register as a Team Captain

Start your team and fundraising here!

Register to join a Team

If you are interested in joining a Walk team that has already been created, use this link to find your team and register as a member. To see if your team is already registered, [click here to see a full listing of registered teams](#).

Register as an individual Walker

If you are coming to the Walk, but not part of a team, use this option to register.



Register as a Virtual Walker

Can't join us at Soldier Field but want to help raise funds? This is your option! *(Please note, if you are interested in joining a team as a virtual walker, please select the link to "Register to join a Team," select your team and then select "Virtual Walker.")*

First time event participants will be asked to create a Participant Center username and password during registration. To begin, select 'Join as a new participant'.

Complete the steps as directed. During the registration process, in the Participant Center Login Information section, 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.



Username Password LOGIN   

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2018 ALS Walk for Life Returning Participant or User Login

New User * Indicates Required

Returning User

*User Name:

*Password:

[Email me my login information](#)

Participant Center Login Information

*User Name:
5 to 60 characters

*Password:
5 to 20 characters

*Repeat Password:

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.

Returning Participant or User Login

New User

* Indicates Required

JOIN AS A NEW PARTICIPANT

Returning User

* User Name:

* Password:

LOG IN

Email me my login information

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.

The screenshot shows the top navigation bar of the ALS Walk for Life website. On the left is the logo for the Les Turner ALS Foundation. In the center, there are input fields for 'Username' and 'Password', followed by a red 'LOGIN' button which is circled in red. To the right of the login button are social media icons for Facebook, Twitter, and YouTube. Below the navigation bar is a large banner image of four people (two men and two women) smiling and holding a sign that says 'ONE DAY, ONE MISSION'. The sign also features the ALS Walk for Life logo. Below the banner are four red buttons: 'REGISTER' (with the subtext 'Join us at the ALS Walk for Life'), 'DONATE' (with the subtext 'Help people with ALS'), 'GET INSPIRED' (with the subtext 'Meet other teams'), and 'CAPTAIN & WALKER TOOLS' (with the subtext 'Start fundraising').

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. 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: This PC home screenshot is for a captain. Individual's PC home page will be nearly identical but will not include the 'Team Page' tab. Captains will have more functionality than individuals, 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

The screenshot displays the Participant Center Home Page for a captain. At the top, there are navigation tabs: Home, Email, Progress, Personal Page, and Team Page. The main content area is divided into several sections:

- Overview:** Shows fundraising progress with a progress bar and key metrics: "I Have Raised" (\$5.00), "My Goal (change)" (\$100.00), "Percent" (5%), and "Days Left" (85).
- What to do next?:** A list of tasks with checkboxes and numbered callouts (1-6):
 - ✓ Set up your Personal Page (1): Customize your Personal Page with a story about why you are raising funds for this cause.
 - ✓ Add Contacts to Your Address Book (2): Add contacts to email from your personal Address Book on our site.
 - ✓ Send an Email (3): Ask your friends and family to support your fundraising effort.
 - 4 Send a Followup: Follow up with 1 contacts.
 - ✓ Thank your Donors (4): Thank your donors!
 - 6 Set up your Personal Page: Your last Personal Page update was 3 days ago. Consider updating it now with new information.
- Recent Activity:** A table with columns: Date, Activity, Description, and Additional Info. One entry is shown: Date: Apr 17, Activity: Message, Description: Sent messages to Lyndsey Rice, Deb Marron.

On the right sidebar, there is a "Send email" button, a "7" badge, and a "Message from Your Team Captain" section with a message: "Thank you for joining the LTRSLP Team! I am so excited to have you on board and am looking forward to another successful year! All my best, Lyndsey".

FUNDRAISING PAGES

All registered participants 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 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 Events Team 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 an individual
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

The screenshot shows a personal fundraising page for the Les Turner ALS Foundation. At the top left is the logo with the text "LES TURNER ALS FOUNDATION" and "ALS WALK FOR LIFE". To the right are fields for "Username" and "Password" with a "LOGIN" button and social media icons for Facebook, Twitter, and YouTube. Below this is a navigation bar with "EVENT HOME", "EVENT FACTS", "FOUNDATION WEBSITE", and "DONATE".

The main content area is titled "Welcome to My Personal Page" (callout 1). It features a photo of a person walking (callout 1) and a personalized message: "Join me as I participate in the Les Turner ALS Foundation's ALS Walk for Life. 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!" Below the message is a "DONATE NOW" button (callout 2) and a "JOIN LYNDESEY'S TEAM!" button (callout 3). A link to "Team LTALSF" (callout 4) is also present.

