Participant Center User Guide

challenge walk



3 DAYS. 50 MILES. CONNECT TO END MULTIPLE SCLEROSIS





Every day we come one step closer to our goal — a **world free of MS.** Every day we learn more about the disease and push for new treatments and programs to help people living with MS. None of it would be possible without the vital funds raised through Challenge Walk MS.

With this guide, we've made it easy for you to be a successful fundraiser! Follow these steps to learn how to set up your own website, share your reason for participating and email your contacts for their support. Templates, tracking tools and user-friendly instructions will streamline your fundraising campaign and have you reaching your goal in no time. The sooner you start, the sooner your efforts will be helping people affected by MS live their best lives. Don't hesitate to contact us with any questions you may have. Visit **challengewalkMS.org.**

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How to Find an Event

- Go to www.ChallengeWalkMS.org for Challenge Walk MS.
- Scroll down to search for an event by zip code or state. Searching by zip code will return all events within 200 miles of that location and list the events by proximity.
- Select the Challenge Walk MS you would like to participate in and click **REGISTER**.

or

Select **LEARN MORE** to visit the main website for that event.





Progress Completed

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How to Register for Your Event If You Are a Returning Participant

If you are a New Participant <u>CLICK HERE</u> or go to page 14 to begin.

- Returning Participants will login with a username and password.
- 2 If needed, select FORGOT USERNAME OR PASSWORD.
- Welcome to the **Register** page. As a Walk MS Returning Participant you have additional selections to make based on your participation interest. Example: Walker, Virtual Walker or Event Volunteer.

NOTE: These options vary by event. Click on the descriptions for additional information on the various types.

Once your participation type is selected, click one of the following options:

• Start a New Team

Start a New Team requires a Team Name, Fundraising Goal, Team Type (Friends & Family, Corporate or Other)

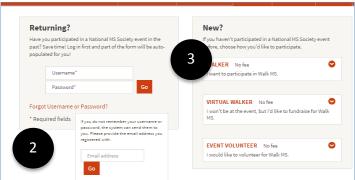
Join a Team

Join a Team allows you to search by team name to join that team.

· Register as an Individual

Register as Individual is not associated with a team, but it is encouraged that participants join a team for community, fundraising support, and ride Challenge Walk MS support.









5

Start a New Team

- a. Determine Team Name, Team Fundraising Goal and Team Type.
- b. Click **Next Step** to proceed to finishing your registration.
- 6

Join a Team

- a. Search for Team Name that you would like to join. Select **JOIN** to join that team.
- b. Click **Next Step** to proceed to finishing your registration.



Join a Team: Bring Back 'TEAM NAME'

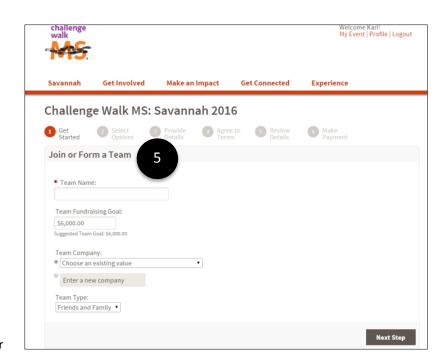
If you participated in this event the previous year on a team, and you are the first to Register for this team, you have the option to click BRING BACK 'TEAM NAME'. You will not be assigned as the Team Captain unless you were last year. By clicking this option you have made this team active and other participants can also join this team. If you participated in this event the previous year on a team and the team is already been started, you'll be asked if you would like to rejoin your previous team by clicking "Rejoin 'TEAM NAME'. If the former team captain is not returning and a new team captain needs to be assigned, contact a local staff person to inform them who will be the new team captain and they can assign that person as team captain once they have registered for the event.

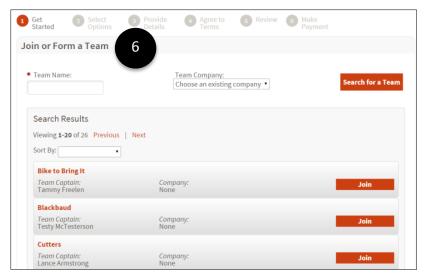


Register as an Individual

Proceed with information and continue registration process.

CLICK HERE to proceed to the next step or go to page 16 to continue.







Progress Completed

20% 0% 50% 100%



How to Register for Your Event If You Are a New Participant

1

New participants will make selection based on Participant type.

NOTE: These options vary by event. Click on the descriptions for additional information on the various types. Example: Walker, Virtual Walker or Event Volunteer.

