



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

LES
TURNER
ALS
FOUNDATION

®
**STRIKE
OUT 5k
RUN
FOR ALS**

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 \$139.35 more than those who do not update their page?
- Participants who send emails raise on average \$204.37 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, encourage your followers to join you and collect donations?

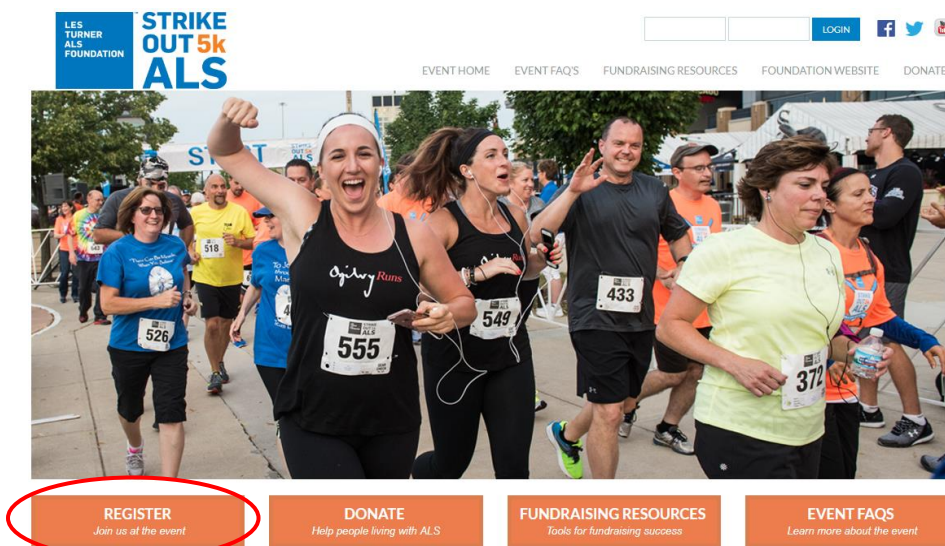
To help accommodate this growing trend, we have created a robust Participant Center for you to utilize. This online portal is designed to streamline your fundraising and recruitment efforts. There is a lot of functionality, most of which is explained in great detail throughout this packet.

PARTICIPANT CENTER OVERVIEW

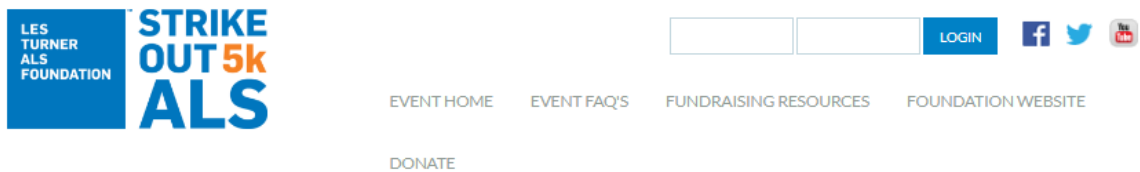
The **Participant Center (PC)** is available to every registered event participant. In order to access the PC, first time participants will need to create a username and password and returning participants will need to enter their existing information during the event registration process. **Write down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



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

Choose your registration type below and join us at Guaranteed Rate Field this July!

Register to participate as an individual in the 5k or 1 Mile Run, Walk & Roll

If you are attending Strike Out, but not a member of a team, use this option to register for either the 5k or 1 Mile Run, Walk & Roll.

Register as a Team Captain

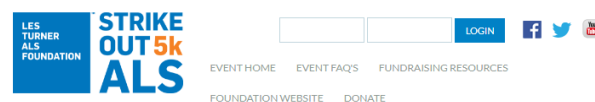
Start your team and fundraising here!

Register to join a Team

If you are interested in joining a 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](#).

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.



