

## Online Fundraising Guide



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## What is Your “Participant Center” or “My Account”?

Web based fundraising software that is provided to all event participants

- Username and password are automatically generated and e-mailed to you upon registration (If you forget your username or password and need them reset, e-mail [MSChallengeGNE@nmss.org](mailto:MSChallengeGNE@nmss.org) and our staff can assist you.)
- To access, visit [www.msnewengland.org](http://www.msnewengland.org) then click on MS Challenge Walk. Click on the “Participant Center” link on the right side of the page.

The screenshot displays the MS Challenge Walk website interface. At the top left, a blue header contains the text "MS Challenge Walk". Below this header is a navigation bar with buttons for "My Content", "Save", "Share this page", and "Text Size" (with three size icons). The main content area features the headline "3 Days, 50 Miles, Closer to a Cure" followed by the dates "September 7-9, 2012" and a link for "2012 Details and Registration". Below this is a quote: "The Walk Will Challenge You, The Experience Will Change You". A paragraph describes the event as a three-day, 50-mile experience. On the right side, a green sidebar titled "Registration" contains the text "Registration is now open for the 2012 MS Challenge Walk." and a list of links: "Register", "Participant Center", "Donate", "Photos", and "Contact Us". At the bottom right, an orange sidebar titled "Social Networking" features a blue button with the "facebook" logo.

- You can also access your participant center by clicking on the “My Account” or “Participant Center” link on the left side of the event page for the Challenge Walk

The screenshot shows the website for the 'challenge walk MS' event. The main header reads 'WALK WITH PURPOSE' and 'MASSACHUSETTS - WALK MS: CAPE COD CHALLENGE WALK 2012'. A navigation menu on the left includes links like 'REGISTER', 'MY ACCOUNT', 'HOME', 'DONATE', 'TEAM LIST', 'VOLUNTEER', 'EVENT DETAILS', 'FAQS', 'EVENT SPONSORS', 'PARTICIPANT CENTER', 'DOCUMENT DOWNLOADS', 'FUNDRAISING TOOLS', 'SOCIAL NETWORKING', 'TEAMMS', 'TRAINING', 'CREW TRAINING', 'PHOTOS', and 'CONTACT US'. The 'PARTICIPANT CENTER' link is highlighted. The main content area displays the event title, date (September 7-9, 2012), and location (Cape Cod). It also lists two registration options: 'Accept the challenge to walk 3 days and 50 miles on September 7-9, 2012' and 'Accept the challenge to walk 2 days and 50 kilometers on September 8-9, 2012'. A 'Welcome back, Danielle! Logout' message is visible. An 'Event Progress' section shows a goal of \$1,150,000.00 and an amount achieved of \$5,515.00, with a 'Donate to Event!' link. A 'Top Teams' section is partially visible at the bottom.

## Why Fundraise Online?

The National MS Society is leading the way in online fundraising.

- Moving money online is faster and safer than handling checks and cash
- With online fundraising a receipt is automatically generated and sent to your donor at the time of their donation
- Participants who fundraise online have the donations they receive processed sooner and often raise bigger sums than those who fundraise only with offline methods
- Online fundraising in combination with social media tools (like Facebook.com) can help you reach potential donors you would not have thought of asking through sending a letter
- Friends and family can donate wherever they are
- Studies have shown that those who give online give larger gifts

## How to Use Your Participant Center

Log into your participant center as described on page 1

When logged in, your screen will look similar to the screenshot below

The screenshot shows the MS Challenge Walk Participant Center dashboard. At the top left is a banner for the 'challenge walk MS' with a photo of participants. To the right are links for 'Fundraising Tools', 'FAQs', and 'Download Documents'. Below this is a navigation bar with 'HOME', 'EMAIL', 'PROGRESS', and 'PERSONAL PAGE' tabs, and a 'Help' link. The main content area is titled 'Overview' and features a progress bar showing '\$0.00' raised out of a '\$1,500.00' goal, with '0%' completion and '304' days left. A yellow box highlights the message: 'What to do next? You have not sent any messages. You should email your contacts.' Below this is a welcome message for 'Danielle' and instructions on how to use the participant center, including links for 'Send out suggested emails' and 'Send reminder and solicitation e-mails'. A list of features is provided at the bottom. On the right side, there are buttons for 'Send email' and 'Enter new gift', and a box with links for 'Add contacts to Address Book', 'View your progress page', and 'Work with Personal Page'.

