PARTICIPANT CENTER USER GUIDE

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

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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 online fundraising. Did you know…

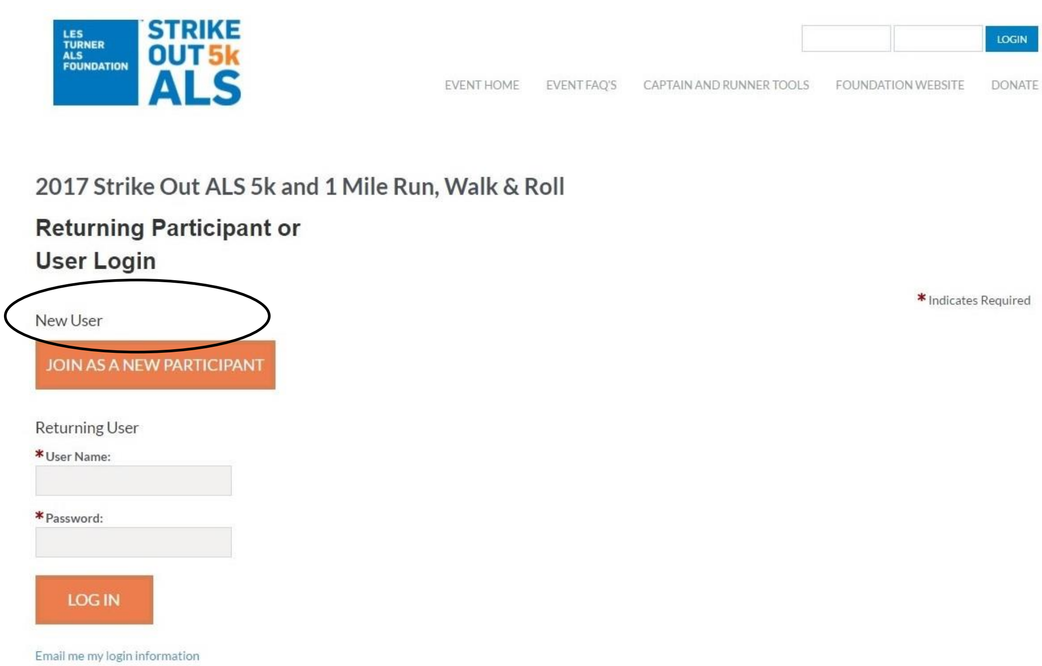
- Participants who send emails raise on average $134.46 more than those who do not send emails?
- Participants who send emails receive on average 3 more gifts than those who do not send emails?
- Facebook and other social media channels make it easier than ever to share why you are participating in the Strike Out ALS 5k and 1 Mile Run, Walk & Roll 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.

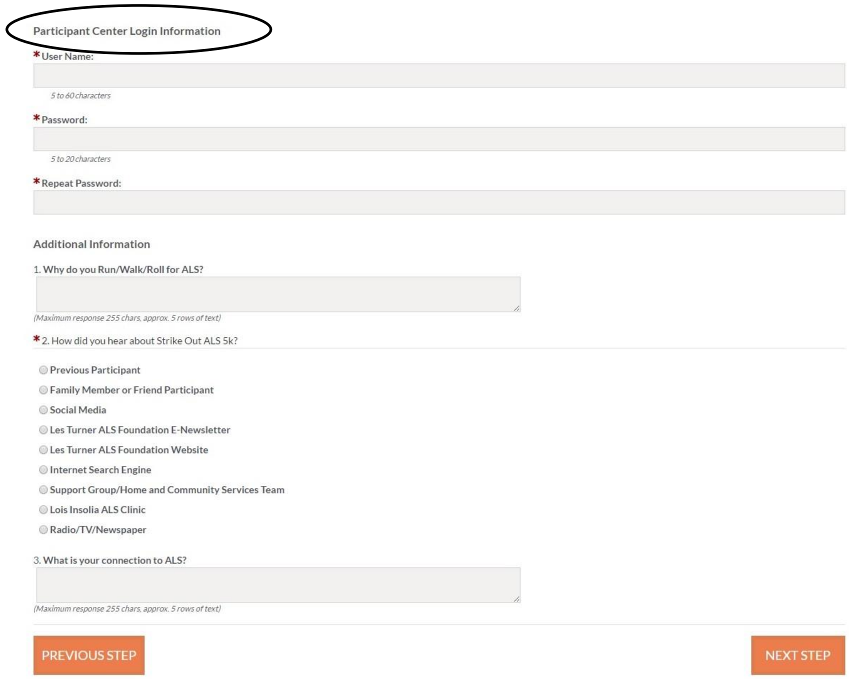
PARTICPANT CENTER OVERVIEW

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.

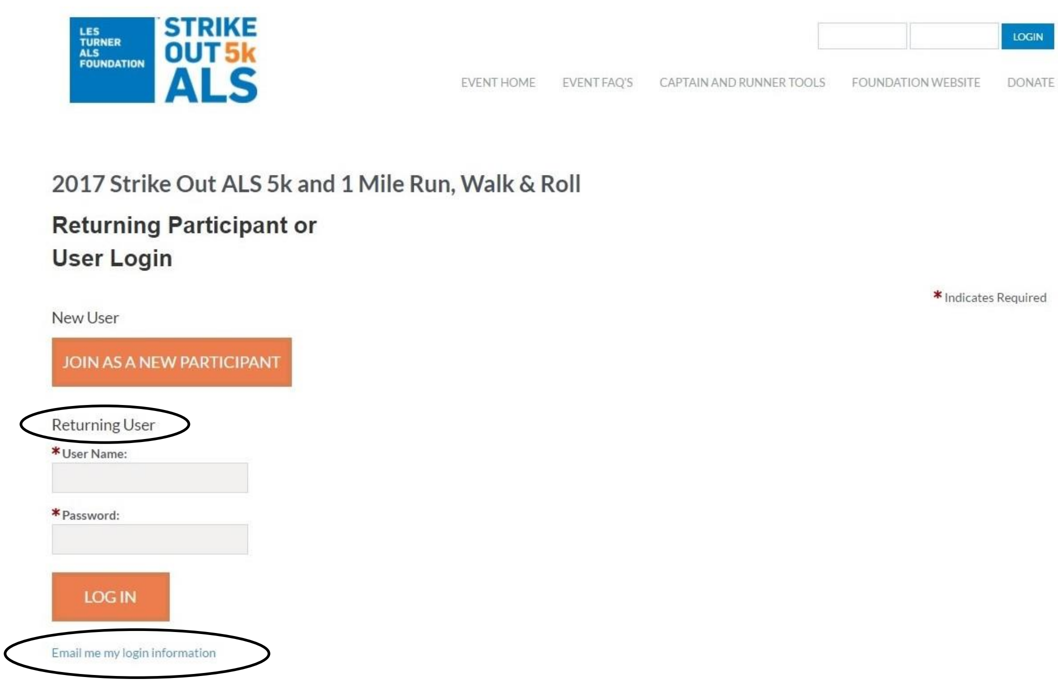
<u>Username and Password</u>
First time event participants will be asked to create a Participant Center username and password during registration. To begin, click the appropriate registration button on the home page and then select 'Join as a new participant'.



