

Don't just ride, *Bike MS*

BIKE MS: 2013 PARTICIPANT CENTER GUIDE



bike
MS

bike to
create a world
free of MS



Table of Contents

Why Use Online Fundraising Tools	2
Participant Center	3
Guide to Online Fundraising.....	3
Edit Personal Page	5
Address Book.....	7
Email Messages	8
Follow-Ups.....	9
My Progress	10

Why use *Online Fundraising Tools?*

USING ONLINE TOOLS MAKES FUNDRAISING EASIER

Participants who use personal pages raise more money!

- Bike MS — \$883 v. \$468
- Walk MS — \$473 v. \$232

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 Bike 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 Bike 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

WELCOME, Sarah

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

The screenshot shows the participant center dashboard for a user named Sarah. At the top, there are navigation buttons: Home, Send Email, Progress, Edit Personal Page, and Edit Team Page. The 'Progress' button is highlighted with a red box. Below the navigation is an 'Overview' section with a progress bar. The progress bar shows \$20.00 raised, a goal of \$1,000.00 (highlighted with a red box), 2% progress, and 233 days left. To the right of the progress bar are buttons for 'Import Contacts' and 'Enter Cash/Check Donations'. Below the progress bar is a 'WELCOME TO YOUR PARTICIPANT CENTER' message for the 'ORC Test Ride Rose Garden' event. A video player shows a thumbnail for '\$69 THOUSAND' with the text 'AVERAGE COST OF LIVING WITH MS IN AMERICA'. Below the video is a social media share bar for 'MS Impacts Us All'. To the right of the main content is a sidebar with several sections: 'What to do next?' (highlighted with a red box) with a message about a personal page update; 'Add contacts to Address Book' (highlighted with a red box) with links to view progress, edit personal page, email team, and view team roster; and 'Message from Your Team Captain' with an 'Edit' link. At the bottom of the main content area, there is a section titled 'Get the most out of your Bike MS Participant Center!' with a list of tips: 'Set your fundraising goal and track your fundraising progress', 'Customize your personal fundraising page', 'Recruit other walkers', 'Import contacts to your address book', and 'Send emails requesting donations'. Below this is a 'fundraise with facebook' section (highlighted with a red box) with a description of the app.

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.

The screenshot shows the 'Edit Personal Page' interface with the 'Content' section highlighted. The navigation bar includes 'Home', 'Send Email', 'Progress', 'Edit Personal Page', and 'Edit Team Page'. The 'Content' section is active, showing 'Personal Page URL and Settings' with an 'Edit' button, a title field containing 'Welcome to My Personal Page', and a rich text editor for the 'Body' containing text about participating in Bike MS. A 'Page Layout' dropdown is set to 'Two Photos Right'. A sidebar on the right shows 'Content', 'Photos/Video', and 'Components'.

The screenshot shows the 'Edit Personal Page' interface with the 'Photos/Video' section highlighted. The navigation bar is the same. The 'Photos/Video' section allows adding photos or videos, with fields for captions and 'Save/Upload' or 'remove photo' buttons. A 'Video' option is also present. A sidebar on the right shows 'Content', 'Photos/Video', and 'Components'.

The screenshot shows the 'Edit Personal Page' interface with the 'Components' section highlighted. The navigation bar is the same. The 'Components' section includes checkboxes for 'Status Thermometer', 'Fundraising Honor Roll', and 'Enable Personal Blog', each with a description. 'Save' and 'Preview' buttons are at the bottom. A sidebar on the right shows 'Content', 'Photos/Video', and 'Components'.