challenge walk MS

Fundraising Tools  
FAQs  
Download Documents

HOME EMAIL PROGRESS PERSONAL PAGE Help

Overview

Progress

\$0.00 \$1,500.00 0% 304  
I HAVE RAISED MY GOAL [change](#) PERCENT DAYS LEFT

What to do next? [You have not sent any messages. You should email your contacts.](#)

**Danielle, Welcome to your Participant Center!**  
Thank you for joining MS Challenge Walk!  
What to do next?  
Update your Personal Page.  
[Send out suggested emails](#) to your friends and family asking for their support! *Note: Make sure to save frequently when composing an email in the Participant Center, or create your message first in Word or Notepad, then copy it into your email.*  
Start Fundraising Online:  
Simply click on the Personal Page symbol above and follow the directions. You can change the layout of the page, write your own personal appeal, upload a photo or one of the ones we supply. If you have any questions on how to update your personal page, email us at [mschallengegagne@mss.org](mailto:mschallengegagne@mss.org).

- Start by [viewing your Personal Page](#) now to see what your potential donors will see:
- [Send reminder and solicitation e-mails](#) to friends, family and co-workers about your participation
- Track your individual ongoing fundraising progress
- Update your fundraising goal
- View reports on who & when your team members make a donation

Send email

Enter new gift

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

From your participant center you can

- 1) Edit your personal page (fundraising website)
- 2) Send e-mail to ask for donations and/or ask people to join your team
- 3) Enter donations received offline
- 4) Track your progress
- 5) Edit your fundraising goal
- 6) Utilize team captain only options

## Edit Your Personal Page

Your “personal page” is your individual fundraising website, where donors can donate to your MS Challenge Walk fundraising.

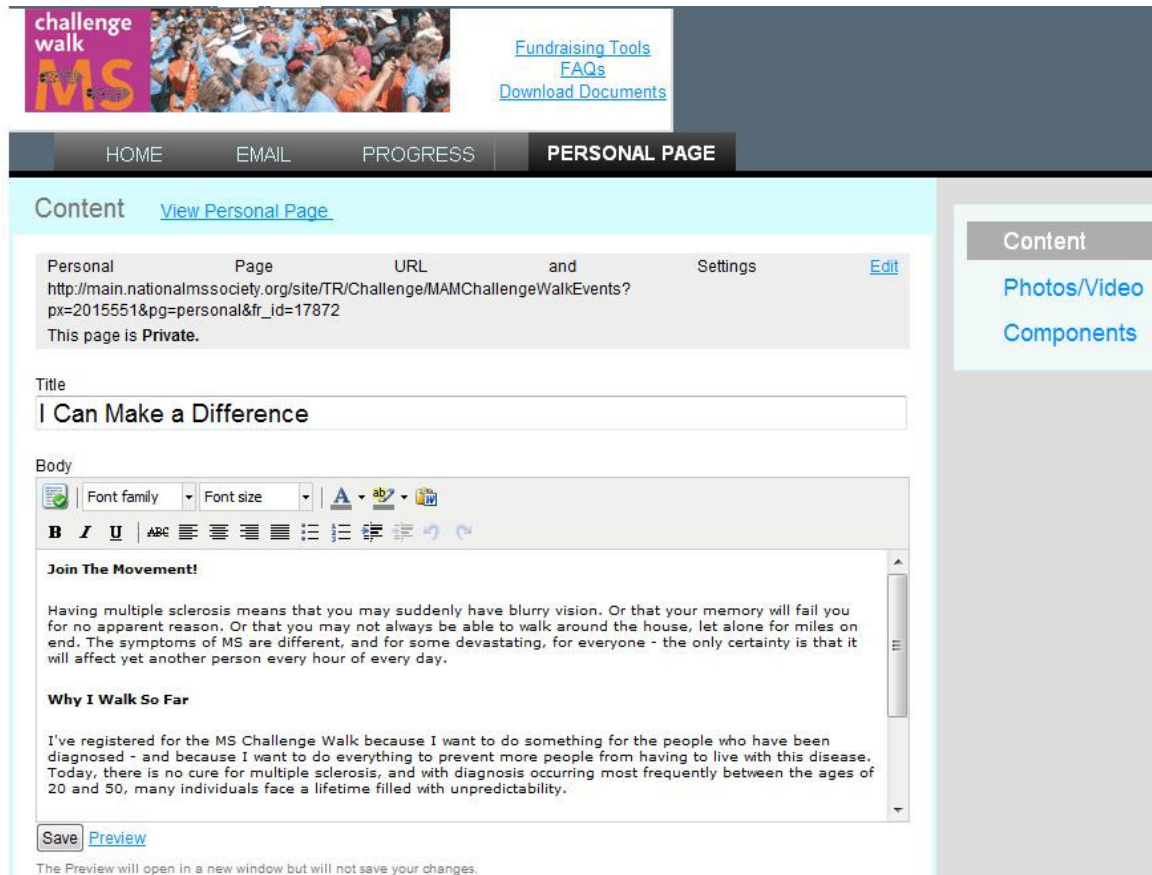
Make it personal by:

Writing why you chose to participate in MS Challenge Walk

Adding pictures from previous years, of the loved one you walk for, of your training, etc.

Adding a personal blog to update others on your fundraising/training process

To edit your personal page, click on the “personal page” tab on the top right of your participant center



The screenshot shows the MS Challenge Walk website interface. At the top left is the "challenge walk MS" logo. To its right is a photo of a group of people walking. Further right are links for "Fundraising Tools", "FAQs", and "Download Documents". Below this is a navigation bar with tabs for "HOME", "EMAIL", "PROGRESS", and "PERSONAL PAGE". The "PERSONAL PAGE" tab is selected. The main content area is titled "Content" and includes a "View Personal Page" link. Below this is a table with columns for "Personal Page", "URL", and "Settings". The URL is "http://main.nationalmssociety.org/site/TR/Challenge/MAMChallengeWalkEvents?px=2015551&pg=personal&fr\_id=17872" and the settings are "This page is Private." To the right of the table is an "Edit" link. Below the table is a "Title" field containing "I Can Make a Difference". Underneath is a "Body" section with a rich text editor. The editor contains the following text: "Join The Movement! Having multiple sclerosis means that you may suddenly have blurry vision. Or that your memory will fail you for no apparent reason. Or that you may not always be able to walk around the house, let alone for miles on end. The symptoms of MS are different, and for some devastating, for everyone - the only certainty is that it will affect yet another person every hour of every day. Why I Walk So Far I've registered for the MS Challenge Walk because I want to do something for the people who have been diagnosed - and because I want to do everything to prevent more people from having to live with this disease. Today, there is no cure for multiple sclerosis, and with diagnosis occurring most frequently between the ages of 20 and 50, many individuals face a lifetime filled with unpredictability." At the bottom of the editor are "Save" and "Preview" buttons. A note at the very bottom states: "The Preview will open in a new window but will not save your changes."

You can customize the URL for your website by clicking “edit” on the right of the page next to “personal page URL and settings”

Content [View Personal Page](#)

Personal	Page	URL	and	Settings	<a href="#">Edit</a>
<a href="http://main.nationalmssociety.org/site/TR/Challenge/MAMChallengeWalkEvents?px=2015551&amp;pg=personal&amp;fr_id=17872">http://main.nationalmssociety.org/site/TR/Challenge/MAMChallengeWalkEvents?px=2015551&amp;pg=personal&amp;fr_id=17872</a>					

Once you click edit, you can enter a shorter ending to the default URL, after “<http://main.nationalmssociety.org/goto/>”

Personal Page URL and Settings <http://main.nationalmssociety.org/goto/>

This page is

**Public** (Everyone can find and view and your Personal Page)

**Private** (Only people who know the exact URL can find and view your Personal Page)

or [cancel](#)

Be sure to click “save” after customizing the URL

To edit the content of your personal page, click on the “Content” link on the right side of the page.

