



# WALK MS: PARTICIPANT CENTER GUIDE

walk to  
create a world  
free of MS

BE INSPIRED. GET CONNECTED. WALK MS.

1.800.344.4867





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## WHY USE ONLINE FUNDRAISING TOOLS

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Using online tools makes fundraising easier. And, participants who use personal pages raise more money!

- o Bike MS – \$883 v. \$468
- o Walk MS – \$473 v. \$232
- o MuckFest – \$210 v. \$136

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## GUIDE TO ONLINE FUNDRAISING

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Each donation you collect brings us closer to a world free of MS. Your fundraising success is limited only by your imagination. Is there any greater feeling than knowing you have made an impact on the lives of those living with MS and their families?

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## ONLINE SECURITY

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The National MS Society has made every effort to protect your information and the information of your donors.

We use industry standard SSL encryption techniques to make sure credit card information, password and personal information travel securely over the Internet.

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# PARTICIPANT CENTER

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A customizable Participant Center is available to each registered participant. You can access the Participant Center by logging in through the 'Login to my Account' box with your username and password at the top of the screen.

## PARTICIPANT CENTER FEATURES

- o Upload your personal address book.
- o Send emails to family, friends, co-workers or anyone else you would like to ask to sponsor you for Walk MS. We've even provided sample emails that you can use.
- o Make a Self-Donation- Kick-start your fundraising efforts by making a self-donation. Those that do tend to raise twice as much as those who do not.
- o Send thank you emails to those who have donated to your fundraising efforts.
- o Monitor your fundraising progress – receive email notifications when someone has donated to your fundraising efforts.
- o Update your personal page – include your story, share your connection to MS and tell others why they should Join the Movement®.
- o Update your Fundraising Goal.
- o Learn what to do next – this box changes with suggestions to help you with your fundraising and get the most out of your Participant Center.
- o Fundraising Tools box- Additional resources that will help you achieve your fundraising goals.
- o Install the Fundraise with Facebook app – It allows your entire Facebook network to donate directly to you.

## USERNAMES/PASSWORDS

If you participated in a previous event or are a newly registered participant, you created a username and password. If you have forgotten your username or password, please call us at 1-800-344-4867.



Login

Register

Donate



Find an Event

Get Involved

Make an Impact

Get Connected

Zip Code

Go

State

Go

View all events



**My Progress:** 0%

**\$0.00**

I HAVE RAISED

**\$100.00**

MY GOAL (change)

**0**

DAYS LEFT

Date: 9/1/2015

Time: 9AM

Event Location: Blueprint Park

Event Coordinator: Joe Jones, [jjonestest@gmail.com](mailto:jjonestest@gmail.com)

[Enter a Gift](#)

[Participant Center Guide](#)

[View team roster](#)

### Team Captain Message

*You have not set a message for your team. Use the Edit link below to leave a message on the Participant Center Home page of your teammates.*

[Edit](#)

## My Fundraising Steps



Make a personal donation



Inspire others with your story



Recruit like crazy!



Send emails



Get social and share your page



Thank your donors



Download the mobile fundraising app



Download the Facebook app



Fundraising ideas



## Achievements

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# PERSONAL PAGE

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Your Personal Page is a unique web page asking friends and family to join your team or support you by making a donation.

- o Customize your page to share your story about why you have joined the movement to create a world free of MS.
- o Choose a layout for your personal page.
- o Create a personalized URL shortcut for easy reference.
- o Upload pictures to make your story more powerful.
- o Enable a thermometer showing dollars raised to personal fundraising goal.
- o Choose how you would like your donors to be listed on your page – by donor name only or name and amount of donations received.
- o Enable the blog feature to post updates about your fundraising success and event experience.

## PERSONALIZE YOUR PAGE

The screenshot shows a web editor interface for a personal page. At the top, there is a navigation bar with tabs for Home, Email, Contacts/Donors, Progress, Personal Page (which is highlighted), and Team Page. Below the navigation bar, the main content area is titled 'Content' and 'View Personal Page'. It displays a custom URL: [http://main.nationalmssociety.org/site/TR/Walk/HOMWalkEvents?px=4954674&pg=personal&fr\\_id=24307](http://main.nationalmssociety.org/site/TR/Walk/HOMWalkEvents?px=4954674&pg=personal&fr_id=24307) and indicates the page is 'Public'. An 'Edit' button is visible. To the right, there is a sidebar with a 'Content' tab selected, and other options like 'Photos/Video' and 'Components'. The main editing area is titled 'Title' and contains the text 'Welcome to My Personal Page'. Below the title is a 'Body' section with a rich text editor toolbar. The editor contains two paragraphs of text: 'Why I Participate:' and 'About MS'. A 'Save' button is located at the bottom left of the editor area.

# UPLOAD A PHOTO

Home

Email

Contacts/Donors

Progress

Personal Page

Team Page

## Photos/Video

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

Photos



no file selected

Caption

or [remove photo](#)

Video

Content

Photos/Video

Components

# ADDRESS BOOK

Keep it simple by uploading your existing address book from your personal email account. Click on “Import Contacts” to import contacts from another email application you use.

## THE SOCIETY’S ONLINE FUNDRAISING TOOLS SUPPORT THE FOLLOWING:

- o Outlook/Outlook Express
- o AOL
- o Yahoo! Mail
- o gMail
- o Generic CSV

You can also upload a .csv file exported from another email client. Add contacts manually by choosing “Add a contact” and typing in each contact name and e-mail address.