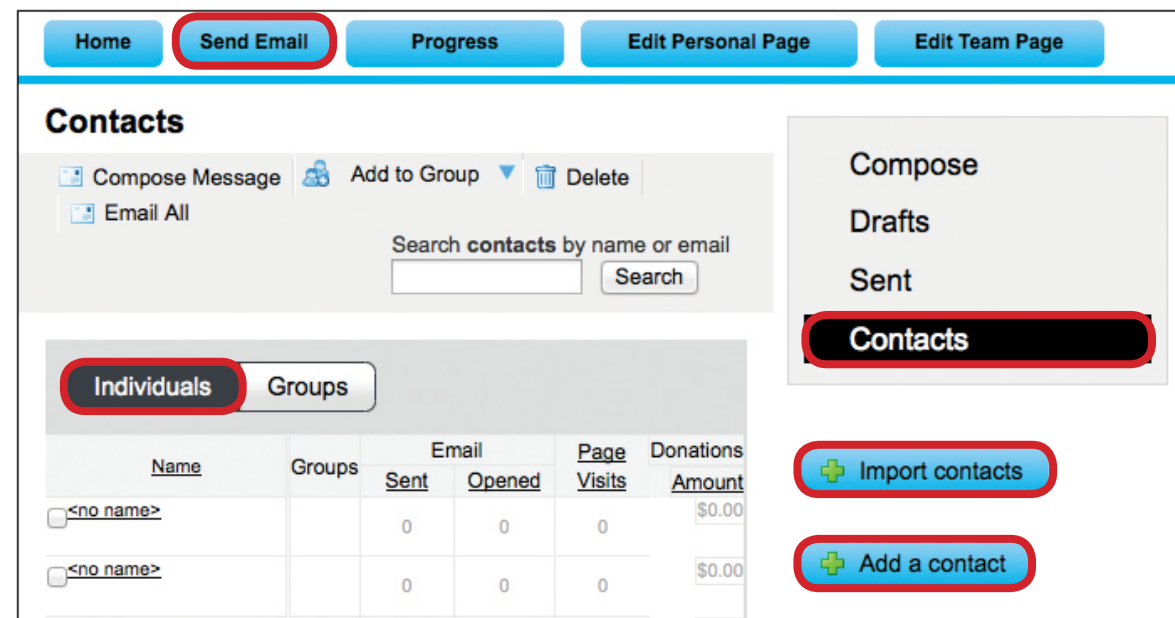
Address Book

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.



Email

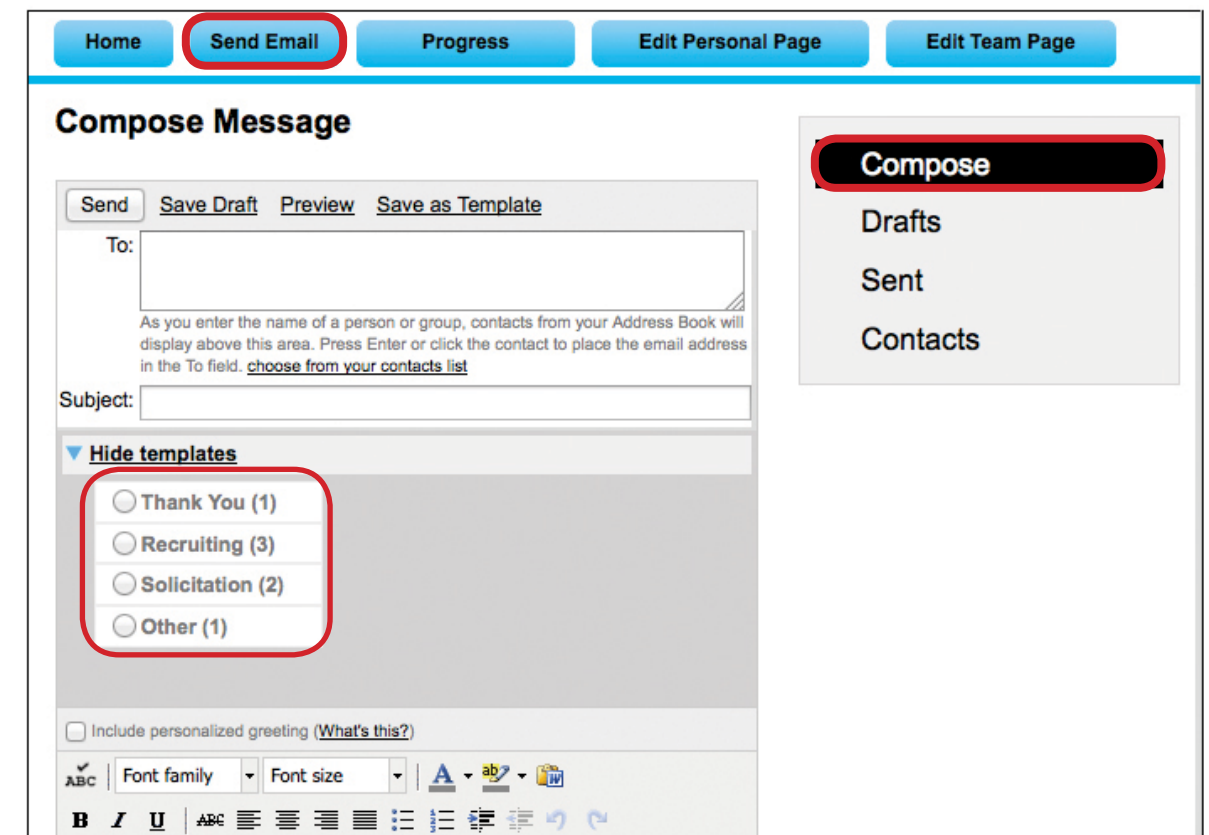
The email section allows you to send messages to your friends, family and co-workers to ask for donations in support of your participation.

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.



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

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

View Personal Report

Progress

\$20.00 I HAVE RAISED **\$1,000.00** MY GOAL [change](#) 2% PERCENT 233 DAYS LEFT

Personal Team

Enter a new gift

Top 10 Donors

● Gift Amount

Date	Gift Amount
08-30-2012	\$0.00
09-05-2012	\$5.00
09-13-2012	\$5.00

Donation History

Gift Notifications: **On** ([turn off](#))

([View all personal donations](#) or [Download personal donation list](#))