The screenshot shows the MS Challenge Walk website. At the top, there is a navigation bar with links for HOME, EMAIL, PROGRESS, and PERSONAL PAGE. Below this is a header area with a "challenge walk" logo, a photo of people, and links for Fundraising Tools, FAQs, and Download Documents. The main content area is titled "Content" and includes a "View Personal Page" link. Below this is a table with columns for Personal, Page, URL, and Settings, and an "Edit" link. The URL is [http://main.nationalmssociety.org/site/TR/Challenge/MAMChallengeWalkEvents?px=2015551&pg=personal&fr\\_id=17872](http://main.nationalmssociety.org/site/TR/Challenge/MAMChallengeWalkEvents?px=2015551&pg=personal&fr_id=17872). The page is currently set to "Private".

The editing interface includes a "Title" field with the text "I Can Make a Difference" and a "Body" field with a rich text editor. The body text reads:

**Join The Movement!**

Having multiple sclerosis means that you may suddenly have blurry vision. Or that your memory will fail you for no apparent reason. Or that you may not always be able to walk around the house, let alone for miles on end. The symptoms of MS are different, and for some devastating, for everyone - the only certainty is that it will affect yet another person every hour of every day.

**Why I Walk So Far**

I've registered for the MS Challenge Walk because I want to do something for the people who have been diagnosed - and because I want to do everything to prevent more people from having to live with this disease. Today, there is no cure for multiple sclerosis, and with diagnosis occurring most frequently between the ages of 20 and 50, many individuals face a lifetime filled with unpredictability.

At the bottom of the editing interface are "Save" and "Preview" buttons. A note below the buttons states: "The Preview will open in a new window but will not save your changes."

Replace the title and body of the page with your own words.

Remember to click save.



If you'd like to see what your personal page will look like to others, click the "preview" link on the bottom of the page.

**Why You Should Sponsor Me**

This event is a challenge - and an opportunity - for everyone involved, participants and donors alike. With commitment to this cause, we can all be part of a historic undertaking. The funds raised from the MS Challenge Walk will not only support research to help create a world free of multiple sclerosis, but also provide programs which address the needs of hundreds of thousands of people living with MS right now. Because we choose to walk for those who sometimes can't. Because we choose to donate to the MS Challenge Walk, we are getting ever closer to the hour when no one will have to hear the words, "You have MS."

Save [Preview](#)

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

This will open up a preview screen of your personal page in a new window.

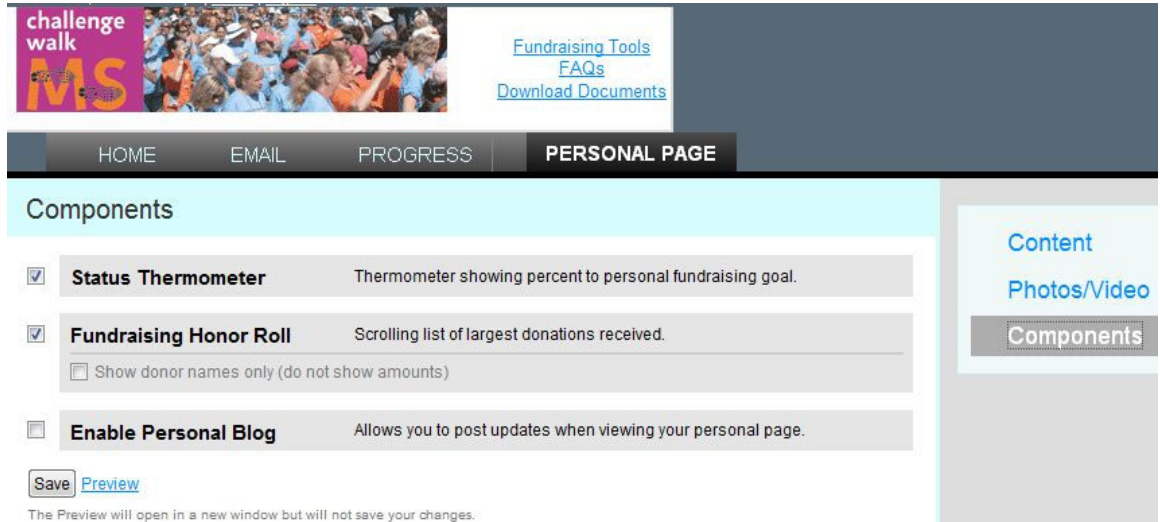
To add photos or video to your personal page, click on the "photos/video" link on the right side of your participant center