Complete the steps as directed. During step 3, you will indicate your username and password.

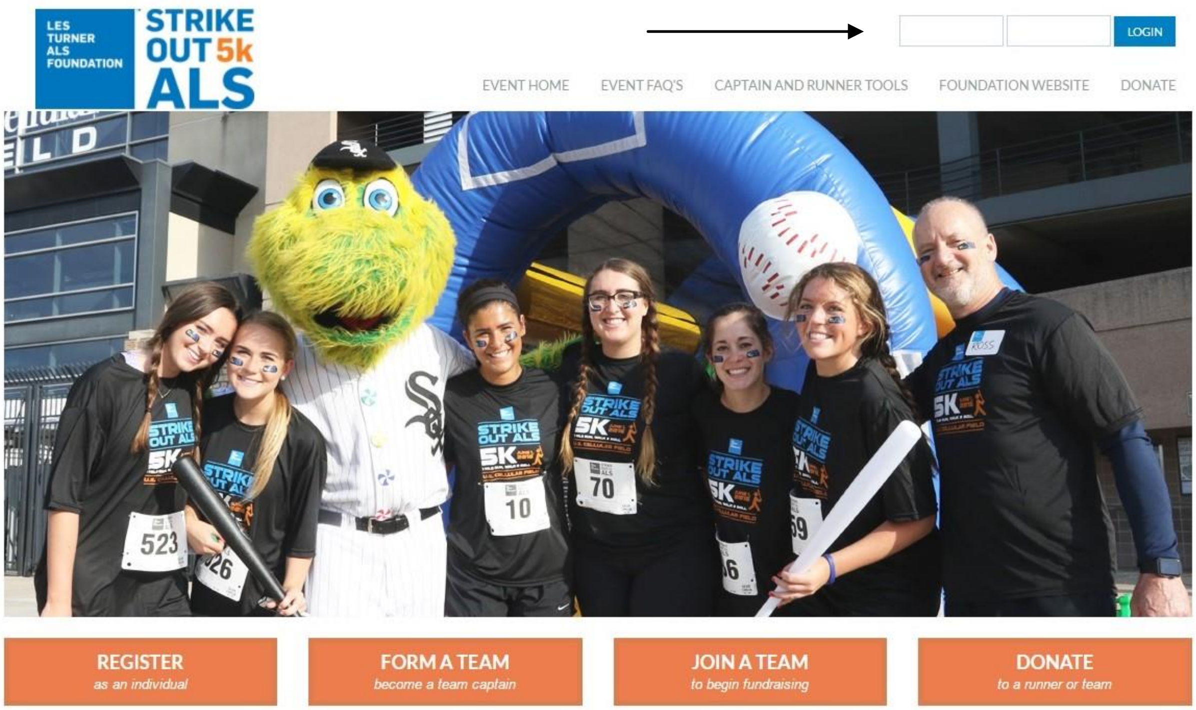


Returning participants will need to enter the username and password that they previously created in order to begin the registration process. If you forgot your username and/or password, click ‘Email me my login information’ and follow the instructions in the email.



Log in

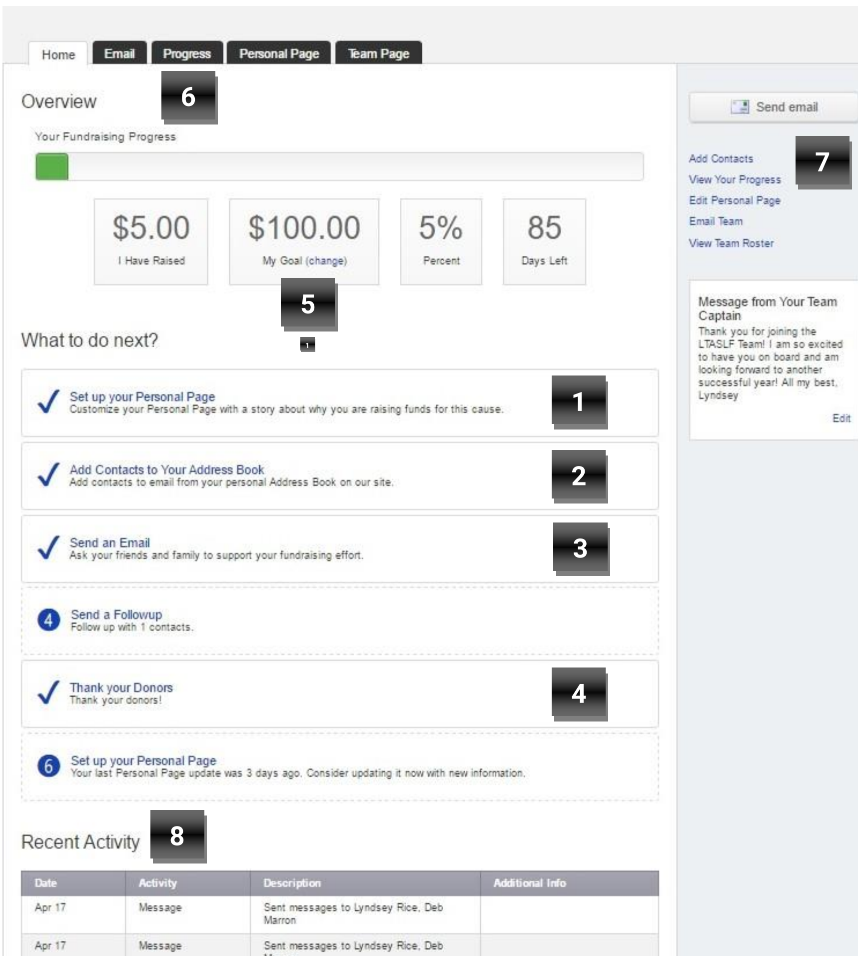
To log in to your Participant Center, simply enter the username and password you created during registration at the top of the home page. You can also log in directly from the confirmation screen or email you receive after completing registration



