



WALK MS: LONG ISLAND 2014 PARTICIPANT CENTER GUIDE

walk to
create a world
free of MS

BE INSPIRED. GET CONNECTED. WALK MS.

1.631.864.8337 ~ www.walkMSlongisland.org





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WHY USE ONLINE FUNDRAISING TOOLS

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

GUIDE TO ONLINE FUNDRAISING

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?

ONLINE SECURITY

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.

PARTICIPANT CENTER

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 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 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 1-631-864-8337 or e-mail Natale.Raimo@nmss.org.

Login to My Account

Forgot [Username](#) or [Password?](#)

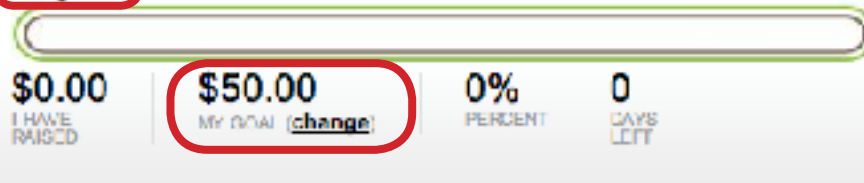


Welcome Sarah

[Participant Center](#) | [Edit Profile](#) | [Logout](#)

Overview

Progress

[Send email](#)[Enter new gift](#)

What to do next? Set up your personal page.

WELCOME TO YOUR PARTICIPANT CENTER

Colorado, Denver - Walk MS 2013 presented by Wells Fargo Denver City Park

Thank you for connecting with the National MS Society and thousands of others by registering for Colorado, Denver - Walk MS 2013 presented by Wells Fargo on Saturday, May 04, 2013. Your participation and fundraising on behalf of Walk MS supports our vision to create a world free of MS.

[Add contacts to Address Book](#)[View your progress page](#)[Work with Personal Page](#)[Email Team](#)

Start using your Walk MS Participant Center!

Supporters that use our online fundraising tools on average raise much more than those who do not.

- **NEED HELP?** [Download the participant center guide](#)
- [Set your fundraising goal and track your fundraising progress](#)
- [Customize your personal fundraising page](#)
- [Recruit other walkers](#)
- [Send emails](#) requesting donations

You can also fundraise with Facebook

This app installs in just a few seconds on your Facebook page. It allows your entire Facebook network to donate directly to you. Fundraising has never been quicker or easier. [Install the Fundraise with Facebook app.](#)

Message from Your Team Captain

Welcome to Team in Motion! I am so excited to see you all at Walk MS again this year. Just by joining the team you have helped to minimize the impact of MS, but I know you want to do more. I look forward to connecting, fundraising, cheering and walking with you! All the best, Jessica

fundraise with
facebook

PERSONAL PAGE

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.

HOME **EMAIL** **PROGRESS** **PERSONAL PAGE**

Content [View Personal Page](#)

Create	a	Custom	URL:	Edit
http://main.national.mesociety.org/site/		OCWalkEvents?		
px=10540013&pg=personal&fr_id=20782				
This page is Public				

Content

- Photos/Video
- Components

Title

Welcome to My Personal Page

Body

Font family - Font size - A - [Icons]

B *I* U [Icons]

Why I Participate:

Every hour of every day, someone is diagnosed with MS. That's why I registered for the Walk MS event. Walk MS is a day that connects friends, families, and coworkers. Each step we take brings us closer to a world free of MS.

About MS

I am asking you to support me in Walk MS because this is a cause that is meaningful to me. Millions of people are affected by MS and the challenges of living with its unpredictable symptoms. Multiple sclerosis interrupts the flow of information between the brain and the body and it stops people from moving. Every hour in the United States, someone is newly diagnosed with MS, a disease of the central nervous system. Symptoms range from numbness and tingling to blindness and paralysis. The progress, severity and specific symptoms of MS in any one person cannot yet be predicted, but advances in

[Save](#) [Preview](#)

Photos/Video

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

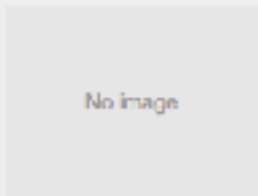
Photos



Choose File no file selected

Caption

Save/Upload or remove photo



Choose File no file selected

Caption

Save/Upload

Note: Not all page layouts support two photos. You might need to change your page layout if you do not see your second photo.

Video

Content

Photos/Video

Components

Components



Status Thermometer

Thermometer showing dollars raised to personal fundraising goal.



Fundraising Honor Roll

Scrolling list of largest donations received.

Show donor names only (do not show amounts)



Enable Personal Blog

Allows you to post updates when viewing your personal page.

Save Preview

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

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.

Contacts

Compose Message Add to Group Delete Email All

Search **contacts** by name or email

Individuals Groups

Name	Groups	Email		Page	Donations Amount
		Sent	Opened	Visits	
<input type="checkbox"/> <no name>		0	0	0	\$0.00
<input type="checkbox"/> <no name>		0	0	0	\$0.00
<input type="checkbox"/> <no name>		0	0	0	\$0.00

Compose
Drafts
Sent
Contacts

+ Import contacts
+ Add a contact

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

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 PROGRESS PERSONAL 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 A ab

B *I* U ABC

Compose
Drafts
Sent
Contacts

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 displays the 'EMAIL' tab in the top navigation bar. Below the navigation bar, the 'Contacts' section is visible, featuring a search bar and a list of actions: 'Compose Message', 'Add to Group', 'Delete', and 'Email All'. A search bar is labeled 'Search contacts by name or email'. On the right side, there is a sidebar with a list of folders: 'Compose', 'Drafts', 'Sent', and 'Contacts'. Below the sidebar, there are two orange buttons: '+ Import contacts' and '+ Create Group'. In the main content area, the 'Groups' filter is selected, showing a list of groups: 'Donors', 'Non-Donors', 'Never Emailed', 'Needs follow-up', and 'Unthanked Donors'. The 'Groups' filter is highlighted with a red box, and the 'Groups' tab is also highlighted with a red box.

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

The screenshot displays the 'View Personal Report' interface. At the top, there are navigation buttons for HOME, EMAIL, PROGRESS (highlighted with a red circle), and PERSONAL PAGE. Below the navigation is a 'View Personal Report' header. On the right side, there are tabs for 'Personal' and 'Team'. The main content area features a progress bar labeled 'Progress' with a green outline. Below the bar, it shows '\$0.00 I HAVE RAISED', '\$50.00 MY GOAL (change)' (circled in red), '0% PERCENT', and '0 DAYS LEFT'. To the right of the progress bar is a button labeled 'Enter a new gift' (circled in red). Below the progress bar is a line chart titled 'Top 10 Donors' with a legend for 'Gift Amount'. The chart shows two data points: one at 07-02-2013 and another at 07-16-2013, both with values near \$0.00. At the bottom left, there is a 'Donation History' section (circled in red) with a toggle for 'Gift Notifications: On (turn off)' and a link '(View all personal donations or Download personal donation list)'.

HAVE QUESTIONS ABOUT THE PARTICIPANT CENTER? CONTACT NATALE
RAIMO, SENIOR DEVELOPMENT MANAGER, AT NATALE.RAIMO@NMSS.ORG OR
CALL 631-864-8337.

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www.walkMSlongisland.org or 1.800.344.4867