The "PERSONAL PROGRESS:" section shows a progress bar from "0% of Goal" to "\$0 Raised" (callout 5). Below this is a "FUNDRAISING HONOR ROLL" section (callout 6). At the bottom is a "SHARE" section with social media icons (callout 7).

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

Home | Email | Progress | Personal Page | Team Page

Edit Your Personal Fundraising Page (View Personal Page) 1

Personal Page URL: (URL Settings)
http://events.lesturnerals.org/goto/L_Rice 2
This page is Public

Title
Welcome to My Personal Page 3

Body

Font family | Font size | ABC | Bold | Italic | Underline | Bulleted list | Numbered list | Link | Unlink | Undo | Redo 4

Join me as I participate in the Les Turner ALS Foundation's ALS Walk for Life. 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.

5 Preview Save 6

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

Content

Photos/Video

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.

Home | Email | Progress | Personal Page | Team Page

Photos/Video

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

Photos

Images must be .gif, .jpg or .png files.
Choose File No file chosen

Caption
Join me as I walk to end AL

Save/Upload or remove photo

Video

Content




Photos/Video

Team Page Summary

As mentioned above, a Team Page will be automatically 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 participant, 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 participant and includes clickable links to individuals' 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 individuals) 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



Username Password LOGIN   

[EVENT HOME](#) [EVENT FAQ'S](#) [FOUNDATION WEBSITE](#) [DONATE](#)

2018 ALS Walk for Life

1



TEAM LTALSF

Our team is participating in the ALS Walk for Life because we believe in the mission of the Les Turner ALS Foundation, we believe in providing the best possible care to people living with ALS and their families in the Chicagoland area and we believe that the funds we raise together will lead to a cure for ALS. This cause is important to us and we would greatly appreciate your support of our efforts.

Join us as we walk to end ALS!

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 join our team on event day or consider making a donation to help us reach our fundraising goal. Together, we can make an impact in the fight against ALS.

To learn more about ALS or the Les Turner ALS Foundation, please visit lesturnerals.org.



DONATE NOW

2

JOIN TEAM

3

TEAM ROSTER

	RAISED
 Lyndsey Rice	\$0
Team Gifts	\$0
 Denotes a Team Captain	

4

TEAM PROGRESS

0% of Goal \$0 Raised

5

TEAM HONOR ROLL

6

SHARE



7

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

The screenshot shows the 'Edit Your Team Fundraising Page' interface. At the top, there is a navigation bar with 'Home', 'Email', 'Progress', 'Personal Page', and 'Team Page' (highlighted with a blue box labeled '1'). Below the navigation bar, the page title is 'Edit Your Team Fundraising Page (View Team Page)'. The main content area is divided into several sections: 'Team Page URL' (with a text input field containing 'http://events.lesturnerals.org/goto/TeamLTALSF' and a blue box labeled '2'), 'Body' (with a rich text editor toolbar and a text area containing a paragraph about the team's mission, with a blue box labeled '4'), and 'Photo' (with a file upload area, a caption field containing 'Join us as we walk to end ALS!', and a blue box labeled '5'). On the right side, there is a 'Team Name' field containing 'Team LTALSF' and an 'Edit' button, with a blue box labeled '3'. At the bottom, there are 'Preview' and 'Save' buttons, with a blue box labeled '6' next to 'Preview' and a blue box labeled '7' next to 'Save'.

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.

