

Participant Center User's Guide

Your online Participant Center houses all the tools you'll need to begin fundraising for the Walk to End Alzheimer's. This guide provides the details you'll need to get started.

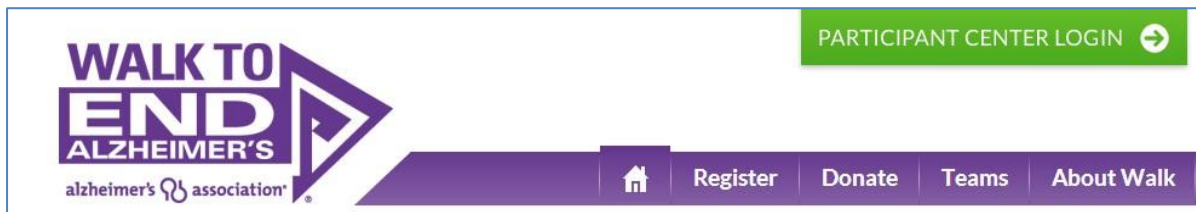
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Logging in

You can log in to your Participant Center using the username and password you created during the registration process.

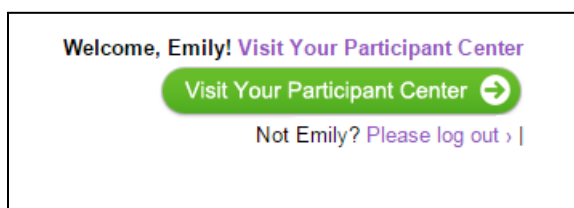
To get started, click one of the “Participant Center” links provided via email, or simply click the green “Participant Center Log in” button at the top right of the Walk site.



Enter your login credentials and click “Log In” or if you forgot your username/password you can login using Facebook, Twitter or LinkedIn.



Once logged in, you'll either be taken directly to your participant center or to a page to select which event's participant center you wish to visit, if you're registered for multiple events. If you are already logged in and return to the site, then you'll see the green button in the upper right.



Note: If you want to register a friend or family member, you must log out first, or you risk over-writing your own registration.

You can also click on Edit your profile, to update your biographical information, change your email preferences, edit your username and more.

Participant Center home page

On the home page (or dashboard) of your Participant Center, you will find a place to:

- A. Make a Personal Donation
- B. Update Your Personal Page
- C. Send Emails to Your Contacts
- D. Get Social – Fundraise with Facebook
- E. Find information on how/where to turn in cash and check donations
- F. Check Fundraising Progress
- G. Learn Event Details
- H. Check out more tools for fundraising
- I. Download the mobile application

The screenshot shows the 'WALK TO END ALZHEIMER'S' Participant Center home page. The page is purple and white. At the top, there's a navigation bar with links: Summary, My Page, Send Email, Progress, and Tips & Tools. A welcome message says 'Welcome, Emily! Visit Your Participant Center' with a green arrow pointing to 'Visit Your Participant Center' and a link to 'Not Emily? Please log out.'.

The main content area is divided into several sections:

- STEPS TO SUCCESS:** Three steps: 1. DONATE (Make a self-donation...), 2. TELL YOUR STORY (Update your personal fundraising page...), and 3. FUNDRAISE (Send fundraising emails...). Each step has a corresponding button: 'Donate Now' (A), 'Edit Your Page' (B), and 'Send Email' (C).
- YOUR FUNDRAISING PROGRESS:** A progress bar showing 100% completion. Below it, a summary: \$0.00 raised, \$100.00 goal, 0% progress, and 261 days left. A callout box F points to the progress bar.
- TOP FUNDRAISING RESOURCES:** Three boxes: 'PAPER DONATION FORM' (C), 'GET SOCIAL' (I), and 'PARTICIPANT CENTER GUIDE'. A link 'View All Tips and Tools' is also present, with a callout box H pointing to it.
- YOUR ACHIEVEMENTS:** A section with three tasks to earn a badge: 'MAKE A DONATION' (A), 'EDIT YOUR PAGE' (B), and 'SEND EMAIL' (C). Below these are three more tasks: 'GET SOCIAL' (I), 'FUNDRAISE' (E), and 'TURN IN DONATIONS'.
- EVENT DETAILS:** Information about the '2015 Walk - Eureka College', including the date '10/10/2015' and a countdown 'Just 261 days to go!'. A callout box G points to the event details.
- SHARE:** Social media sharing options for Facebook, Twitter, and LinkedIn. A callout box D points to the share section.
- DONATE:** A section with a 'Donate Now' button and a callout box A pointing to it.
- WEBSITE HELP:** A section with a video player and links to 'View more videos' and 'View Instruction Manual'.