Once your participation type is selected, click one of the following options:

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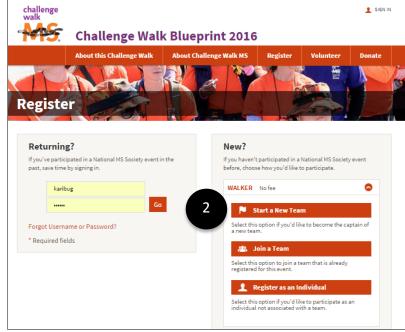
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3

Start a New Team

- a. Determine Team Name, Team Fundraising Goal and Team Type.
- b. Click Next Step to proceed to finish your registration.

4

Join a Team

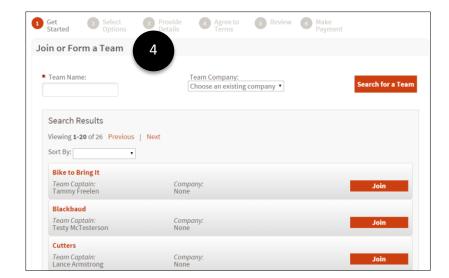
- a. Search for Team Name that you would like to join. Select **JOIN** to join that team.
- b. Click **Next Step** to proceed to finish your registration.

5

Register as an Individual

Proceed with information and continue registration process.





Progress Completed

0% 50% 100%



How to Finish Your Registration

- Update **Participation Options** with your personal fundraising goal. Check your event page to learn more about the fundraising levels, prizes, and incentives for being a Top Fundraiser!
- Jump-start your fundraising goal by making a personal donation to demonstrate your commitment to help those who live with MS.

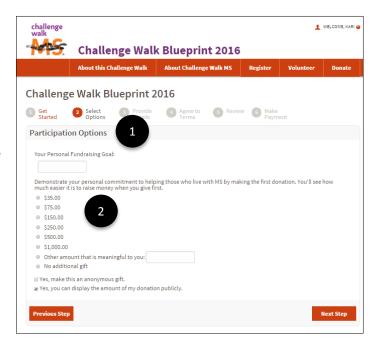
DID YOU KNOW...

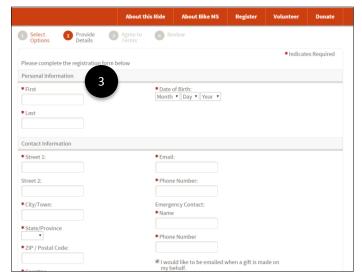
Participants who make a Personal Donation fundraise 2 times as much as those who don't.

- Input or Update all personal information
 Click **NEXT STEP** to continue.
- Read and confirm all terms and conditions. Click box to accept.

Click **NEXT STEP** to continue.

Review registration summary and click **COMPLETE REGISTRATION**, which will take you to the payment screen to finish your Self-donation.





Congratulations! You are now registered. Your Personal Page will appear shortly. Now it's time to Fundraise!

Progress Completed





How to Set Up Your Participation Options

Your registration is complete! Now it is time to personalize your page to tell your story of why you are participating to create a world free of MS.

1

The following next steps will appear:

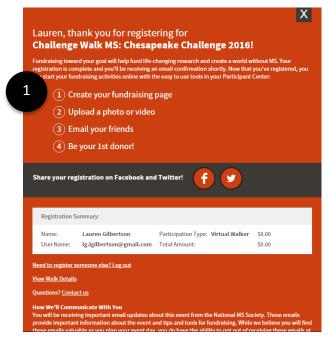
- · Create your fundraising page
- · Upload a photo or video
- · Email your friends
- Be your 1st donor

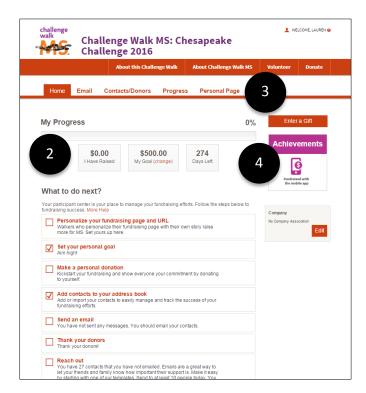
Your participant center will guide you through all the steps to ensure your personal page is set up to help you reach your fundraising goal.

- **Fundraising Goal:** Set your fundraising goal. We encourage you to aim high with this goal and you can always modify later.
- Personal Page: Customize all content, including personalizing the URL that can be shared directly with your friends and family. Write your story and upload a video or photo. You can also update Components which enables others to see your donations and progress.
- 4 Achievements: Continue to earn badges by achieving all the goals on your Personal Page!

TEAM CAPTAINS —

Team Page: Update your Team Page with your team fundraising goal, your team's story, customized URL, team photo, and customized content.





Progress Completed

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How to Easily Fundraise with Ready-to-Go Tools

Now that your Personal Page is ready, it is time to fundraise! There are three primary ways to fundraise: **Email**, **Facebook**, and with our **Mobile App**.