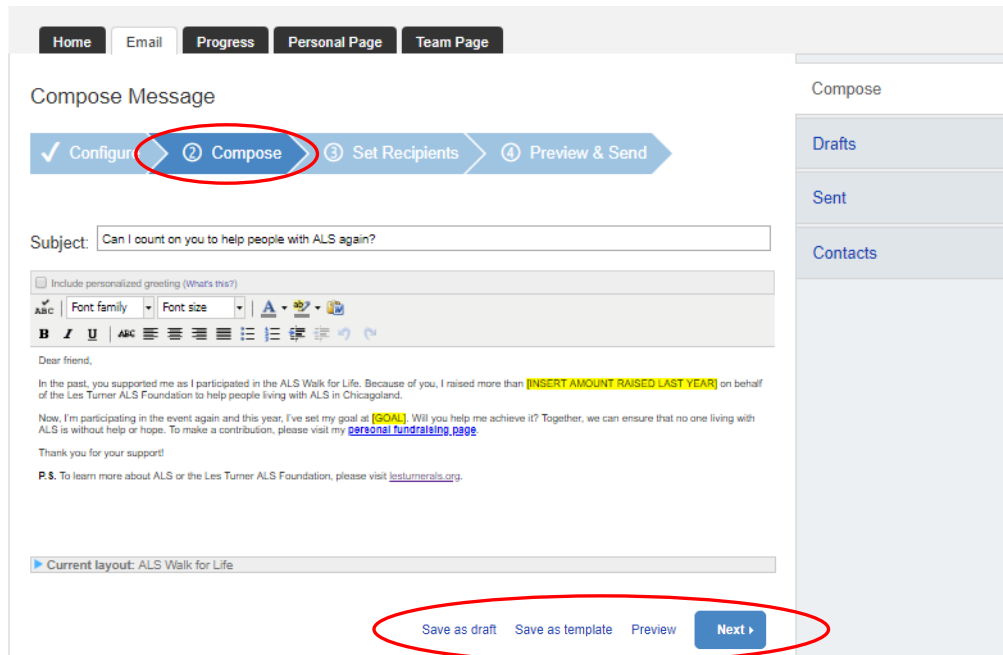
The first step is to configure your email. **To help guide you, templates have been created.** You can preview each template by expanding its corresponding drop down and selecting 'Preview'. You can also start from scratch under the 'Other' dropdown. Select the appropriate email template radio button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

The screenshot shows the 'Compose Message' interface. At the top, there are navigation tabs: Home, Email, Progress, and Personal Page. Below the tabs, the 'Compose Message' section is visible. On the right side, there is a sidebar with options: Compose (circled in red), Drafts, Sent, and Contacts. In the main area, there is a progress bar with four steps: 1 Configure (circled in red), 2 Compose, 3 Set Recipients, and 4 Preview & Send. Below the progress bar, there is a 'Select Email Template' section. It has three main categories: 'Thank You (1)', 'Solicitation (5)', and 'Other (1)'. The 'Solicitation (5)' category is expanded, showing five radio button options: 'Support Me #1 (Preview)', 'Participating In Honor/Memory Of (Preview)' (indicated by a red arrow), 'Support Me #2 (Preview)', 'Solicit gifts from past donors (Preview)', and 'Solicit gifts post event (Preview)'. At the bottom of the main area, there are buttons for 'Save as draft', 'Save as template', 'Preview', and 'Next'.

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 teammates.

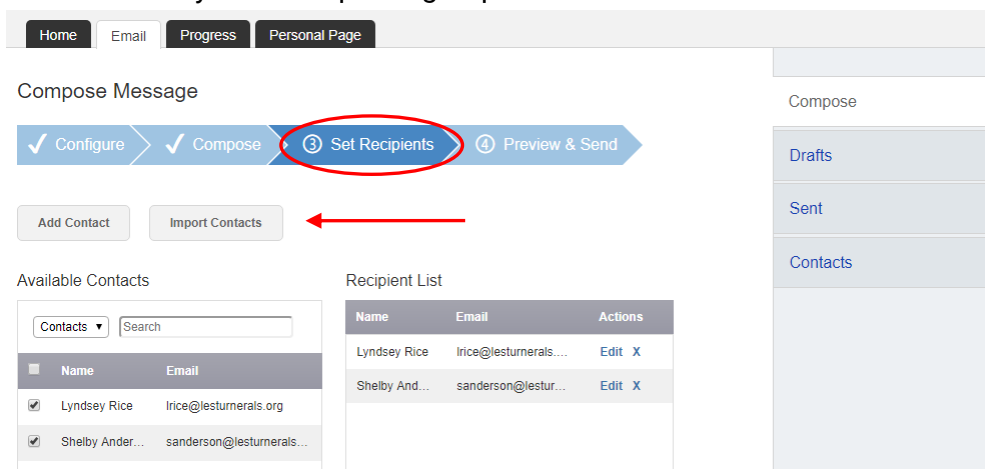
Once the email has been customized and updated, select 'Preview' to view your changes and then select 'Next' at the bottom of the page.



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'.