2018 Strike Out ALS 5k and 1 Mile Run, Walk & Roll

Returning Participant or User Login

New User

JOIN AS A NEW PARTICIPANT

Returning User

*User Name:

*Password:

LOG IN

[Email me my login information](#)

* Indicates Required

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 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

JOIN AS A NEW PARTICIPANT

Returning User

*User Name:

*Password:

LOGIN

[Email me my login information](#)

* Indicates Required

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 of the Strike Out ALS website. At the top left is the logo for the Les Turner ALS Foundation. To its right is the text 'STRIKE OUT 5k ALS'. Below this is a navigation bar with links: EVENT HOME, EVENT FAQ'S, FUNDRAISING RESOURCES, FOUNDATION WEBSITE, and DONATE. On the right side of the navigation bar, there are social media icons for Facebook, Twitter, and YouTube. A red arrow points from the 'STRIKE OUT 5k ALS' text to a login form. The login form has two input fields for username and password, and a 'LOGIN' button. The 'LOGIN' button is circled in red. Below the navigation bar is a large photo of a group of people running a race. At the bottom of the page, there are four orange buttons: 'REGISTER' (Join us at the event), 'DONATE' (Help people living with ALS), 'FUNDRAISING RESOURCES' (Tools for fundraising success), and 'EVENT FAQ'S' (Learn more about the event).

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 tabs for Home, Email, Progress, Personal Page, and Team Page. The main content area is divided into several sections:

- Overview:** Shows fundraising progress with a green bar and a blue box labeled '6'. It includes a progress bar, a box labeled '6' with '\$5.00' (I Have Raised), a box labeled '5' with '\$100.00' (My Goal (change)), a box labeled '5%' (Percent), and a box labeled '85' (Days Left).
- What to do next?** A list of tasks with checkboxes and blue boxes labeled 1 through 6:
 - 1. Set up your Personal Page (Customize your Personal Page with a story about why you are raising funds for this cause.)
 - 2. Add Contacts to Your Address Book (Add contacts to email from your personal Address Book on our site.)
 - 3. Send an Email (Ask your friends and family to support your fundraising effort.)
 - 4. Send a Followup (Follow up with 1 contacts.)
 - 4. Thank your Donors (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 4 columns: Date, Activity, Description, and Additional Info. It shows a message sent to team members on Apr 17.

On the right sidebar, there is a 'Send email' button, a list of links (Add Contacts, View Your Progress, Edit Personal Page, Email Team, View Team Roster), and a message from the team captain.

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

1 Welcome to My Personal Page

Join me as I participate in the Les Turner ALS Foundation's Strike Out ALS 5k and 1 Mile Run, Walk & Roll. 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.

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

2 DONATE NOW

3 JOIN LYNDEY'S TEAM!

Team LTALSF

4 PERSONAL PROGRESS:

0% of Goal \$0 Raised

5

6 FUNDRAISING HONOR ROLL

7 SHARE

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

Edit Your Personal Fundraising Page (View Personal Page) 1

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

Title
Welcome to My Personal Page 3

Body

4

Join me as I participate in the Les Turner ALS Foundation's Strike Out ALS 5k and 1 Mile Run, Walk & Roll. 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!

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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

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

Photos/Video

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

☒ Photos

☐ Video

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

Caption

Save/Upload or remove photo


Content

Photos/Video

Team Page Summary

As mentioned above, a Team Page will 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 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



Welcome Lyndsey! [LOG OUT](#) [PARTICIPANT CENTER](#)

[EVENT HOME](#) [EVENT FAQ'S](#) [CAPTAIN AND RUNNER TOOLS](#) [FOUNDATION WEBSITE](#) [DONATE](#)

2018 Strike Out ALS 5k and 1 Mile Run, Walk & Roll



STRIKE OUT ALS 5K

Our team is participating in the Strike Out ALS 5k and 1 Mile Run, Walk & Roll 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.

