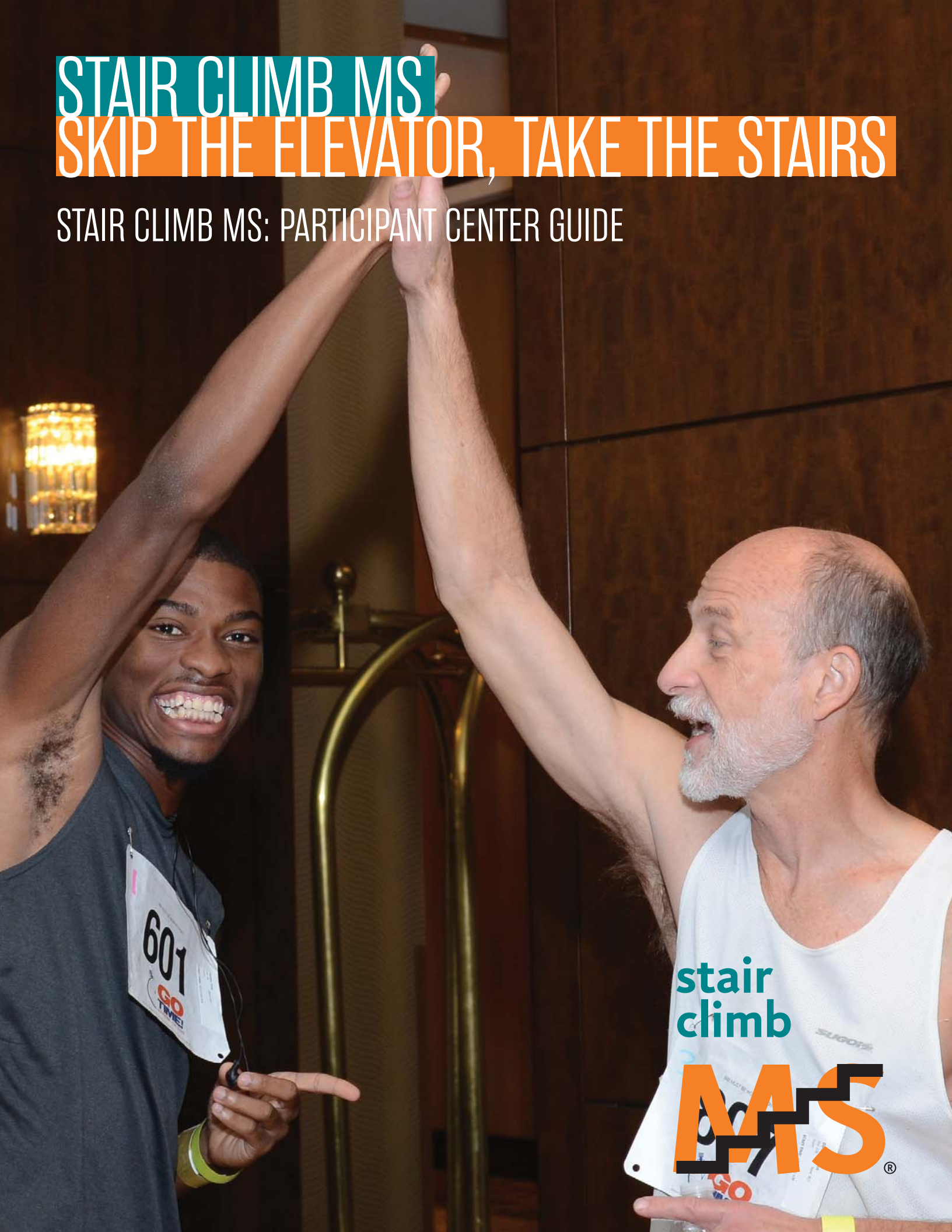


STAIR CLIMB MS

SKIP THE ELEVATOR, TAKE THE STAIRS

STAIR CLIMB MS: PARTICIPANT CENTER GUIDE



stair
climb

MS[®]



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***Please note, the images included in this document are specific to Bike MS; the Stair Climb MS Participant Center will be slightly different in design.*



WHY USE ONLINE FUNDRAISING TOOLS?

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

- Add or import contacts to your Address Book.
- Send emails to family, friends, co-workers or anyone else you would like to ask to sponsor you for Stair Climb 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.
- Update your personal page — include your story and explain why you decided to participate in Stair Climb MS. If you have a connection to MS, share it and tell others why they should Join the Movement®.
- Update your Fundraising Goal.
- 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.
- 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 click the link or call us at 1-800-344-4867.

LOGIN TO MY ACCOUNT

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

Username

LOGIN

WELCOME, Sarah

[Bike MS Participant Center](#) | [Edit Account](#) | [Log Out](#)

[Home](#)[Send Email](#)[Progress](#)[Edit Personal Page](#)[Edit Team Page](#)

Overview

[Progress](#)[Import Contacts](#)[Enter Cash/Check Donations](#)

What to do next?

Your last personal page update was 21 days ago. Consider [updating it now.](#)

WELCOME TO YOUR PARTICIPANT CENTER

ORC Test Ride Rose Garden

Thank you for connecting with the National MS Society and thousands of others by registering for Bike MS: ORC Test Ride/Portland on Saturday, May 4, 2013 and Sunday, May 5, 2013. Your participation and fundraising on behalf of Bike MS supports our vision to create a world free of MS.

