

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



**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.

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ONLINE FUNDRAISING BENEFITS

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

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

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

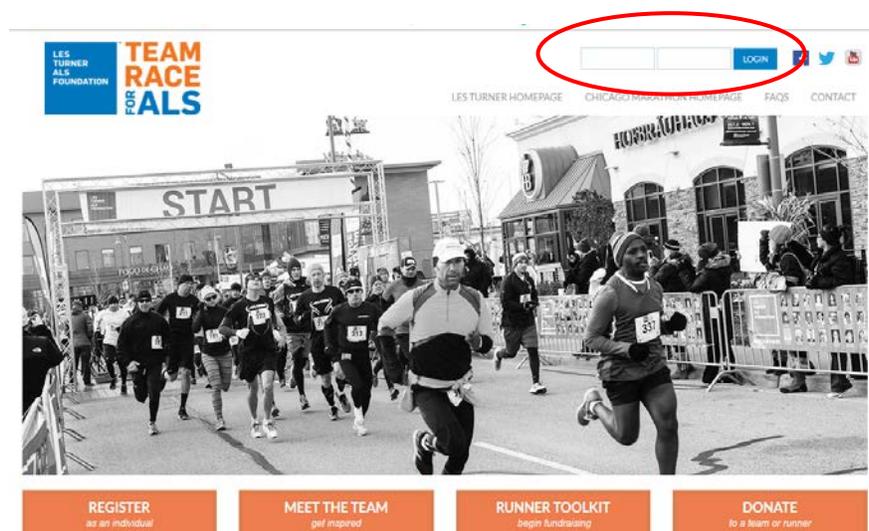
PARTICIPANT CENTER OVERVIEW

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

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

Log in

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



PARTICIPANT CENTER HOME PAGE

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

1. Customizing your fundraising page(s)
2. Adding contacts to your PC address book
3. Sending emails
4. Thanking your donors
5. Link a Facebook fundraiser to your participant center
 - a. For more information on integrating Facebook fundraisers to your participant center, see the Facebook Fundraising guide in the Runner Toolkit.
6. View your recent activity

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

2023 Chicago Marathon Help Log Out

Home Email Profile

What to do next?

- 1** Set up your Personal Page
 - 1 Customize your Personal Page with a story about why you are raising funds for this cause.
- 2** Add Contacts to Your Address Book
 - 1 Add contacts to email from your personal Address Book on our site.
- 3** Send an Email
 - 3 You have sent no emails to your family or friends. Add them to your Address Book and email them about your fundraising effort.
- 4** Thank your Donors
 - 4 Thank your donors!

Reach Out

- 5 You have 3 contacts that you have not emailed. Consider contacting them about your fundraising effort.

5 REACH YOUR GOAL FASTER
RAISE MONEY DIRECTLY ON FACEBOOK

- 1 Connect this fundraiser to Facebook.
- 2 Invite friends, share updates and collect donations on Facebook.
- 3 Keep track of your progress. The money you raise on Facebook will count toward your goal.

Connect Fundraiser to Facebook

Share

f g+ f t in

Recent Activity **6**

You joined 2023 Chicago Marathon Oct 17

FUNDRAISING PAGES

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

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

If you need help with the personalization, please contact us at events@lesturnerals.org or (847)679-3311

Personal Page Customization

To [customize your Personal Page](#), scroll down on the homepage. From here, you can complete the following actions:

1. Reviewing your fundraising progress
2. Updating your fundraising goal
3. View fundraising Badges
4. View personal donations
5. View your current Personal Page
6. Create a user-friendly URL to make it easier for people to visit and find your page
7. Add a personalized title/greeting
8. Personalize the text by sharing why you are participating and edit the text format
9. Upload pictures

The screenshot displays the 'Me' profile page with several sections. Callout 1 points to the 'Your Fundraising Progress' section, which shows a progress bar from \$0.00 to \$625.00 and an 'Edit Goal' button. Callout 2 points to the 'Badges' section, which states 'Badges are fun things you can earn.' Callout 3 points to the 'Personal Donations' section, which shows 'No donations found.' Callout 4 points to the 'Personal Page' section. Callout 5 points to the 'Personal Page URL' field, which contains a long URL and a 'URL Settings' button. Callout 6 points to the 'Title' field, which contains 'Welcome to My Personal Fundraising Page' and an 'Edit Content' button. Callout 7 points to the 'Body' text area, which contains a paragraph about ALS and a request for donations. Below the text is a 'Photos/Video' section with an 'Update Media' button and a photo of a blue shirt with the text 'I RUN FOR THOSE WHO CAN'T'.

Personal Page Summary

After personalizing your personal fundraising page, you can use your personal page URL to view your page. This is the page people will see when they click the custom personal page URL or search for your name on the Team Race homepage. Here you can view the following:

1. Custom 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

ome - Les Turner ALS Foundation - Google Chrome
ents/GeneraljsessionId=00000000.app245c?NONCE_TOKEN=60B9E1B8E9DF2721A17930E9C4125B45&px=1156388&pg=personal&fr_id=1280

LES TURNER ALS FOUNDATION **TEAM RACE FOR ALS**

LES TURNER HOMEPAGE CHICAGO MARATHON HOMEPAGE FAQS CONTACT

Welcome to My Personal Fundraising Page **1**

I have joined Team Race for ALS and will participate in the 2018 Bank of America Chicago Marathon of behalf of the Les Turner ALS Foundation. I believe in the work of the Les Turner ALS Foundation, I believe in providing the best possible care to Chicagoland area ALS patients and their families and I believe that the money we raise together will lead to finding a cure for ALS. Join me as we race towards more than a finish line, we race towards a CURE!