Your Personal Fundraising Page

First, you should update your fundraising page. Your fundraising page is your own public-facing web page you can share with your friends and family, to tell them why you're participating in the Walk to End Alzheimer's.

Click My Page in the upper navigation bar. From here you can:

- A. Edit your URL Settings
- B. Add Photos/Videos
- C. Edit your Personal Page content
- D. View Personal Page

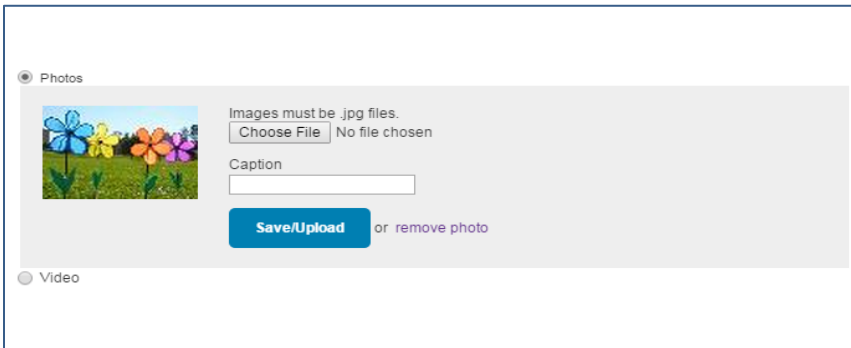
Edit Your URL

Click URL Settings and then add some text (like your last name or team name – no spaces or punctuations) to create a shortened URL address that you can add to letters, post on Facebook, tweet on Twitter and much more.

You can also make your page Public or Private.

Upload a Photo

You can add a picture or a YouTube video to appear on your page by clicking the “Photos/video” link on the right. You can browse and upload a picture from your computer



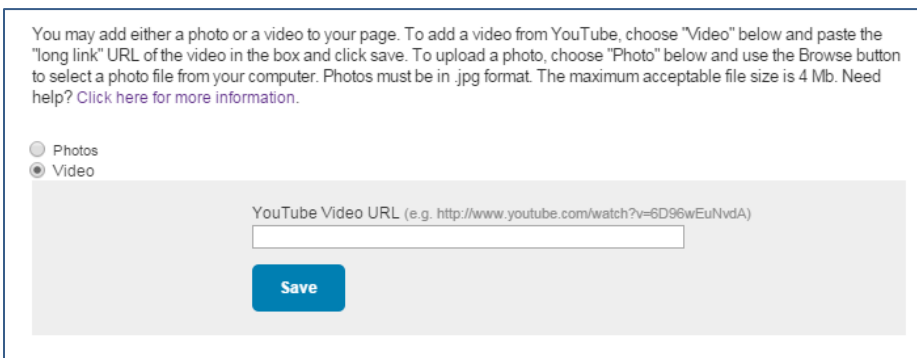
The screenshot shows a web interface for uploading a photo. At the top, there is a radio button labeled 'Photos' which is selected. Below it, there is a small thumbnail image of a field with colorful flowers. To the right of the thumbnail, the text 'Images must be .jpg files.' is displayed. Below this text is a 'Choose File' button and the text 'No file chosen'. Further down is a 'Caption' label followed by an empty text input field. At the bottom of the photo section is a blue 'Save/Upload' button and a purple link 'or remove photo'. Below the photo section is a radio button labeled 'Video'.

Just be sure that the photo size is 4MB or less in a jpg format. If you need to resize your photo, you can use free websites like: <http://www.webresizer.com/>

Upload a Video

If you would rather upload a video instead of a photo on your site, chose video.

Your video **MUST** be a YouTube video, and you must use the “long link” URL format, not the YouTube format. The “long link” is what appears in the address bar when you view the video on YouTube.




The screenshot shows a web interface for uploading a video. At the top, there is a text block explaining the process: 'You may add either a photo or a video to your page. To add a video from YouTube, choose "Video" below and paste the "long link" URL of the video in the box and click save. To upload a photo, choose "Photo" below and use the Browse button to select a photo file from your computer. Photos must be in .jpg format. The maximum acceptable file size is 4 Mb. Need help? Click here for more information.' Below this text are two radio buttons: 'Photos' and 'Video', with 'Video' selected. Below the radio buttons is a text input field labeled 'YouTube Video URL (e.g. http://www.youtube.com/watch?v=6D96wEuNvdA)'. At the bottom is a blue 'Save' button.