Click the circle next to photos or video to be prompted with upload instructions



Use the “Components” link on the right side of your participant center to enable/disable your fundraising status thermometer and fundraising honor roll. (Enabled by default) You can also enable your personal blog.



The screenshot shows a participant center interface. At the top left is a banner for a "challenge walk" with "MS" and a photo of a crowd. To the right are links for "Fundraising Tools", "FAQs", and "Download Documents". Below this is a navigation bar with "HOME", "EMAIL", "PROGRESS", and "PERSONAL PAGE" (which is highlighted). The main content area is titled "Components" and contains three settings:

- Status Thermometer** Thermometer showing percent 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.

At the bottom of the settings are "Save" and "Preview" buttons. A note below reads: "The Preview will open in a new window but will not save your changes." On the right side of the page is a sidebar with links for "Content", "Photos/Video", and "Components" (which is highlighted).

## Send e-mail to ask for donations and/or ask people to join your team

Click on the “email” tab on the top left of your participant center

The screenshot shows the 'Compose Message' interface. At the top, there is a navigation bar with tabs for 'HOME', 'EMAIL', 'PROGRESS', and 'PERSONAL PAGE'. The 'EMAIL' tab is selected. Below the navigation bar, there is a header area with a 'challenge walk MS' logo and a photo of a crowd, along with links for 'Fundraising Tools', 'FAQs', and 'Download Documents'. The main content area is titled 'Compose Message' and contains a form with the following elements:

- Buttons: Send, Save Draft, Preview, Save as template
- To: field with a dropdown arrow and a note: "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: field
- Link: [Use a template](#) Use a suggested message to email your friends.
- Checkbox:  Include personalized greeting ([What's this?](#))
- Rich text editor with options for Font family, Font size, Bold (B), Italic (I), Underline (U), Bulleted list, Numbered list, Indent, Outdent, Link, and Unlink.

On the right side, there is a sidebar with a 'Compose' button and links for 'Drafts', 'Sent', and 'Contacts'.

Enter the e-mail addresses you would like to send to in the “To” field  
Enter a subject line  
Enter the body of the e-mail in the white space under the formatting buttons

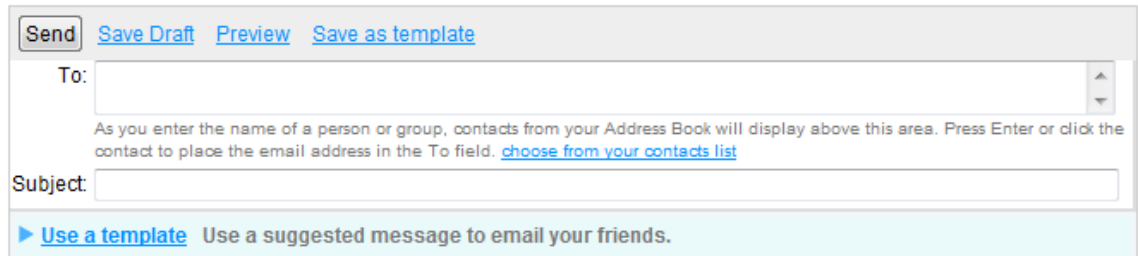
Select a layout by clicking the image you would like at the bottom of the screen, followed by the “done selecting” link

The screenshot shows the layout selection interface. At the top, there is a dropdown menu with the text 'Current layout: General-Autoresponder (done selecting)'. Below the menu, there are two layout options:

- 2011 Challenge Walk**: This option features a colorful image of a crowd and the text 'WALK WITH PURPOSE' and '2011 Challenge Walk'.
- General-Autoresponder**: This option features a simple white background with a light blue border and a few lines of placeholder text.

