2010 Participant Center GUIDE

Why use Online Fundraising Tools?

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

- Bike MS — $883 v. $468
- Walk MS — $450 v. $147

Guide to Online Fundraising

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

Usernames/Passwords

If you participated in 2007, 2008 or 2009, your username and password are the same. If you are a new participant in 2010 and you registered online, then you created your username and password when you registered. If you need a username or password, call us at 1-800 FIGHTMS or 1-800-344-4867.

Participant Center

A customizable Participant Center is available to each registered participant. You can access the Participant Center by logging in with your username and password at the top of the screen or anywhere you see a text link for "Log In."

Participant Center Features

- Update your personal page — include your story, share your connection to MS and tell others why they should join the movement.
- Upload your personal address book.
- Send emails to family, friends, co-workers or anyone else you would like to ask to sponsor you for Bike MS or Walk MS. We've even provided sample emails that you can use.
- Send thank you emails to those who have donated to your fundraising efforts.
- Monitor your fundraising progress — receive email notifications when someone has donated to your fundraising efforts.

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.

Personal Page Features

- Customize your page to share your story about why you have joined the movement to create a world free of MS.
- Choose a layout and color scheme for your personal page.
- Upload pictures to make your story more powerful.
- Make your page viewable to everyone who visits the Bike MS or Walk MS website.
- Choose how you would like your donors to be listed on your page — by name only or name and amount of donation.
- Create a personalized URL for easy reference.
- NEW! Enable the blog feature to post updates about your fundraising success.

Address Book

Keep it simple by uploading your existing address book from your personal email account. The Society's online fundraising tools support the following:

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

Not sure how to upload your address book? Select your email application from the list provided on the screen and an information box will take you through the process step by step.

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

- Recruit team members
- Solicit donations
- Thank those who have made a donation
- Team communication

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

- By Donor Status — have or have not donated
- By Teammate Status — have or have not joined your team
- By Prior Participation Status — donated in a prior event or participated on your team in a prior event
- By Suggested Follow-Up Actions — need to send an email, a follow-up email or a thank you message

My Progress

The My Progress section allows you to monitor your personal fundraising progress and watch your thermometer grow.

My Progress Features

- View your monthly progress with a chart showing your fundraising success.
- Track the number of gifts you have received.
- View your gift history.
- Enter your offline gifts — checks & cash that you receive from donors.

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.