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. 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

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.

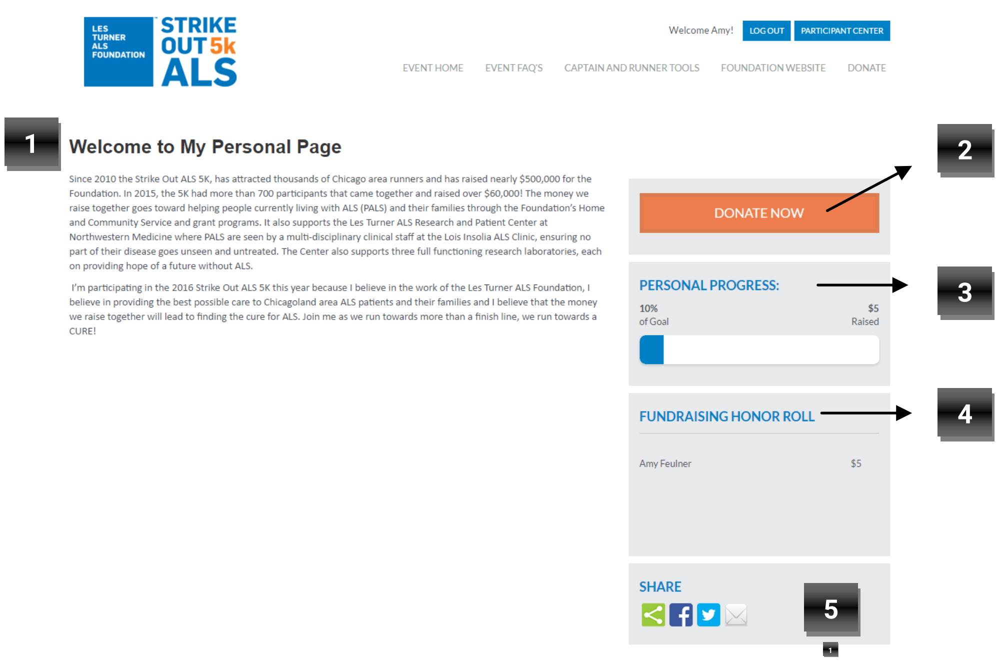
While Personal and Team Pages page will automatically have generic event text, we strongly encourage you to customize your page(s). Fundraising pages with photos/videos and unique stories are proven to be more compelling and as a result, yield larger and more frequent donations.

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:

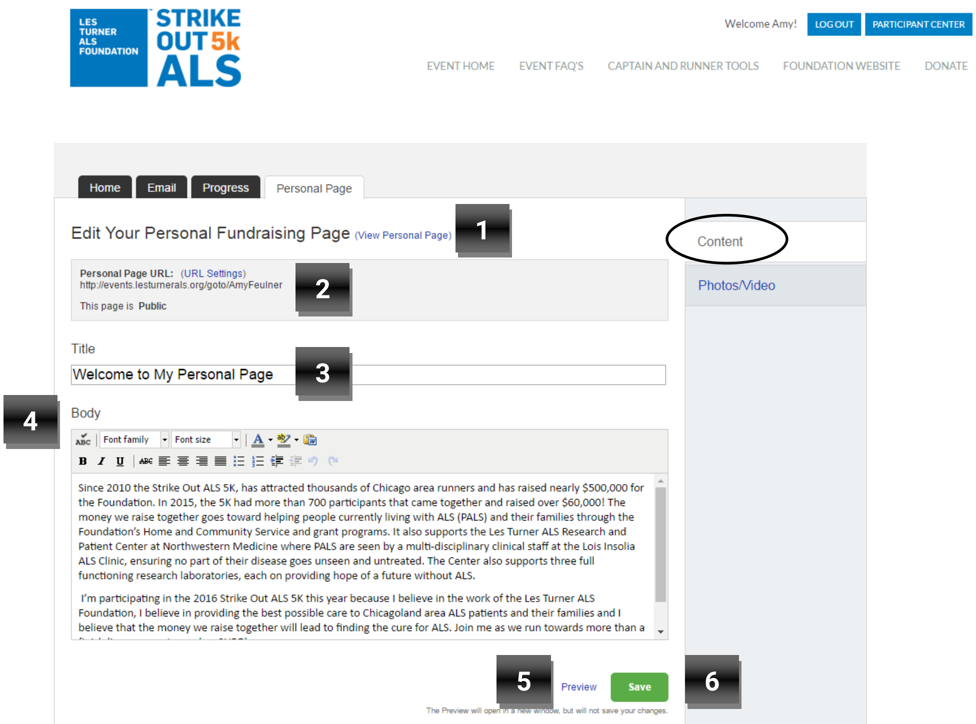
1. Customizable text, photos/video and greeting line
2. Link to donate to you as an individual
3. Your personal fundraising progress compared to your original goal
4. Honor roll of donors who contributed to you and designated that their gift can be made public during the donation process
5. Shortcuts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