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](#)

[JOIN TEAM](#)

TEAM ROSTER

	RAISED
Lyndsey Rice	\$5
Team Gifts	\$0

Denotes a Team Captain

TEAM PROGRESS

0% of Goal

\$5 Raised

TEAM HONOR ROLL

Lyndsey Rice	\$5
--------------	-----

SHARE

[Facebook](#) [Twitter](#) [Email](#)

1

2

3

4

5

6

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 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

The screenshot shows the 'Edit Your Team Fundraising Page' interface. At the top, there's a navigation bar with 'Home', 'Email', 'Progress', 'Personal Page', and 'Team Page' (highlighted with a blue box and callout 1). Below the navigation bar, the page title is 'Edit Your Team Fundraising Page (View Team Page)'. The main content area is divided into sections: 'Team Page URL: (URL Settings)' with a text input field containing 'http://events.lesturnerals.org/goto/LTALSF_Team' (callout 2); 'Body' with a rich text editor containing two paragraphs of text (callout 4); and 'Photo' with a file upload area showing a preview of a group photo (callout 5). On the right side, there's a 'Team Name' section with 'LTALSF Team' and an 'Edit' button (callout 3). At the bottom, there are 'Preview' and 'Save' buttons (callout 6) and a '7' in a blue box (callout 7).

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.

Home Email Progress Personal Page

Compose Message

1 Configure 2 Compose 3 Set Recipients 4 Preview & Send

Select Email Template

Thank You (1)

Solicitation (5)

Support Me #1 (Preview)

Participating In Honor/Memory Of (Preview)

Support Me #2 (Preview)

Solicit gifts from past donors (Preview)

Solicit gifts post event (Preview)

Other (1)

Save as draft Save as template Preview Next

Compose

Drafts

Sent

Contacts

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.

Home | Email | **Progress** | Personal Page

Compose Message

✓ Configure > **2 Compose** > 3 Set Recipients > 4 Preview & Send

Subject: Can I count on you to help people with ALS again?

☐ Include personalized greeting (What's this?)

Font family Font size

B *I* U

Dear friend,

In the past, you supported me as I participated in the Strike Out ALS 5k and 1 Mile Run, Walk & Roll. Because of you, I raised more than **INSERT AMOUNT RAISED LAST YEAR** on behalf of the Les Turner ALS Foundation to help people living with ALS in Chicagoland.

Now, I'm participating in the event again and this year, I've set my goal at **GOAL**. Will you help me achieve it? Together, we can ensure that no one living with ALS is without help or hope. To make a contribution, please visit my [personal fundraising page](#).

Thank you for your support!
PARTICIPANT NAME

Current layout: Strike Out ALS 5k (select)

Save as draft Save as template Preview **Next**

Compose
Drafts
Sent
Contacts

Please note: If you want to finish your email later, 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.

Home | Email | **Progress** | Personal Page

Compose Message

✓ Configure > ✓ Compose > **3 Set Recipients** > 4 Preview & Send

Add Contact Import Contacts

Available Contacts

Contacts Search

Name	Email
<input checked="" type="checkbox"/> Lyndsey Rice	lrice@lesturnerals.org
<input checked="" type="checkbox"/> Shelby Ander...	sanderson@lesturnerals...

Recipient List

Name	Email	Actions
Lyndsey Rice	lrice@lesturnerals...	Edit X
Shelby And...	sanderson@lestur...	Edit X

Compose
Drafts
Sent
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'.

The screenshot shows the 'Add Contact' modal form. It has three input fields: 'First Name', 'Last Name', and 'Email'. Below the fields are 'Cancel' and 'Add' buttons. The background shows the 'Compose Message' workflow with steps: 1. Configure, 2. Compose, 3. Set Recipients, 4. Preview & Send. The 'Set Recipients' step is currently active.