1

Email

Click on the **Email tab** and select from the below options. All emails come with a standard template, but it is encouraged that you personalize the messages with additional sentences that are meaningful to your participation experience and event, especially the solicitation emails. **CLICK HERE** for more details.

THANK YOU

Thank your friends and family for donating to your event.

RECRUITING

Send emails to your friends and family to join you or your team.

SOLICTATION

Email contacts to invite them to donate to your fundraising goal.

OTHER

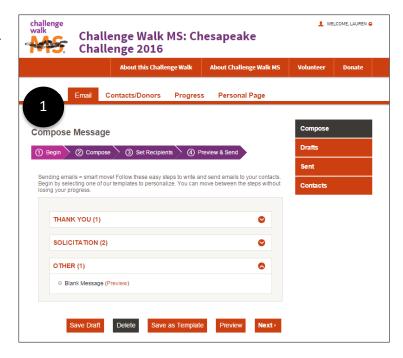
Create a customized email based on your needs.

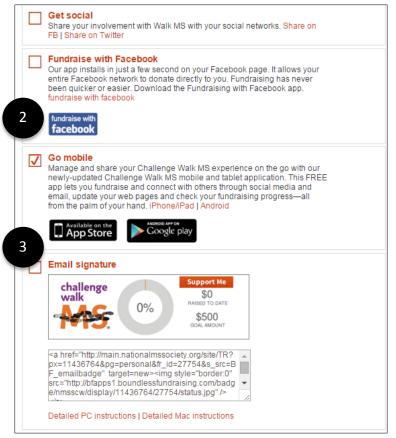
2 Facebook

Click **Home** tab and scroll down to **Fundraise with Facebook.** Click the Fundraise with Facebook icon to get started. Fundraising with Facebook is a great way to let your friends and family know that you're participating in this event! CLICK HERE for more details.

Go Mobile

Our mobile apps make it easy to access your Participant Center when you're on the go! <u>CLICK HERE</u> for more details.





Progress Completed

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How to Fundraise with Participant Center Email

There are many benefits to sending an email in the Participant Center!

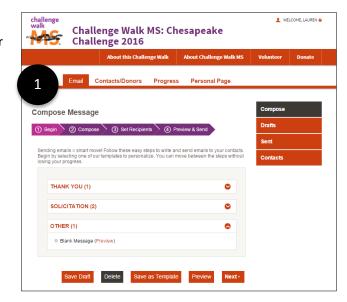
- Emails automatically include links to your personal page and your team's page.
- Emails are designed to highlight the event you're participating in and information to learn more about the National Multiple Sclerosis Society.
- ✓ Solicitation emails include details about the impact donations have for those living with MS.
- Create email groups, making it easier to select a preferred audience.
- Click the **Email tab** to begin.
- Click **Contacts** and then **Import Contacts.** If you are a returning participant, your contacts from prior years will appear. You will have the option to remove duplicate email addresses from prior years.

Follow the given instructions to connect to your email account.

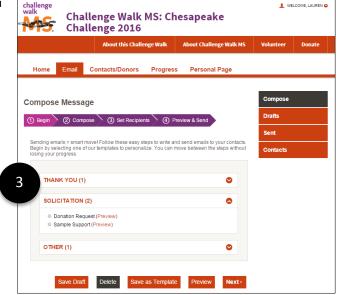
You'll then be able to import all or some of your contacts from that email account into your Participant Center Address Book.

Select **Compose Message** and choose the type of message you would like to send. The templates provide verbiage you can use and will include a link to your Personal Page and Team Page.

Click **NEXT**.









Edit or make changes in **Compose**. You can add, change, or edit all verbiage and we encourage you to personalize your message.

Click NEXT.

Select the recipients from your contacts by checking the box next to their name. If you'd like to send to a group, you may change "contacts" to "groups" by using the drop down menu.

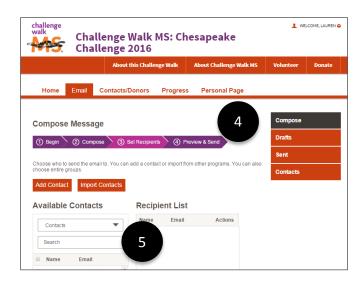
Click **NEXT**.

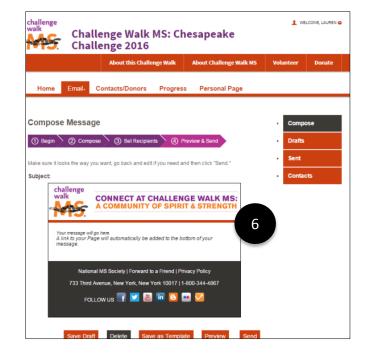
Preview your message, including your personalized additions. Any changes can be made in Compose and the recipients selected will not be lost.

Click SEND.