MS Impacts Us All - [Revise](#) [Share](#) [More info](#)

\$69
AVERAGE
COST OF
LIVING WITH
MS IN AMERICA
THOUSAND

[Add contacts to Address Book](#)[View your progress page](#)[Edit your Personal Page](#)[Email Team](#)[View team roster](#)

Message from Your Team Captain

You have not set a message for your team. Use the [Edit](#) link below to leave a message on the Participant Center Home page of your teammates.

[Edit](#)

Get the most out of your Bike MS Participant Center!

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

- [Set your fundraising goal and track your fundraising progress](#)
- [Customize your personal fundraising page](#)
- [Recruit other walkers](#)
- [Import contacts to your address book](#)
- [Send emails](#) requesting donations

fundraise with
facebook

This app makes it easy for your entire Facebook network to donate directly to you.

EDIT 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.

- Customize your page to share your story about why you are riding to create a world free of MS.
- Choose a layout for your personal page.
- Create a personalized/vanity URL shortcut for easy reference by clicking edit.
- Upload pictures or video to make your story more powerful.
- Enable a water bottle thermometer showing dollars raised towards your personal fundraising goal.
- Choose how you would like your donors to be listed on your page — by donor name only or name and amount of donations received.
- Enable the blog feature to post updates about your fundraising success and event experience.

[Home](#) [Send Email](#) [Progress](#) [Edit Personal Page](#) [Edit Team Page](#)

Content [View Personal Page](#)

Personal Page URL and Settings [Edit](#)

http://main.nationalmssociety.org/site/TR/Bike/ORCBikeEvents?px=10233942&pg=personal&fr_id=19655
This page is **Public**

Content

Photos/Video

Components

Title

Welcome to My Personal Page

Body

ABC | Font family | Font size | | |

B *I* U | ABC | | | | | |

Why I Chose to Participate in Bike MS:
Every hour of every day, someone is diagnosed with multiple sclerosis. That's why I've registered for Bike MS. Bike MS is a ride (not a race) that connects friends, families and co-workers. Each mile we ride brings us closer to a world free of MS.

About MS
I am asking you to support me in Bike 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. Symptoms range from numbness and tingling to blindness and paralysis. The progress, severity and specific symptoms of MS in any

Page Layout: Two Photos Right

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


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

HomeSend EmailProgressEdit Personal PageEdit Team Page

Photos/Video

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

☒ Photos



Browse...

Caption

Save/Upload or [remove photo](#)

No image

Browse...

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

HomeSend EmailProgressEdit Personal PageEdit Team Page

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.

SavePreview

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:

- Outlook/Outlook Express
- AOL
- Yahoo! Mail
- Gmail
- 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.

The screenshot shows the 'Send Email' page of an online fundraising tool. The top navigation bar includes 'Home', 'Send Email' (highlighted), 'Progress', 'Edit Personal Page', and 'Edit Team Page'. The main content area is titled 'Contacts' and features a toolbar with 'Compose Message', 'Add to Group', and 'Delete'. Below this is a search bar labeled 'Search contacts by name or email'. A sidebar on the right lists 'Compose', 'Drafts', 'Sent', and 'Contacts' (highlighted). At the bottom right, there are two buttons: '+ Import contacts' and '+ Add a contact' (highlighted). The main content area also has tabs for 'Individuals' (highlighted) and 'Groups'. Below the tabs is a table with columns for 'Name', 'Groups', 'Email' (with sub-columns 'Sent' and 'Opened'), 'Page Visits', and 'Donations Amount'. The table contains two rows of placeholder data.

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

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

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

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.

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:

▼ Hide templates

- ☐ Thank You (1)
- ☐ Recruiting (3)
- ☐ Solicitation (2)
- ☐ Other (1)

☐ Include personalized greeting ([What's this?](#))

Font family Font size

B I U ABC [bullet points] [numbered list] [link icon]

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 Team Status — current team members
- By Past Team Members Status — past team members that have not joined your team
- By Never Emailed Status — have not contacted
- By Needs Follow-Up Status — need to send an email, a follow-up email
- By Unthanked Donors Status — need to send a thank you message

Home **Send Email** Progress Edit Personal Page Edit Team Page

Contacts

Compose Message Add to Group Delete Email All

Search **contacts** by name or email

Individuals **Groups**

Groups	Name
<input type="checkbox"/> <u>Donors</u>	<no name>
<input type="checkbox"/> <u>Non-Donors</u>	<no name>
<input type="checkbox"/> <u>Teammates</u>	<no name>
<input type="checkbox"/> <u>Non-Teammates</u>	<no name>
<input type="checkbox"/> <u>Never Emailed</u>	<no name>
<input type="checkbox"/> <u>Needs follow-up</u>	<no name>
<input type="checkbox"/> <u>Unthanked Donors</u>	<no name>

Compose
Drafts
Sent
Contacts

+ Import contacts

+ Create Group

MY PROGRESS

The My Progress section allows you to monitor your personal fundraising progress based on the components chosen.

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
- Change your fundraising goal
- Enter a new gift — checks & cash that you receive from donors