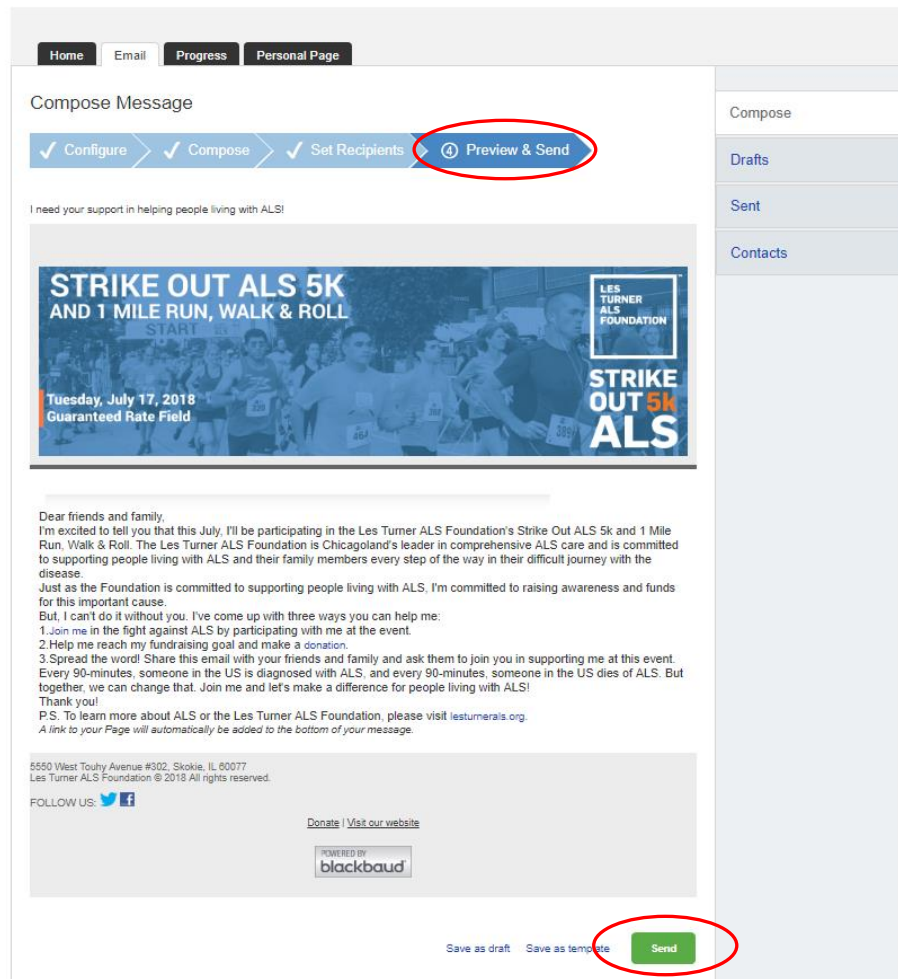
To **import a group of contacts**, select the 'Import Contacts' button, designate your email source, select 'Next' and follow the prompts as guided.

The screenshot shows the 'Import Contacts' screen. It has a progress bar with four steps: 1. Select Source, 2. Retrieve Contacts, 3. Select Contacts, 4. View Results. The 'Select Source' step is active. Below the progress bar, there is a section titled 'Select an Import Source' with a link '(Tell me more)'. It lists two options: 'Gmail' and 'YAHOO!'. Below these, there is a section titled 'OR you can upload a .csv file exported from another email client:' with a link '(Hotmail, Apple, Outlook, AOL)'. At the bottom right, there are 'Cancel' and 'Next >' buttons.

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'.