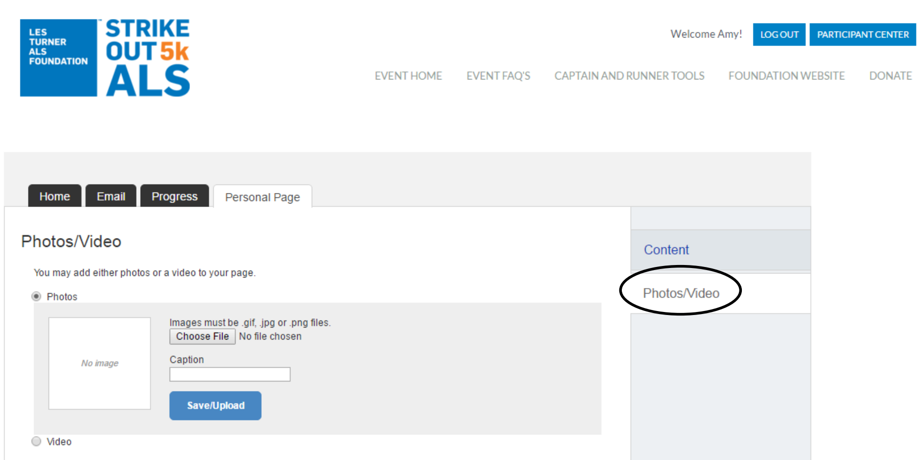
Personal Page Customization

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 run and edit the text format
5. Preview your updates
6. Save any changes made



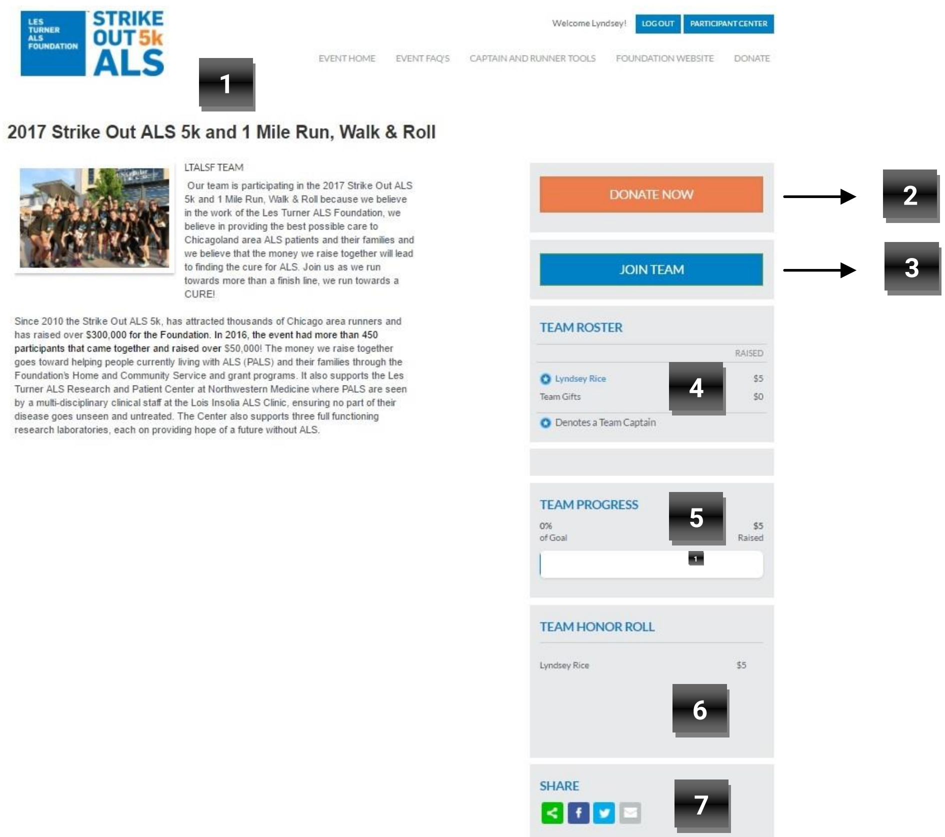
To upload a photo or video, click the 'Photos/Video' sidebar on the 'Personal Page' tab, select the appropriate radio button and follow the instructions.



<u>Team Page Summary</u>

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

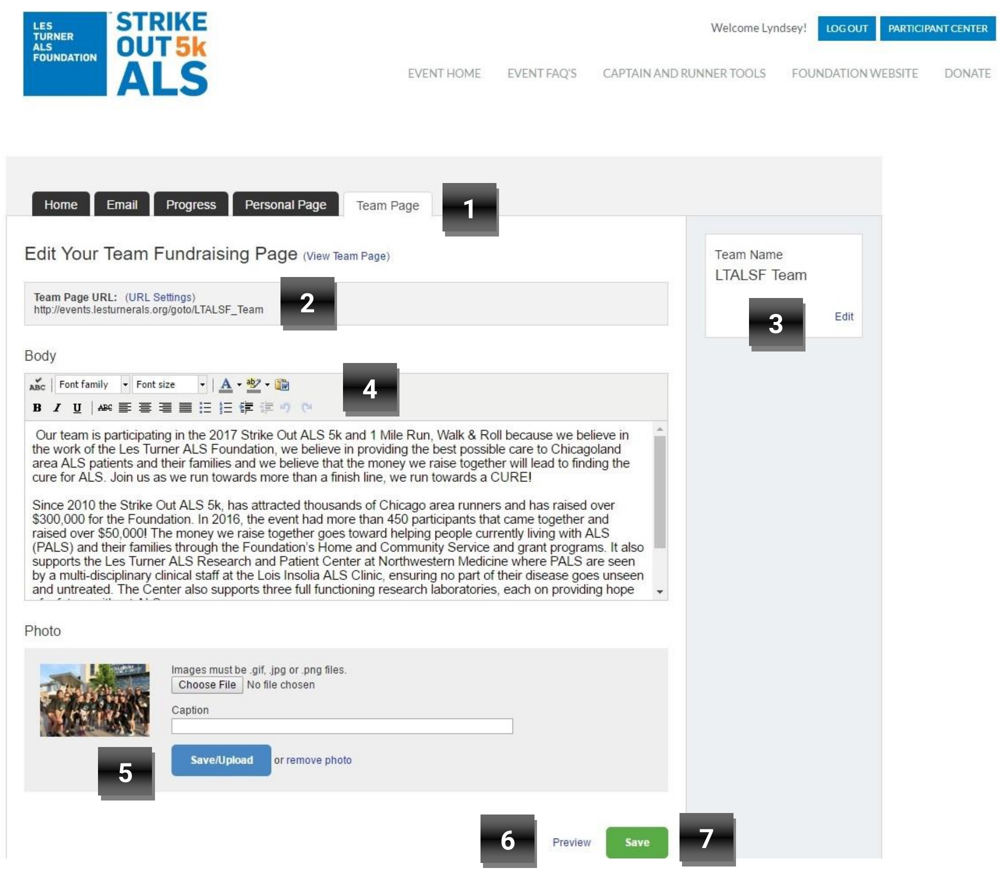
1. Customizable text and photos/video
2. Link for visitors to donate to the team (gifts made through this link are not attributed to an individual, therefore, they are considered general team gifts and will be included in the Team Gifts total).
3. Link for visitors to register to join the team
4. A team 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