Participant Page Content

Your fundraising page is your opportunity to tell others why and how you are participating in the Walk to End Alzheimer's. Edit the text that is already there, and save your work often.

The screenshot shows the 'Personal Fundraising Page' editor. At the top, there's a header with 'Personal Fundraising Page' and a link '(View Personal Page)'. Below this, a box contains the 'Personal Page Link' and an '(Edit Link)' button, with the URL: http://act.alz.org/site/TR/Walk2015/General?px=10440940&pg=personal&fr_id=7948. It also states 'This page is Public'. The main area is titled 'Body' and features a rich text editor with a toolbar for font family, size, bold, italic, underline, bulleted list, numbered list, link, and unlink. The text in the editor reads: 'I'm walking to help reclaim the future for millions. By participating in the Alzheimer's Association Walk to End Alzheimer's®, I'm committed to raising awareness and funds for Alzheimer's research, care and support. Currently, more than 5 million Americans have Alzheimer's and that number is expected to grow to as many as 16 million by 2050. Our future is at risk unless we can find a way to change the course of this disease. I need your support to do my part! Please make a donation to help the Alzheimer's Association advance research into methods of treatment, prevention and, ultimately, a cure for Alzheimer's. For the millions already affected by the disease, the Association offers care, education, support and resources in communities nationwide.' At the bottom right of the editor are 'Preview' and 'Save' buttons. A small note at the very bottom says 'The Preview will open in a new window, but will not save your changes.'

Tip: If you want to paste text from a Word document, use the “Paste from Word” button  vs. pasting directly into the editor. This will help clean up code.

Sending Email

Another option for sharing news of your participation in the Walk to End Alzheimer's is through the email tools provided in your Participant Center. Click on the “Send Email” tab at the top of the page. You will see the option to compose a message, as well as three links on the right navigation. To get started, select an email template you would like to use or you can use a blank template then click Next.

The screenshot shows the 'Walk to End Alzheimer's' Participant Center. The top navigation bar includes 'Summary', 'My Page', 'Send Email' (which is active), 'Progress', and 'Tips & Tools'. The main content area is titled 'Compose Message' and shows a four-step process: 1. Configure, 2. Compose, 3. Set Recipients, and 4. Preview & Send. Below this, a message explains that users can send email from their personal account or directly from the site. A 'Select Email Template' section offers three options: 'Thank You (1)', 'Fundraising (8)', and 'Other (1)', each with a dropdown arrow. A 'Blank Message (Preview)' option is also available. On the right side, there's a 'Compose' sidebar with links for 'Drafts', 'Sent', and 'Contacts'. Below that, an 'EVENT DETAILS' box for the '2015 Walk - Eureka College' provides the date '10/10/2015', a countdown 'Just 260 days to go!', and links for 'Event Information', 'Change Team Membership', and 'Invite Your Friends'.

Composing Messages

Next, you can compose an email to send to friends and family. Once on the “Compose” page, you can begin writing your message or update the template emails provided by ALZ. You can click the box to “Include personalized greeting” if you would like to include a salutation at the top of each message with the contact’s name (*Dear John*, for example). If you choose to use the personalized greeting, you do not need to include any other salutation. You can also choose the stationery/picture you want to use for your email by choosing a layout. Then hit Next.

Compose Message

✓ Configure → ② **Compose** → ③ Set Recipients → ④ Preview & Send

Subject: Walk to End Alzheimer's

☒ Include personalized greeting (What's this?)

Font family Font size

B *I* U ABC [Rich Text Editor Icons]

I'm participating in the Alzheimer's Association Walk to End Alzheimer's® because I'm committed to raising awareness and funds in the fight against the nation's sixth-leading cause of death. The end of Alzheimer's starts with me -- but I can't do it alone.

Please help me reach my goal of \$_____ by making a tax-deductible donation. You can visit my personal fundraising page to make a secure credit card donation online or download a form to mail in with a check. All donations benefit the care, support and research efforts of the Alzheimer's Association -- and every dollar makes a difference in this fight.

Thank you for your support.