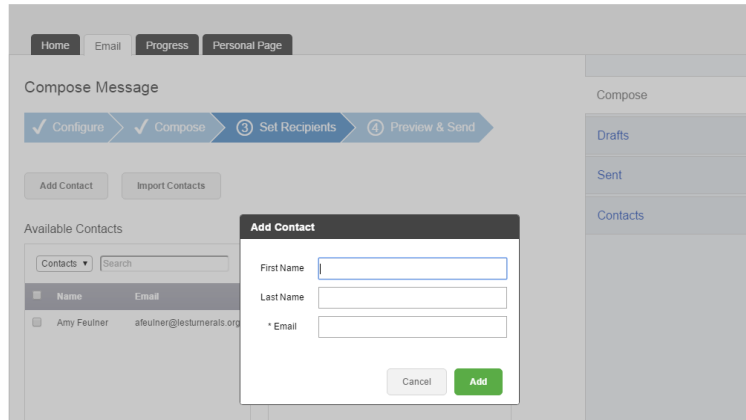
Add Contacts

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.

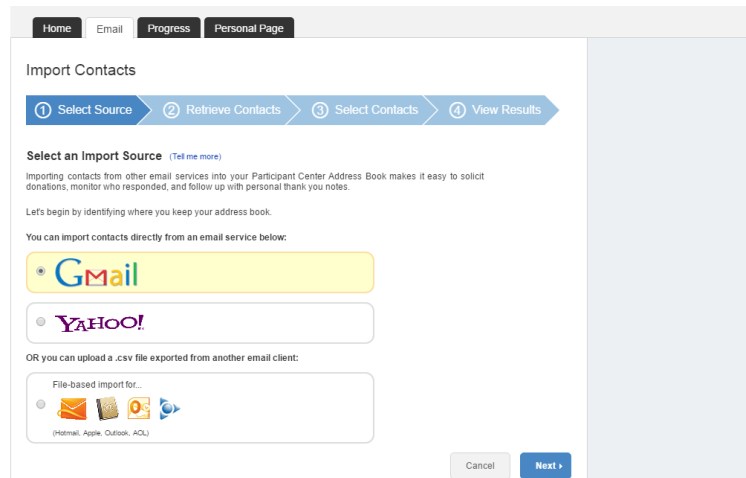


Please note: As team members register, they will automatically be added to the captain's **'Available Contact' list**. General team donors will be added to all team members' 'Available Contact' list and personal donors will be added to the corresponding individuals' 'Available Contact' list. This makes it easy for captains to communicate with their teammates 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.

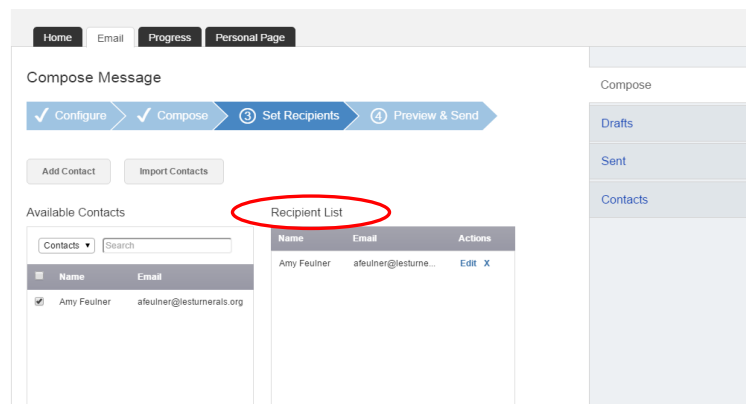
To **enter contacts individually**, select the 'Add Contact' button, enter the contact's first name, last name and email address and select 'Add'.