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 Strike Out ALS 5k and 1 Mile Run, Walk & Roll 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

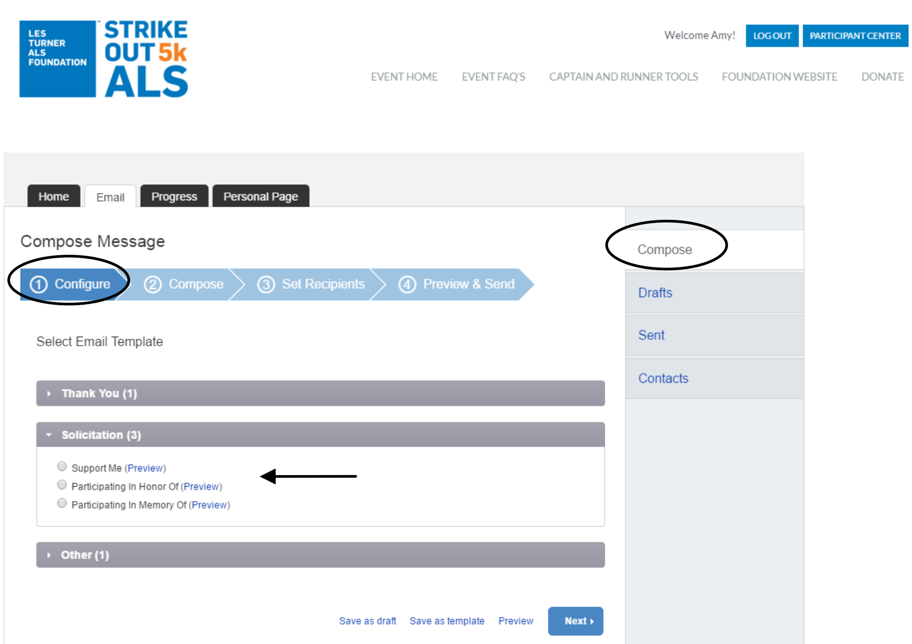
Please note: A link to your Personal Page will automatically be included at the footer of every email you send. This ensures your friends and family can donate directly to your personal fundraising total.

Create and Send Emails

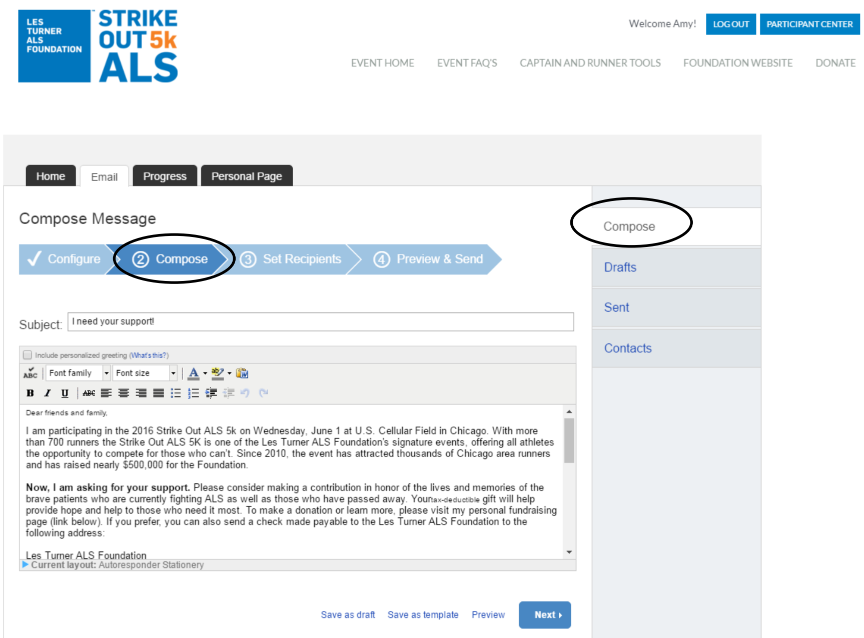
When you select ‘Email’, you will automatically be taken to the ‘Compose’ sidebar which is where you will configure, compose, select recipients and send emails.

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 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’.