Since 2011 Team Race for ALS- Chicago Marathon, has attracted over 200 runners from around the globe and has raised over \$300,000 for the Foundation. In 2017, the team had 20 participants and raised over \$30,000! The money we raise together goes toward helping people currently living with ALS (PALS) and their families through the Foundation's Home and Community Service and grant programs. It also supports the Les Turner ALS Research and Patient Center at Northwestern Medicine where PALS are seen by a multi-disciplinary clinical staff at the Lois Insolia ALS Clinic, ensuring no part of their disease goes unseen and untreated. The Center also supports full functioning research laboratories, each providing hope of a future without ALS.

[View More](#)

DONATE NOW **2**

PERSONAL PROGRESS: **3**

2% of Goal \$25 Raised

FUNDRAISING HONOR ROLL **4**

SHARE **5**

If you think this page contains objectionable content, please [inform the system administrator](#).

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

Composing Emails

We strongly encourage you to explore the participant center email functions. Here are some of the email functions available in in the participant center:

1. Manage contact information

- a. Under "All Contacts" you can enter contact information manually or import a group of contacts from Gmail, Yahoo Mail, or a generic .csv file. From here, you can select multiple or all your contacts to include in your email.
 - b. Under "Never Emailed," you can see which contacts you haven't emailed yet
 - c. "Needs follow-up" shows you the list of responses to your emails that you may need a reply.
 - d. "Unthanked Donors" lists contacts that have donated to your personal page but have not yet been thanked.
 - e. The "Donors" tab lists each person who have donated to your personal page
 - f. Lastly, the "Non-Donors" tab lists people from your contact list who have not donated.
2. Enter email recipients individually. If multiple email addresses, separate with a comma.
 3. If desired, you can select an **email template** from this drop-down window. You can customize the content of any template. You will also notice that certain fields are highlighted in yellow. These fields should be customized as indicated in the template prior to sending to potential donors or supporters.
 4. Use template subject line or write your own.
 5. Type your own email message or edit the content of one of our email templates.
 6. **Preview** and send emails
 7. You can view, edit/send and delete previously saved drafts by clicking on the **'Drafts'** tab.
 8. View previously sent emails by clicking on the **'Sent'** tab.

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.

Home **Email** Profile

Compose Message

Drafts **7** **0**

Sent Messages **8** **0**

Contacts **1**

All Contacts **3**

Never Emailed **3**

Needs follow-up **0**

Unthanked Donors **0**

Donors **0**

Non-Donors **3**

Recipients (separate multiple email addresses with a comma) **2**

Thank You **3**

Thank you for supporting people living with ALS! **4**

Include personalized greeting [What's this?](#)

H1 H2 H3 P B I U

5

Dear friend,

I cannot thank you enough for your donation to me as I participate in the 2023 Bank of American Chicago Marathon as part of Team Race for ALS! Your thoughtful gift has helped me raise funds on behalf of the Les Turner ALS Foundation to support people living with ALS and their families in Chicagoland. Because of generous supporters like you, together, we are making a difference and building a community of support for people living with ALS and their families.

If you want to follow my progress, you can check my personal fundraising page ([link below](#)) at any time to see how close I am to achieving my fundraising goal.

Did you know that many donations can be doubled if your employer has a matching gift program? Visit lesturnerals.org/get-involved/matching-giftsworkplace-giving/ to see if your employer will match your gift.

Thank you again for your support!
PARTICIPANT NAME

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

Current layout:

Team Race for ALS Stationery

Preview & Send **6**

Save as template

Adding Contacts

If you click the “All Contacts” tab in the sidebar, you can view your contact list, add a group to your contact list, add contacts to your contact list, and import contacts from Gmail, Yahoo Mail, or a csv. File.

1. Add email groups here. The **‘Groups’ function** within ‘Contacts’ is a great way to organize your contacts. You can create groups for current donors, past donors, etc. to make communicating with the various groups of contacts easier and more streamlined.
2. To **enter contacts individually**, select the ‘Add Contact’ button, enter the contact’s first name, last name, email address, and select ‘Add’.
3. To **import a group of contacts**, select the ‘Import Contacts’ button, designate your email source, select ‘Next’ and follow the prompts as guided.

2023 Chicago Marathon Help Log Out

Home **Email** Profile

Compose Message

Drafts 0

Sent Messages 0

Contacts

All Contacts 0

Never Emailed 0

Needs follow-up 0

Unthanked Donors 0

Donors 0

Non-Donors 0

1 **2** **3**

Email All **Email Selected** Delete Selected Add to Group Add a group Add Contact Import Contacts

All Contacts

No contacts to display.