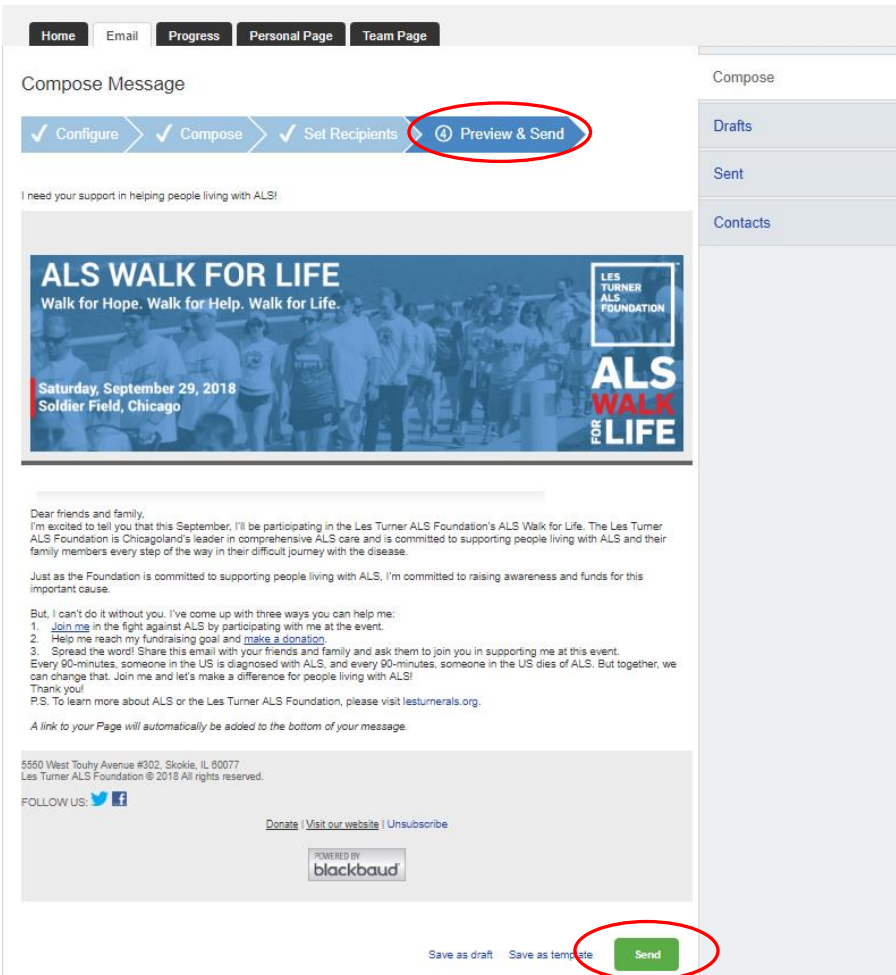
To **import a group of contacts**, select the 'Import Contacts' button, designate your email source, select 'Next' and follow the prompts as guided.



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'.

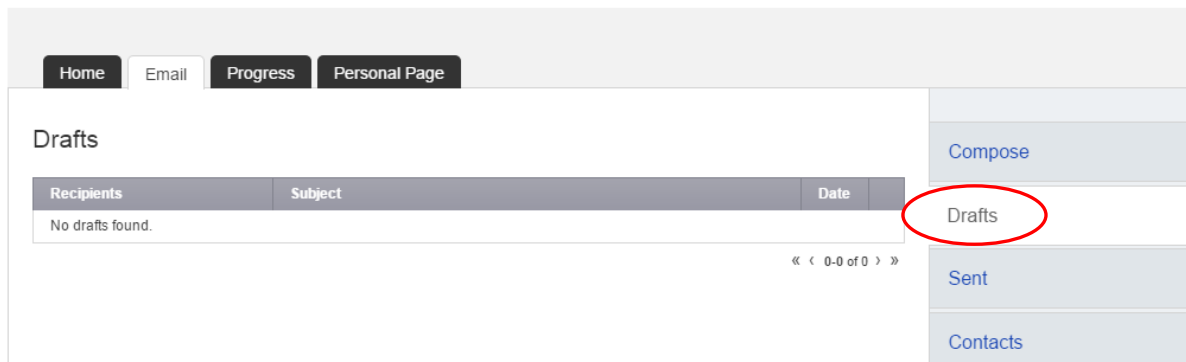


With the email written and the recipients selected, you are now able to **preview your email** one final time. If everything is okay, you can select the green **'Send'** button.