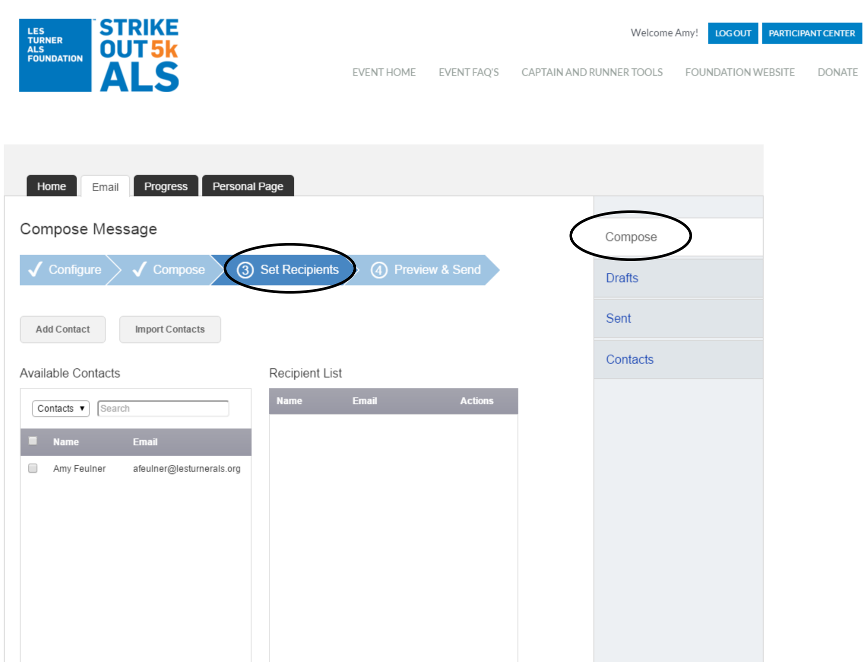


Now, you can customize the content and formatting of the chosen template. Remember, this is another opportunity for you to share your story! Once updated, select ‘Preview’ to view your changes and then select ‘Next’ at the bottom of the page.

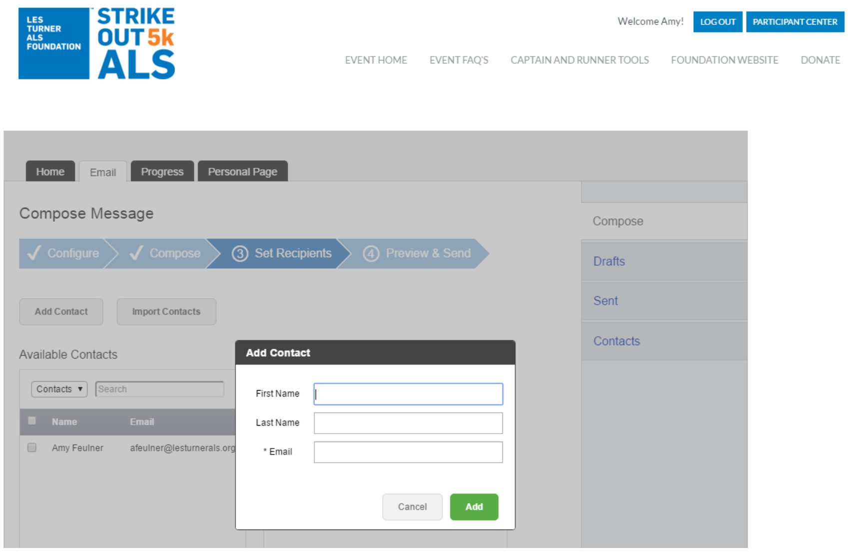


Once the email is customized, you will need to select the recipients. You can enter contacts one by one or import a group of contacts.

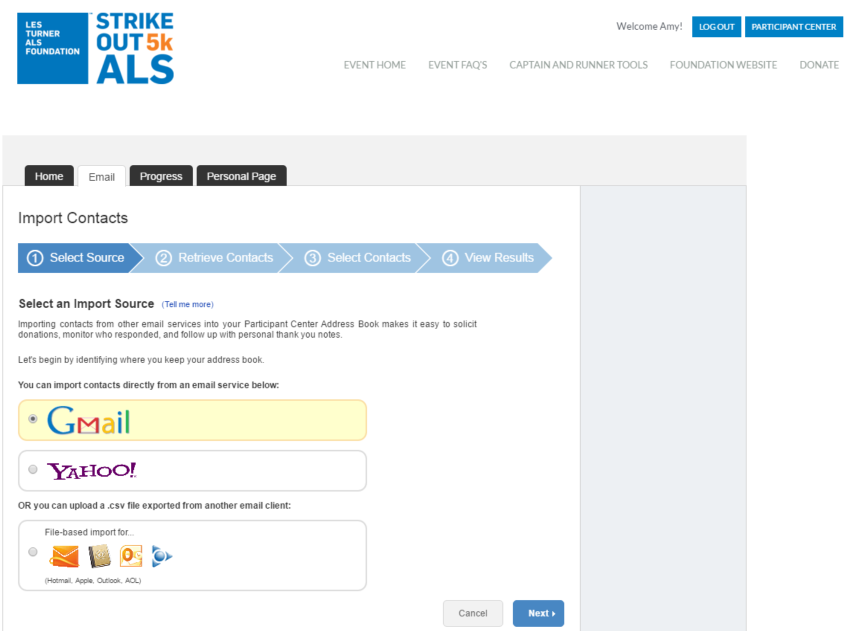
Please note: As team members register, they will automatically be added to the captain’s ‘Available Contact’ list. General team donors will be added to all team members’ ‘Available Contact’ list and personal donors will be added to the corresponding individuals ‘Available Contact’ list. This makes it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



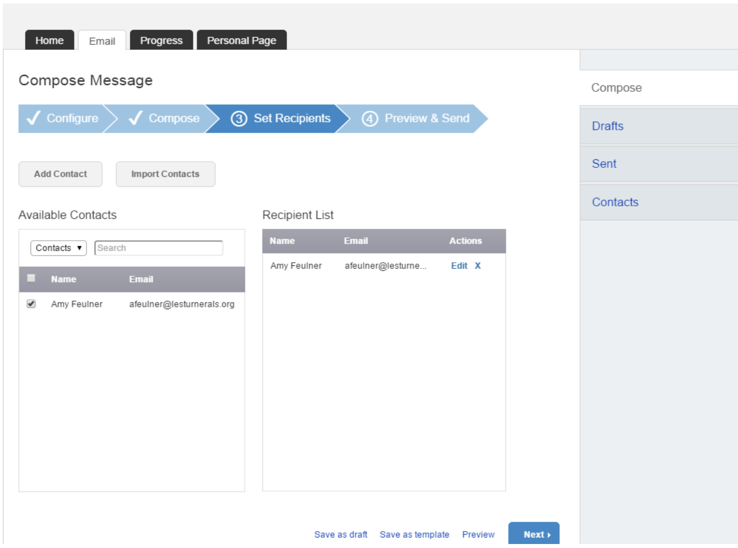
To enter contacts individually, select the ‘Add Contact’ button, enter the contact’s first name, last name and email address and select ‘Add’.