To save your e-mail as a template you can use for future e-mails, click the “Save as template” link

## 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.

You can view templates of suggested e-mails by clicking the “Use a template” link. Template e-mails include, “Join My Team” “Support Me” “Thank You for Sponsoring Me” and “Team Message”

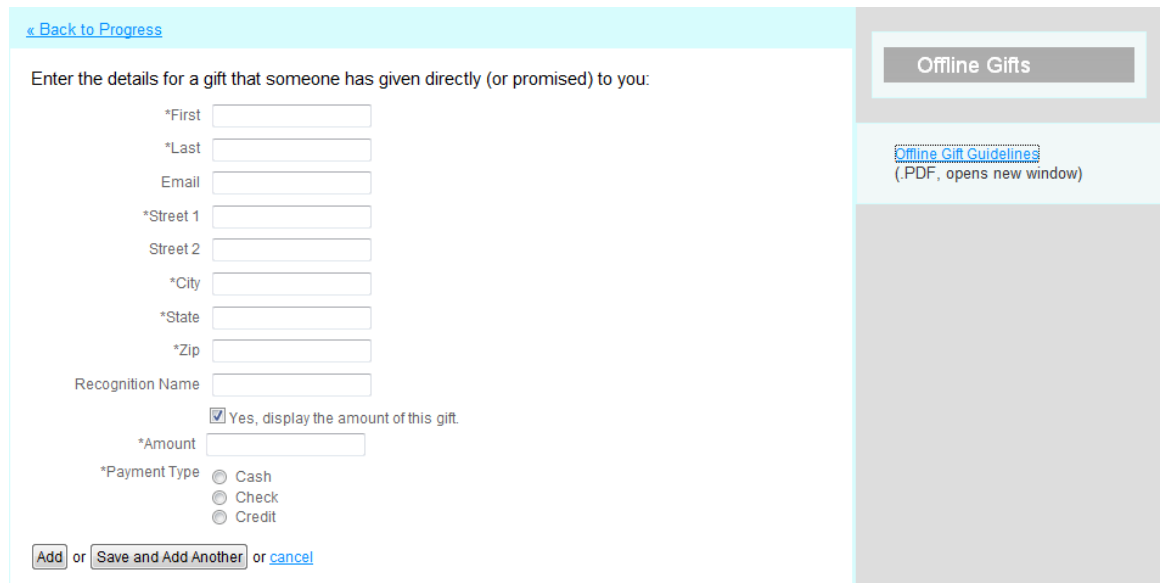
## Enter donations received offline

To enter an offline donation that you've received from a donor, click on the "Progress" tab



The screenshot shows the MS Society website interface. At the top left is a banner for "challenge walk MS" with a photo of a crowd. To the right are links for "Fundraising Tools", "FAQs", and "Download Documents". Below this is a navigation bar with tabs for "HOME", "EMAIL", "PROGRESS" (which is highlighted), and "PERSONAL PAGE". Under the "PROGRESS" tab, there is a section titled "View Personal Report". Below this, a progress bar is shown with the following information: "\$0.00 I HAVE RAISED", "\$1,500.00 MY GOAL [change](#)", "0% PERCENT", and "304 DAYS LEFT".

Next, click the "Enter a new gift" button on the right side of the page. It will open the following screen, where you can enter donation information.



The screenshot shows the "Enter a new gift" form. At the top left is a link for "« Back to Progress". The main heading is "Enter the details for a gift that someone has given directly (or promised) to you:". The form contains the following fields and options:

- \*First
- \*Last
- Email
- \*Street 1
- Street 2
- \*City
- \*State
- \*Zip
- Recognition Name
- Yes, display the amount of this gift.
- \*Amount
- \*Payment Type:  Cash,  Check,  Credit

At the bottom of the form are three buttons: "Add", "Save and Add Another", and "cancel". On the right side of the page, there is a section titled "Offline Gifts" with a link for "Offline Gift Guidelines (.PDF, opens new window)".