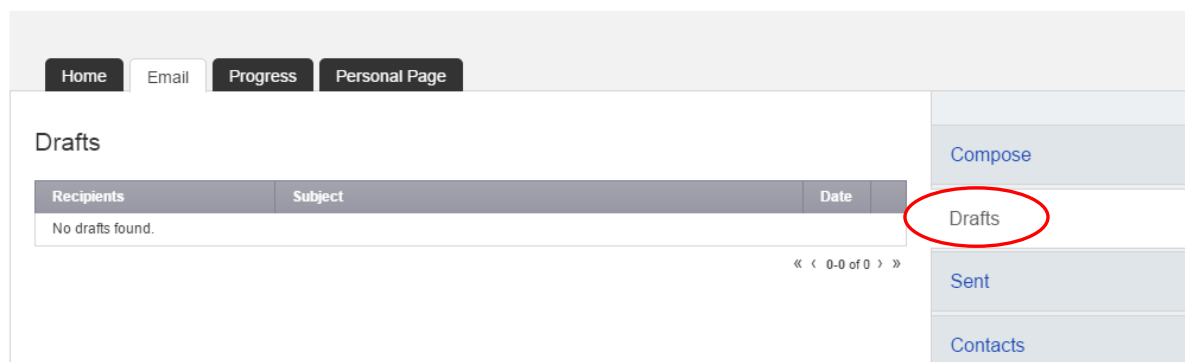
The screenshot shows the 'Set Recipients' step in the 'Compose Message' workflow. It has a progress bar with four steps: 1. Configure, 2. Compose, 3. Set Recipients, 4. Preview & Send. The 'Set Recipients' step is active. Below the progress bar, there are 'Add Contact' and 'Import Contacts' buttons. Below these, there is a section titled 'Available Contacts' with a search bar and a table of contacts. The table has columns for 'Name', 'Email', and 'Actions'. The contact 'Amy Feulner' is selected. To the right of the 'Available Contacts' section, there is a section titled 'Recipient List' which is circled in red. It contains a table with columns for 'Name', 'Email', and 'Actions'. The contact 'Amy Feulner' is listed in this table.

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.