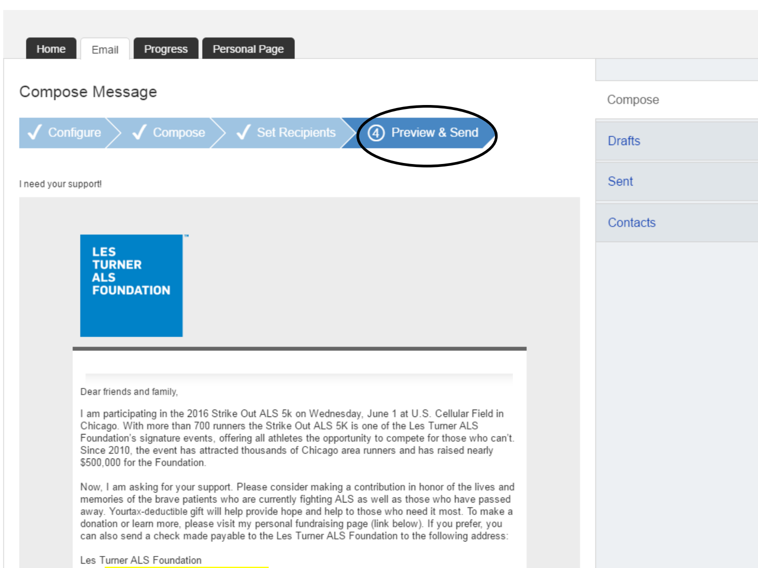
To import a group of contacts, select the ‘Import Contacts’ button, designate your email source, select ‘Next’ and follow the prompts as guided.



Once contacts have been added individually or imported as a group, review your ‘Recipient List’ in the right column and select ‘Next’.

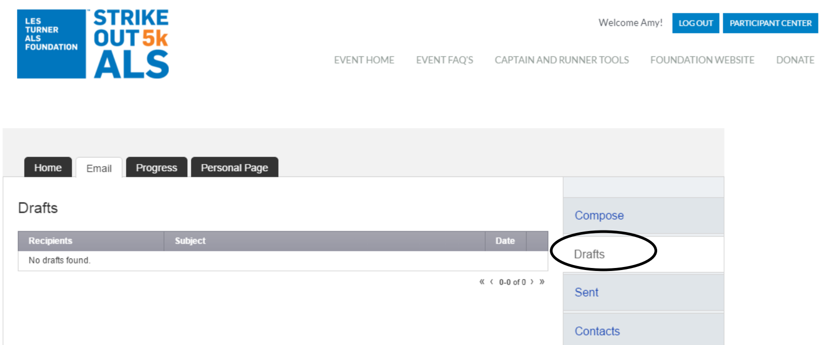


With the email written and the recipients selected, you are now able to preview your email one final time. If everything is okay, you can select the green ‘Send’ button.



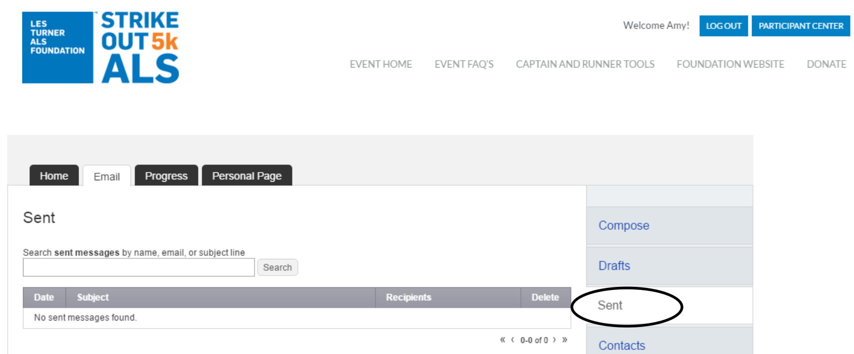
Drafts

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



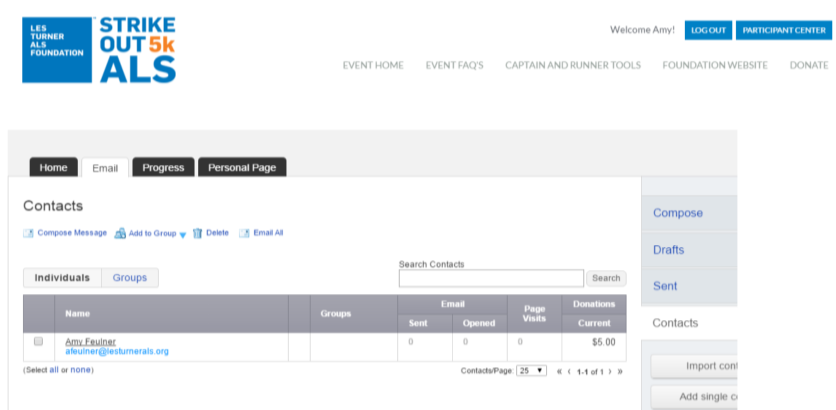
Sent

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. This makes it easy for captains to communicate with their teammates and for everyone to thank their supporters.