Email & Fundraising Tips

- ✓ Send Thank You emails to those who have donated to your fundraising efforts.
- ✓ Follow up and send additional emails to solicit donations.
- ✓ Monitor your fundraising progress receive email notifications when someone has donated to your fundraising efforts.
- ✓ Update your fundraising goal.







How to Fundraise with Facebook

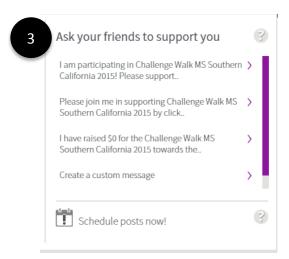
Here at the National MS Society, we're excited to offer you additional ways to fundraise for Challenge Walk MS! With the Challenge Walk MS Boundless Fundraising application, any Challenge Walk MS participant with a Facebook account can now extend their fundraising efforts to their social network on Facebook. With our new Challenge Walk MS mobile app, you can raise funds on the go from your smartphone or other mobile device!

Install the Facebook app by clicking the "Fundraise with Facebook" install graphic and link. The "Fundraise with Facebook" link is placed in several key locations throughout your participant center.

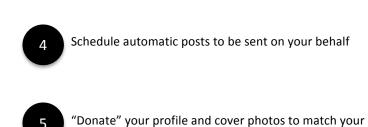


- Keep track of your fundraising progress and share the news with your Facebook friends.
- Post messages for your Facebook friends to see and to solicit donations from them.

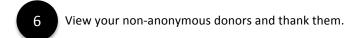




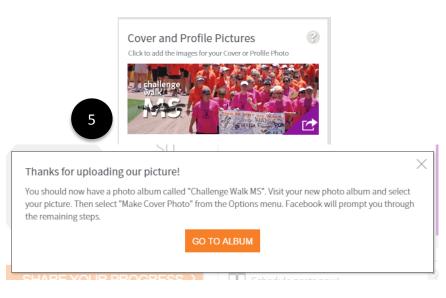




event.











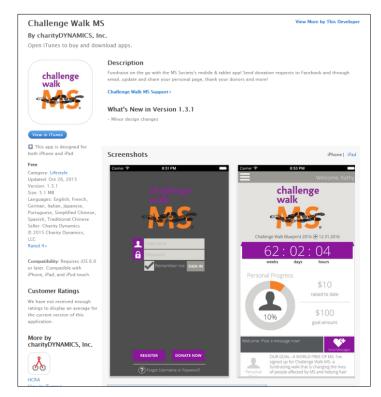
How to Fundraise with a Mobile or Tablet App

Your Challenge Walk MS event fundraising can be done from the palm of your hand! Simply download our mobile app to update your personal page, send emails and post social media updates — anytime, any place!

- Log into your Participant Center or open an email you received upon registering for your event.
- Locate the icons for the iTunes App Store or the Google Play store. Click on the desired store based on the device on which you wish to install the app. This will take you directly to the fundraising app where you can continue the downloading process based on your device.



- You can also search for our apps directly in the app stores by searching for "Bike MS," "Walk MS" or "Challenge Walk MS." Before completing the download, please be sure you are selecting the correct app for the device (i.e. confirm you are downloading the mobile app and not the tablet app onto your mobile device). Typically, the tablet apps are indicated with a "." at the end of the app name.
 - With the mobile or tablet app, you can:
 - View your fundraising progress and go to your event webpage directly from the app.
 - Post/send messages to solicit donations through Facebook, Twitter, SMS, LinkedIn, text, and email.
 All messages are accompanied by a link to your donation or personal page.
 - View and thank your donors through Facebook, Twitter, SMS, LinkedIn, and email.
 - Edit content and upload an image to your personal page, as well as view and share it on Facebook.
 - View news about the National MS Society and share certain posts on Facebook.
 - Get help using the app.



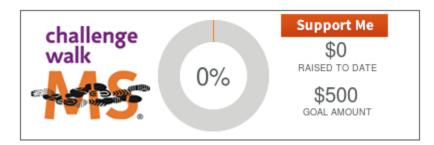


How to Install an Email Signature Line

Spread the word of your involvement and progress in your fundraising efforts by adding a badge to your work and/or personal emails.

Fundraising with the email badge

- Once you have installed the email badge to your signature, simply begin sending emails and the badge will be included.
- The badge will display your fundraising goal and automatically update with your progress and how much you've raised.
- Recipients of emails that include this badge can also click on the badge to be directed to your donation page or personal page.



Installing the email badge

The process to install the email badge varies depending on the email client you are using as well as whether you are using a PC or a Mac. Please visit the list of detailed instructions found here:

- Windows (PC): http://www2.charitydynamics.com/site/PageServer?pagename=Boundless_Email_Client
- Mac: http://www2.charitydynamics.com/site/PageServer?pagename=Boundless_Email_Client_Mac