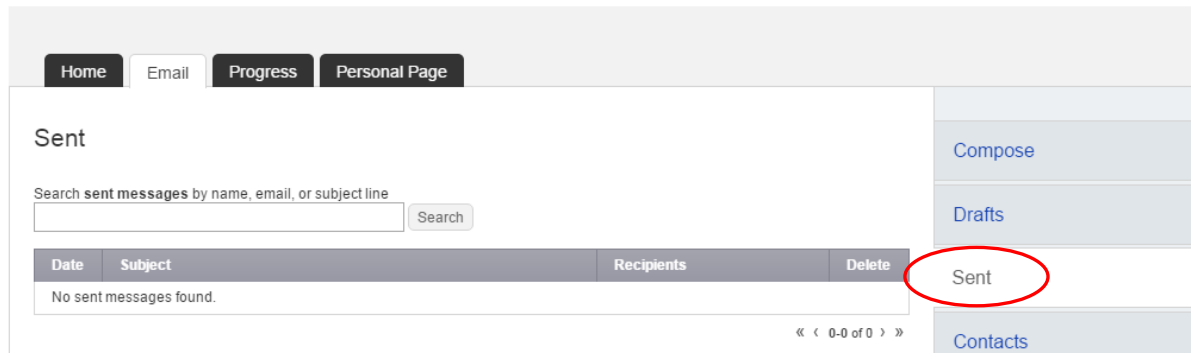
Drafts

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



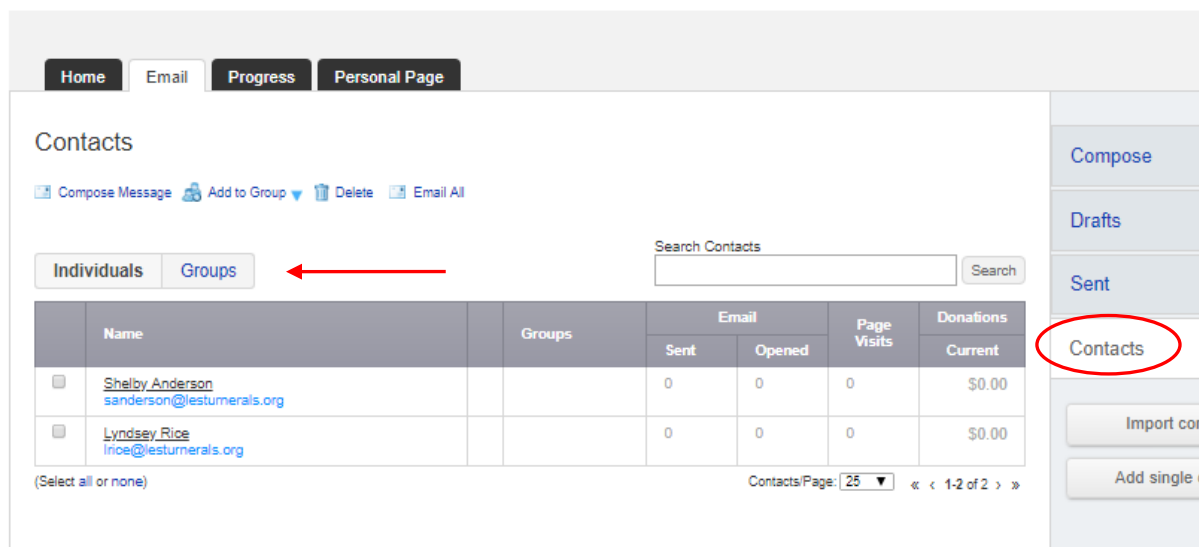
Sent

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.

