Participant Center Guide

Check out our brand-new Fundraising Participant Center!
Once you’ve registered for the walk, you can reach out to potential teammates and supporters to share the story of WHY YOU WALK.

Participants who use the online tools raise on average **20 times more funds** than those who don’t, so let’s get started!

Here’s a step-by-step How-To Guide to maximize your fundraising to help defeat ALS!
STEP 1  show your support

MAKE A PERSONAL DONATION
Start off strong by making a donation to your own team! Inspire your teammates and show them that you believe in the Walk to Defeat ALS.

HOW TO MAKE A SELF DONATION

1. Select “Log In to Fundraise”

2. Click on “Donate to Your Goal”

3. Follow the prompts and fill in your information

4. Earn the “personal donation” badge!
Sync your fundraising page with Facebook! Use Facebook to update your status and schedule posts, and even raise funds!

**HOW TO SYNC WITH FACEBOOK:**

1. Log in to Fundraise from the home page of your event

2. Click on the Social Sharing Tab

3. From the Social Sharing Center, select the option to connect your fundraiser with Facebook.

4. When prompted, allow Facebook to access your participant center. From the app, you’ll be able to reach your whole network.

*Note: Due to recent privacy updates, Facebook will no longer be allowed to post on your behalf.*
STEP 3  share your story

UPDATE YOUR PERSONAL (AND TEAM) PAGE
Your donors want to know WHY you’re walking, so update your page with a photo or video, and be sure to tell your story. People who update their personal page raise three times more than people who don’t!

HOW TO UPDATE YOUR PERSONAL PAGE:

1  Log in to Fundraise from the home page of your event

![Walk to Desert logo]

FIND YOUR WALK AND REGISTER  LOG IN TO FUNDRAISE  DONATE

Please log in to gain access to your Participant Center

2  On the home page, select the Edit Pages tab. (If you’re a Team Captain, you can personalize your team page, too!)

![Edit Pages tab]

FUNDRAISING HOME  EDIT PAGES  SEND EMAIL  SOCIAL SHARING CENTER

3  Your personal page will open for editing in a new window

4  Edit your headline and story, and be sure to save your work often so you don’t lose it! Use the formatting tools to add different colors or fonts.
STEP 4 personalize your page

HOW TO:

1. Create a custom URL to share with friends and family so they can easily make a donation

2. Add two photos or a video to illustrate your story

3. Edit your fundraising goal here!

4. You will earn badges to show off your milestones.

CHECK OUT THE BADGES I'VE EARNED

- **Level 1** Not Yet Achieved
  - I need $100 to reach the next level!
  - Help me get there

- **Alum**
  - I've Participated in the Walk for 5 Years!

- **Star**
  - I'm a Team Captain!

- **Badge**
  - I Made a Personal Donation!
STEP 5 manage your contacts

AND YOUR CONTACTS TO YOUR FUNDRAISING CENTER

Friends and family are your biggest supporters in the fight to defeat ALS. Add yours to your fundraising center to easily message and group them. All contacts are kept private — the ALS Association does not have access to them.

HOW TO:

1. Log in to Fundraise from the home page of your event

   Please log in to gain access to your Participant Center

2. From your fundraising center, select the Send Email tab

3. From the email center you can email all your contacts or specific groups. You can set these groups and name them “friends,” “family,” or “colleagues”: whatever works for you!

4. This section will be based on the actions of your supporters.
STEP 6

ask for support

SEND EMAILS FROM YOUR FUNDRAISING CENTER

DID YOU KNOW: The number one reason people don’t give to charity is because they were never asked? Make asking easy by using our email templates that link directly back to your fundraising page!

HOW TO ASK FOR SUPPORT:

1. Log in to Fundraise from the home page of your event

2. From your fundraising center, select the Send Email tab

   Draft your message here! Use the formatting tools to change font styles and colors. Use the Personalized Greeting to include your contact’s first name in the email.

   - Add your recipients here. *Hint* Use the pre-made or custom groups from your contacts!
   - Use one of the templates provided by selecting from the dropdown. Or, create your own message!
   - Don’t forget to include a subject!
   - You can select a layout to determine the design of your email or you can send with a blank stationery.

Once your email is drafted, select “Preview and Send” to see what it will look like! When you’re ready, click “send”.

To save your email as a template to use again, select “Save as Template” and it will appear under the template drop-down!
STEP 7 spread the word

USE THE SOCIAL SHARING CENTER TO SPREAD THE WORD

Access sharable images and facts about ALS you can quickly post to your social media accounts. Include a link to your personal fundraising page to maximize donations!

HOW TO:

1. Log in to Fundraise from the home page of your event

2. From your fundraising center, select the Social Sharing Center

Follow the instructions to connect your fundraising page to Facebook!

Use the Facebook icon to share these images directly to your page. Select “Copy” to copy your custom URL and share that as well. You can download all the images for other use, too!

Click “Get Link” to copy the video links and share them in email and on social media.

Select “Copy” to copy this content and paste in emails or on social media.
STEP 8 track your progress

THANK YOUR SUPPORTERS AS YOU GET CLOSER TO YOUR GOAL

Now that your donations are growing, it’s time to thank each of your generous supporters! As your thermometer climbs, don’t forget to keep spreading the word by sharing on social media and asking your network for support.

HOW TO:

1. Log in to Fundraise from the home page of your event

2. On your Fundraising Center Home, scroll down to the My Donors section

   Use this button to download a list of all your donors

   Click here to email everyone you haven’t thanked yet

   Click this icon next to a donor’s name to send them a thank you email

   Use these tools to control how many donors show per page

   Download and print donor receipts by clicking here
**STEP 9**
go the distance

**MORE FUNDRAISING TOOLS**
Recent Fundraising Activity  Edit Your Profile  Edit Team Name  Fundraising Tips and Tools

Check out these tools for helpful fundraising tips!

**DOWNLOAD THE MOBILE APP**
The Walk to Defeat ALS® mobile app is **FREE** and **EASY**! The user-friendly interface makes updating your personal page, adding photos, syncing to your Facebook account, and sending emails a breeze! Download the app on the Apple or Google Play store today.

**TAKE THE MOVEMENT ON THE GO.**

**AVAILABLE FREE FOR PHONES AND TABLETS**