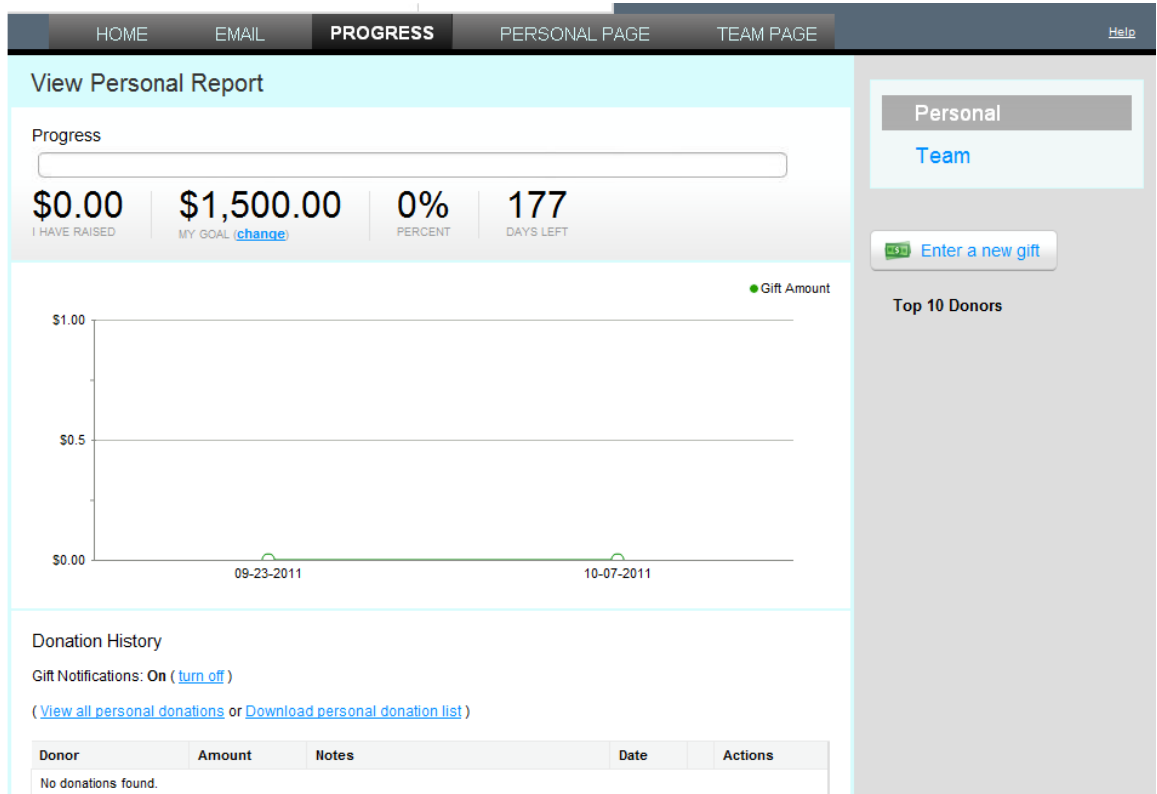
Click "Add" or "Save and Add Another" when finished

To help process your donations in a timely manner, mail the checks you receive to National MS Society, Greater New England Chapter  
PO Box 845945 Boston, MA 02284-5945

Make sure to write your name on the memo line of the check and “Challenge Walk. For example, “Jane Doe – Challenge Walk”

## Track Your Progress

You can track your fundraising progress by viewing the “progress” tab



The “progress” tab will display graphs of your fundraising, and allow you to view donations/download a list of donations that have been made to you.

## Edit your Fundraising Goal

You can edit your fundraising goal by clicking the “change” link next to “My goal” on both the progress tab and the home tab

## Team Captain Only

Team Captains can post a message to their team members that will appear on the home page of the team members participant center by clicking “Edit” under the “Message from Your Team Captain” box on the right side of the page.