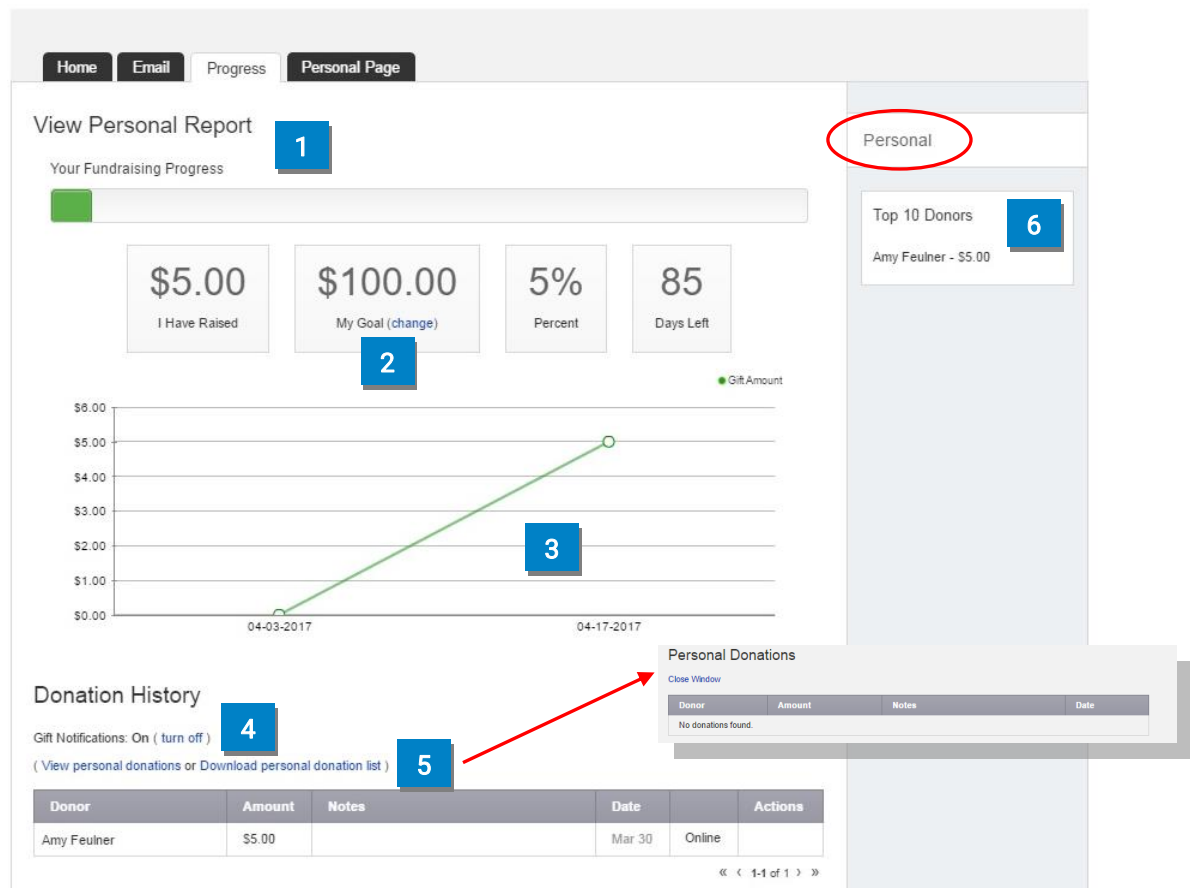
PROGRESS

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



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

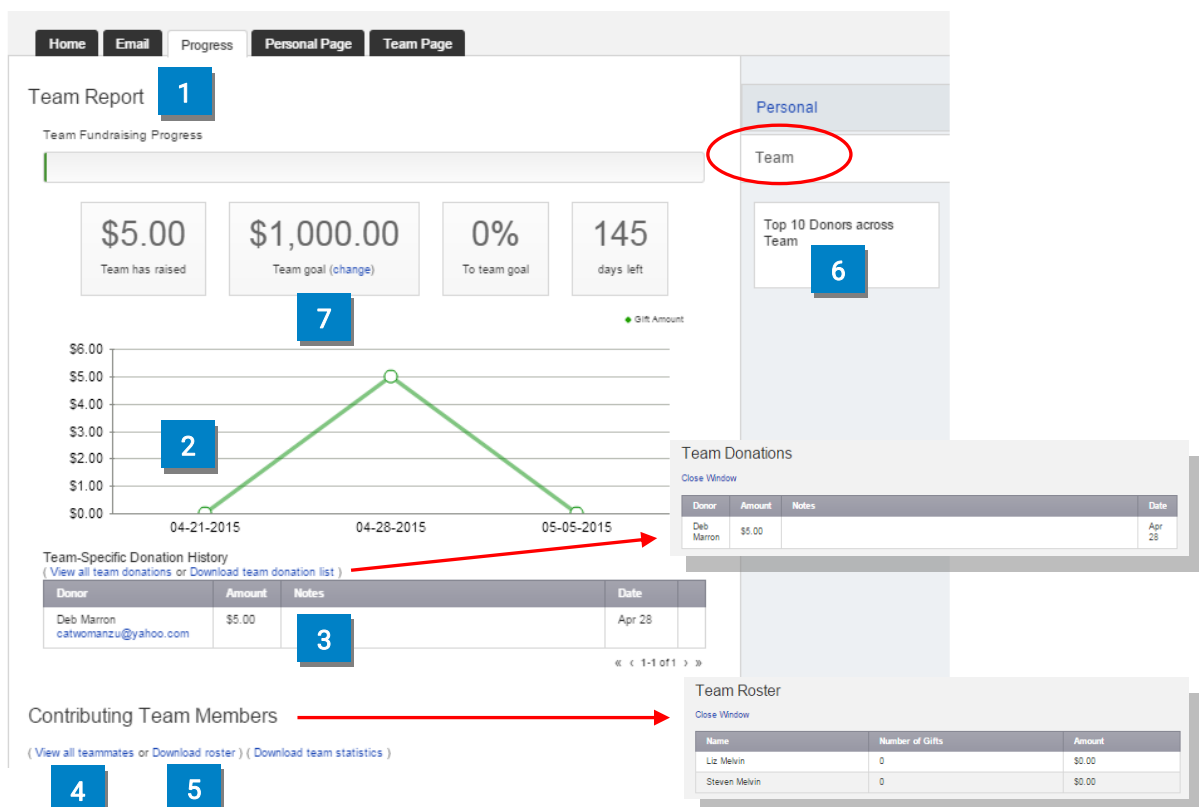
You can also view your team progress by selecting the **'Team' sidebar** while on the 'Progress' tab. On this particular page, you be able to do the following:

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.



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.