▼ Current layout: 2015 Walk to End Alzheimer's #1 (done selecting)

2015 Walk to End Alzheimer's #1 2015 Walk to End Alzheimer's #2 2015 Walk to End Alzheimer's #3 2015 Walk to End Alzheimer's #4

Save as draft Save as template Preview **Next ▶**

Compose

Drafts

Sent

Contacts

EVENT DETAILS

2015 Walk - Eureka College

Visit Event Page ›

10/10/2015
Just 258 days to go!

Event Information ›
Change Team Membership ›

Invite Your Friends ➔

SHARE

f t in

Tell the world why you Walk. Share your passion to #ENDALZ with family, friends and co-workers.

#WALK2ENDALZ

Set Recipients

You can add contact or import contacts from this page or from the “Contacts” page, you can add contact one at a time by clicking the “Add contact” button.

Compose Message

✓ Configure → ✓ Compose → ③ **Set Recipients** → ④ Preview & Send

Add Contact Import Contacts

Available Contacts

Contacts Search

Recipient List

Name	Email	Actions

Compose

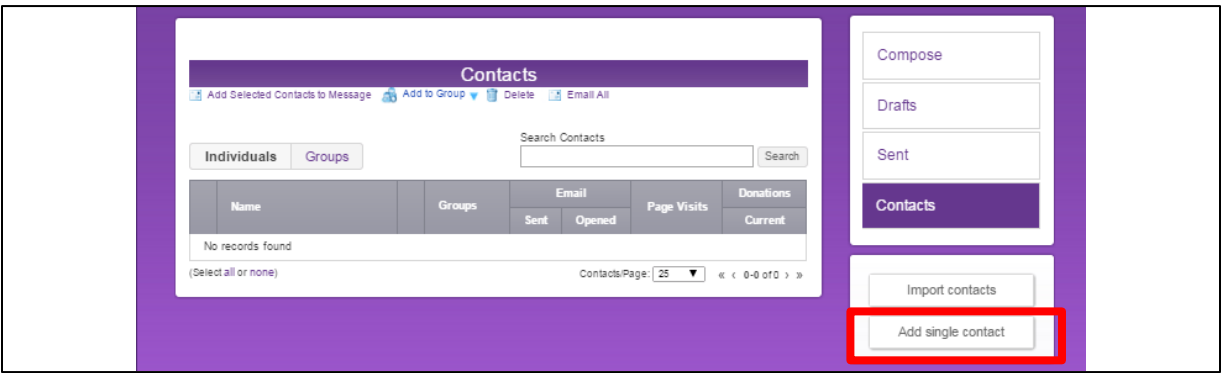
Drafts

Sent

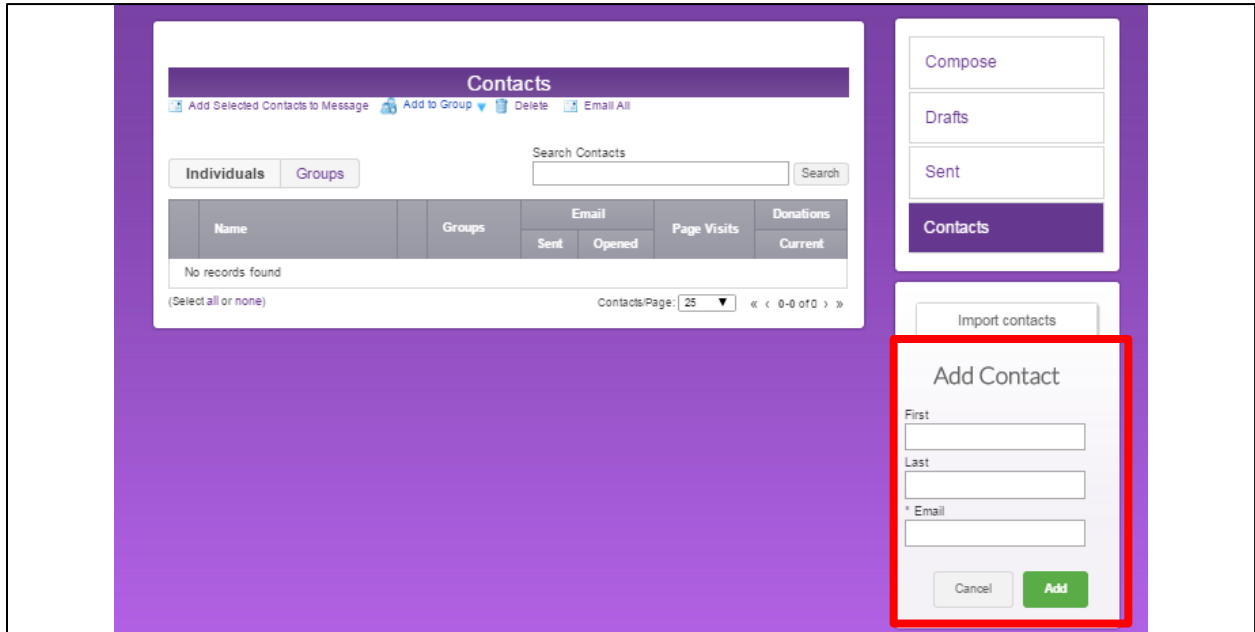
Contacts

EVENT DETAILS

2015 Walk - Eureka College

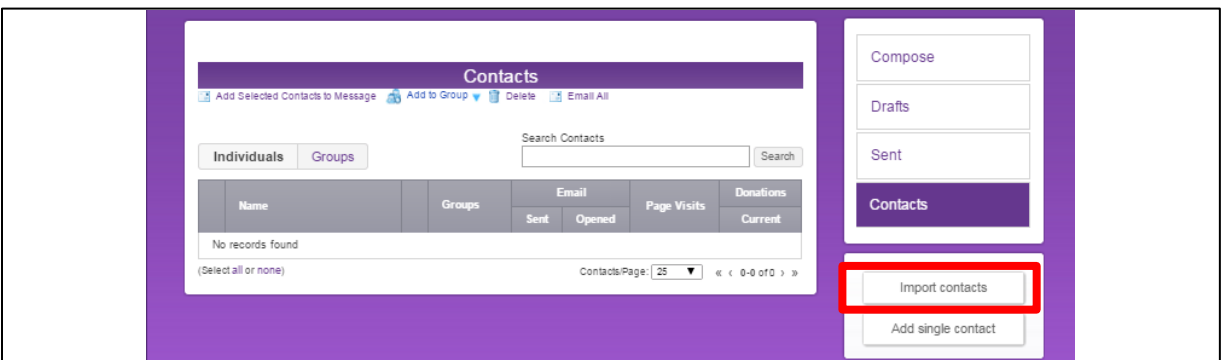


Enter the first name, last name, and email address of the contact and click “add.”



Importing Contacts

To import contacts from Gmail or Yahoo, or upload a spreadsheet of contacts to serve as the audience for your email messages, click the “Import contacts” button on the right and follow the instructions.



Import Contacts

① Select Source ② Retrieve Contacts ③ Select Contacts
④ View Results

Select an Import Source [\(Tell me more\)](#)