Home **Email** Contacts/Donors Progress Personal Page Team Page

Contacts

Compose Message Delete Email All Add to Group

Search **contacts** by name or email

Compose Drafts Sent **Contacts**

Individuals Groups

Name	Groups	Email		Page Visits	Donations Amount
		Sent	Opened		
<input type="checkbox"/> <no name> acgebhart@hotmail.cor		0	0	0	\$0.00
<input type="checkbox"/> <no name> amy.boulas@nmss.org		0	0	0	\$0.00
<input type="checkbox"/> <no name> anthony.wiarda@gmail		0	0	0	\$0.00

Import contacts Add a contact

**How to Send Email**  
To email someone from your contact list, click on **Contacts** then select **Individuals** or **Groups**. Once you've chosen who you want to send to, select **Compose Message**. From here you can create your own message or **Use a Template** for your email. Once finished, scroll to the top to **send, save your draft, preview** or **save as a template** for future emails.



# EMAIL

The email section allows you to send messages to your friends, family and co-workers to ask for donations in support of your participation.

## EMAIL OPTIONS

- o Thank those who have made a donation
- o Recruit team members
- o Solicit donations
- o Communicate with your team
- o Corresponding messaging is available for each Email Option. There is also event stationery and a blank template.

**Note: If you would rather email from your personal email account, you can copy and paste any of the content into an email and send.**

Home Email Contacts/Donors Progress Personal Page Team Page

### Compose Message

Send Save Draft Preview Save as template

To:

As you enter the name of a person or group, contacts from your Address Book will display above this area. Press Enter or click the contact to place the email address in the To field. [choose from your contacts list](#)

Subject:

**▶ Use a template** Use a suggested message to email your friends.

Include personalized greeting (What's this?)

Font family Font size

**B** *I* U ABC [List Icons]

**Compose**

Drafts

Sent

Contacts

**How to Send Email**  
To email someone from your contact list, click on **Contacts** then select **Individuals** or **Groups**. Once you've chosen who you want to send to, select **Compose Message**. From here you can create your own message or **Use a Template** for your email. Once finished, scroll to the top to **send, save your draft, preview** or **save as a template** for future emails.

# FOLLOW-UPS

This section allows you to manage your contact list by monitoring emails you have sent and by sorting and filtering various groups within your list.

## FILTERING OPTIONS

- o By Donor Status – have or have not donated
- o By Never Emailed Status – have not contacted
- o By Needs Follow-Up Status – need to send an email, a follow-up email
- o By Unthanked Donors Status – need to send a thank you message
- o By Past Team Members Status – past team members that have not joined your team
- o By Team Status – current team members

The screenshot shows the 'Email' tab selected in the top navigation bar. Below it, the 'Contacts' section is visible. On the left, there are buttons for 'Compose Message', 'Delete', 'Email All', and 'Add to Group'. A search bar is located to the right of these buttons. Below the search bar, there are two tabs: 'Individuals' and 'Groups'. The 'Groups' tab is highlighted with a red box and a red arrow points to it. Below the tabs, there is a table with two columns: 'Groups' and 'Name'. The table lists several groups and their corresponding email addresses. On the right side of the interface, there are buttons for 'Compose', 'Drafts', 'Sent', 'Contacts', 'Import contacts', and 'Create Group'. A 'How to Send Email' box is located at the bottom right of the screenshot.

Groups	Name
<input type="checkbox"/> Donors	<no name> acgebhart@hotmail.com
<input type="checkbox"/> Non-Donors	<no name> amy.boulas@nmss.org
<input type="checkbox"/> Teammates	<no name> anthony.wiarda@gmail.com
<input type="checkbox"/> Non-Teammates	<no name> asamccurdy@gmail.com
<input type="checkbox"/> Never Emailed	

**How to Send Email**  
To email someone from your contact list, click on **Contacts** then select **Individuals** or **Groups**. Once you've chosen who you want to send to, select **Compose Message**. From here you can create your own message or **Use a Template** for your email. Once finished, scroll to the top to **send, save your draft, preview** or **save as a template** for future emails.

# MY PROGRESS

The My Progress section allows you to monitor your personal fundraising progress based on the components chosen.

## MY PROGRESS FEATURES

- o View your monthly progress with a chart showing your fundraising success
- o Track the number of gifts you have received
- o View your gift history
- o Change your fundraising goal
- o Enter a new gift – checks & cash that you receive from donors

[Home](#) [Email](#) [Contacts/Donors](#) **Progress** [Personal Page](#) [Team Page](#)

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View Personal Report

### My Progress: 0%

**\$0.00**  
I HAVE RAISED

**\$100.00**  
MY GOAL (**change**)

**0**  
DAYS LEFT

● Gift Amount

**Personal**

Team

Enter a new gift

Top 10 Donors

Donation History

Gift Notifications: **On** ( [turn off](#) )

( [View all personal donations](#) or [Download personal donation list](#) )

Donor	Amount	Notes	Date	Actions
No donations found.				

« < 0-0 of 0 > »

# MY PROGRESS (CONTINUED)

## MY PROGRESS FEATURES

- o View your monthly progress with a chart showing your fundraising success
- o Track the number of gifts you have received
- o View your gift history
- o Change your fundraising goal
- o Enter a new gift – checks & cash that you receive from donors

Personal

Team

Enter a new gift

Home

Email

Contacts/Donors

Progress

Personal Page

Team Page

[« Back to Progress](#)

Enter the details for a gift that someone has given directly (or promised) to you:

\*First

\*Last

Email

### Additional gift entry fields

\*Amount

\*Payment Type  Cash  
 Check  
 Credit

**Add** or **Save and Add Another** or **cancel**

[Download Offline Donations Form](#)  
[Offline Gift Guidelines](#)

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[chapterwebsite.org](http://chapterwebsite.org) or 1.800.344.4867