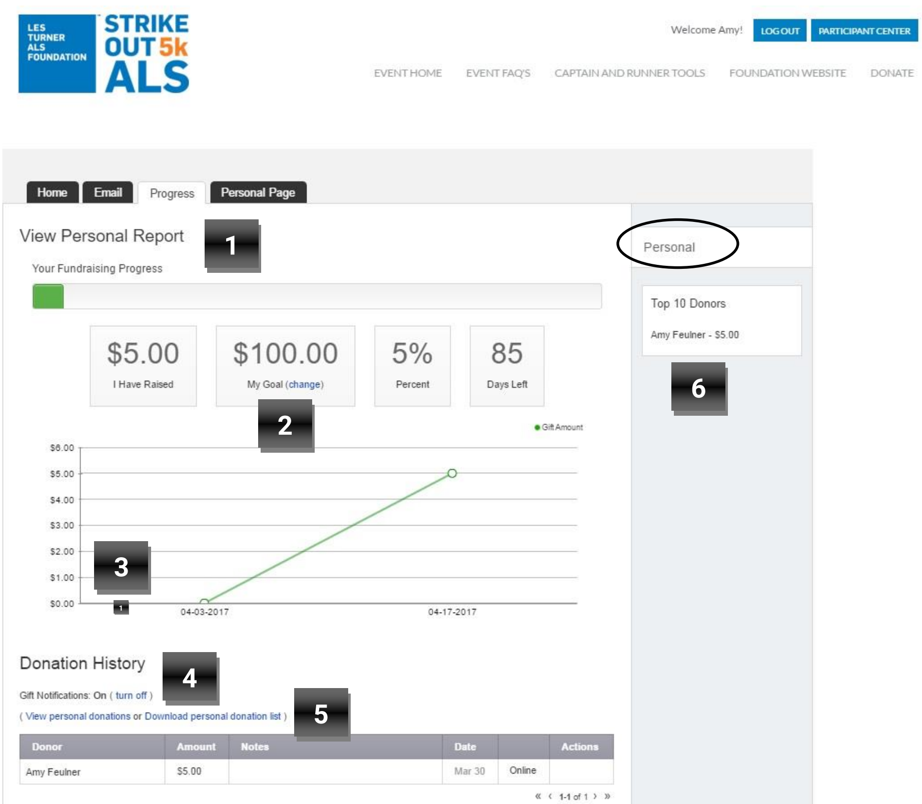
PROGRESS

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



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

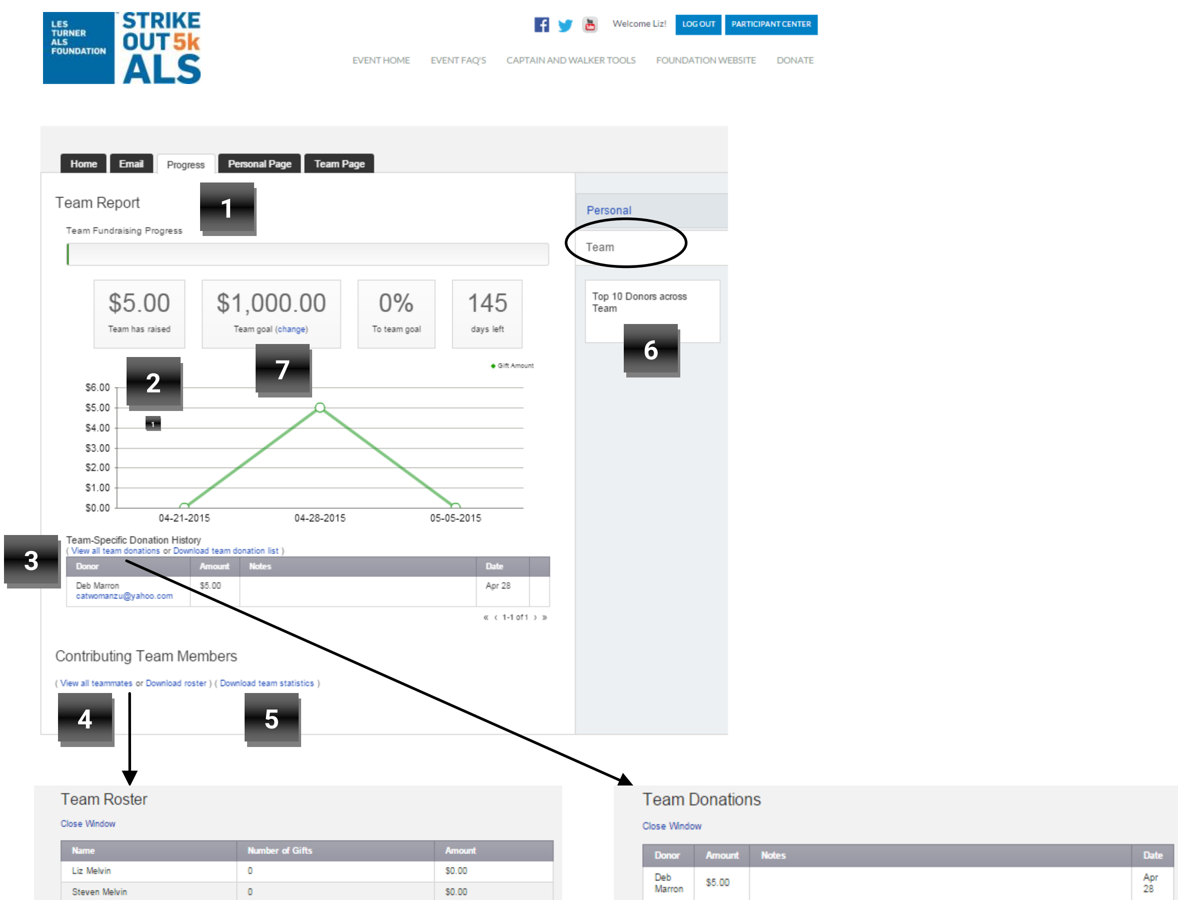
Team Progress

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

Captions 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.

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.