The screenshot shows the participant center interface with a navigation bar at the top containing 'HOME', 'EMAIL', 'PROGRESS', 'PERSONAL PAGE', and 'TEAM PAGE'. The 'HOME' tab is selected. The main content area is titled 'Overview' and features a progress bar. Below the progress bar, the following statistics are displayed: '\$0.00 I HAVE RAISED', '\$1,500.00 MY GOAL [change](#)', '0% PERCENT', and '177 DAYS LEFT'. A yellow box highlights the text: 'What to do next? You have not sent any messages. You should email your contacts.' Below this, a welcome message reads: 'Danielle, Welcome to your Participant Center! Thank you for joining Walk MS: Boston 2012! What to do next? Update your Personal Page. Simply click on the Personal Page symbol above and follow the directions. You can change the layout of the page, write you own personal appeal, upload a photo or one of the ones we supply. If you have any questions on how to update your personal page, email us at [danielle.kempe@nmss.org](mailto:danielle.kempe@nmss.org). [Send out suggested emails](#) to your friends and family asking for their support! Note: Make sure to save frequently when composing an email in the Participant Center, or create your message first in Word or Notepad, then copy it into your email. Start Fundraising Online:'. On the right side, there are several buttons and links: 'Send email', 'Enter new gift', 'Add contacts to Address Book', 'View your progress page', 'Work with Personal Page', 'Email Team', 'View team roster', and a 'Message from Your Team Captain' section with the text 'Thanks for joining me in the fight against MS!' and an 'Edit' link.

Team Captains can e-mail their team by clicking the “Email Team” link on the right side of the home page or by using the “Email” tab

This screenshot is identical to the one above, but the 'EMAIL' tab in the navigation bar is selected instead of 'HOME'. The rest of the page content, including the progress bar, statistics, and right-hand sidebar, remains the same.



Team Captains can edit the team webpage by clicking on the “Team Page” tab on the top right of the page

HOME EMAIL PROGRESS PERSONAL PAGE **TEAM PAGE**

Content [View](#)

Team Page URL [http://main.nationalmssociety.org/site/TR/Walk/MAMWalkEvents?team\\_id=266225&pg=team&fr\\_id=17990](http://main.nationalmssociety.org/site/TR/Walk/MAMWalkEvents?team_id=266225&pg=team&fr_id=17990) [Edit](#)

Body

Font family Font size A

**B** *I* U ABC

Join Our Team in the Movement to Create a World Free of MS!

**\*\* Note: To donate to an individual participant, please scroll down to view the list of team members.**

The number of people living with multiple sclerosis increases every hour of every day. This astonishing rate is not going to slow down, let alone stop, until we've found a cure. Research has made some incredible advances recently, but the world can still only offer disease management drugs and therapies to the 400,000 people living with MS in America.

We've formed a team for Walk MS because the National Multiple Sclerosis Society funds more MS research than any other private organization. In addition to supporting studies which hope to reveal the cause and course of the disease, the National Multiple Sclerosis Society also provides much needed education, programs, and services to everyone who is affected by MS - including the diagnosed, their friends and families, and the healthcare professionals who work with them.

Join our team as a walker or a volunteer! Make a donation online! Send in a check! There are so many ways to

Photo

Caption

## **Why Send E-mails Through Your Participant Center?**

- A link to your personal page will automatically be included
- You can use the MS Challenge Walk layouts to give your e-mails a more polished look
- Templates offer suggested text to help you draft your e-mails
- You can keep track of the number of e-mails you have sent to each contact and see who has made a donation and/or visited your personal page as a result of your e-mail

## Questions

E-mail [MSChallengeGNE@nmss.org](mailto:MSChallengeGNE@nmss.org) with any questions and our MS Challenge walk staff will be happy to assist you.  
You can also call 781-890-6097.

Thank you for joining the movement to create a world free of MS!  
We look forward to seeing you at the MS Challenge Walk.