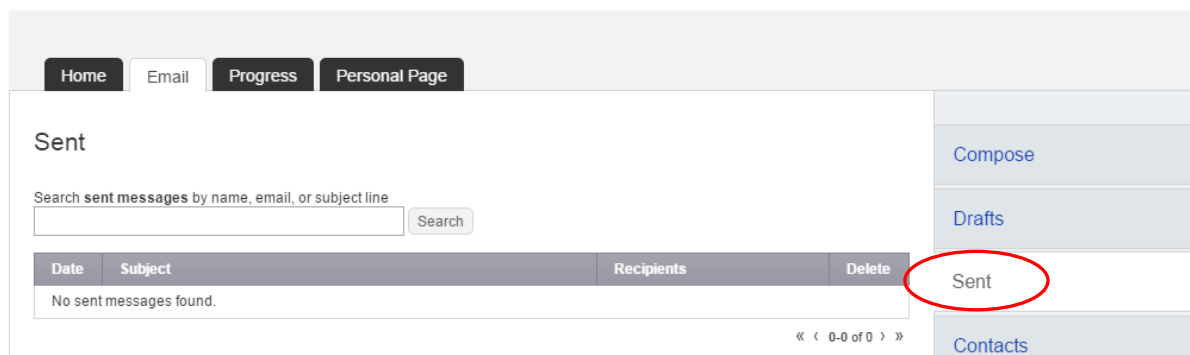
Drafts

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



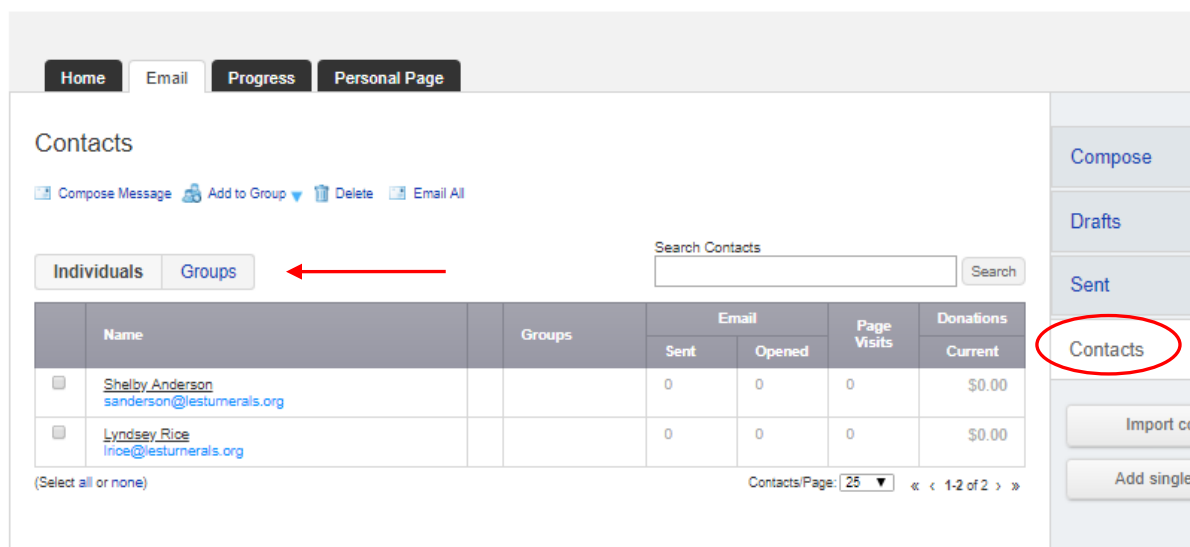
Sent

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 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 individuals '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 teammates 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

The screenshot shows the 'Personal Page' under the 'Progress' tab. It includes a 'View Personal Report' section with a progress bar and four key metrics: 'I Have Raised' (\$5.00), 'My Goal (change)' (\$100.00), 'Percent' (5%), and 'Days Left' (85). Below this is a line chart showing 'Gift Amount' over time from 04-03-2017 to 04-17-2017. A 'Donation History' table lists a single donation from Amy Feulner for \$5.00 on Mar 30. A 'Personal Donations' window is open, showing a table with columns for Donor, Amount, Notes, Date, and Actions. A sidebar on the right shows 'Personal' and 'Top 10 Donors' with Amy Feulner listed as the top donor for \$5.00. Numbered callouts 1-6 point to various elements: 1 (View Personal Report), 2 (My Goal), 3 (Gift Amount chart), 4 (Gift Notifications), 5 (Donation History table), and 6 (Top 10 Donors sidebar).

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.

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 (screenshot below)
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:

7. Update team fundraising goal

Tip: 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.

The screenshot shows the 'Team Report' page with the following elements and callouts:

- 1**: Team Report title
- 2**: Line chart showing team fundraising progress over time.
- 3**: Team-Specific Donation History table.
- 4**: Contributing Team Members section.
- 5**: Download team statistics link.
- 6**: Top 10 Donors across Team section.
- 7**: Team Fundraising Progress summary cards.

Team Fundraising Progress Summary:

\$5.00	\$1,000.00	0%	145
Team has raised	Team goal (change)	To team goal	days left

Team-Specific Donation History:

Donor	Amount	Notes	Date
Deb Marron catwomanzu@yahoo.com	\$5.00		Apr 28

Team Roster:

Name	Number of Gifts	Amount
Liz Melvin	0	\$0.00
Steven Melvin	0	\$0.00

Please note: When you click 'View' for one of the reports, a new tab will open in your browser summarizing the information 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.