You can automatically import contacts from Gmail or Yahoo, or create a spreadsheet of contacts to import. If you have trouble, check that your internet browser is up to date (we support IE8, 9 or 10, Google Chrome, Safari, and Firefox), and that you have a stable and strong internet connection.

Let's begin by identifying where you keep your address book.

You can import contacts directly from an email service below:

☒ **Gmail**

☐ **YAHOO!**

OR you can upload a .csv file exported from another email client:

File-based import for...

☐

(Hotmail, Apple, Outlook, AOL)

Cancel **Next >**

Once your contacts have been added, you can use the tools available in the “Contacts” page to arrange them into groups, and monitor whether they have opened your emails, visited your fundraising page, or made a donation.

Groups ▾

Search

Name
<input type="checkbox"/> Donors
<input type="checkbox"/> Non-Donors
<input type="checkbox"/> Teammates
<input type="checkbox"/> Non-Teammates
<input type="checkbox"/> Never Emailed
<input type="checkbox"/> Needs follow-up
<input type="checkbox"/> Unthanked Donors

Preview and Sending Messages

Review your message and make any necessary changes. From here, you can choose to send the message, save as draft, preview and/or save as template (a good idea for an email you plan on sending again to future friends/family). A link to your personal page will be included at the bottom of each message you send from your Participant Center.

Compose Message

✓ Configure

✓ Compose

③ Set Recipients

④ Preview & Send

Walk to End Alzheimer's

WALK TO
END
ALZHEIMER'S

alzheimer's association

THE END OF ALZHEIMER'S
STARTS WITH *you.*

Dear (Contact First Name),

I'm participating in the Alzheimer's Association Walk to End Alzheimer's because I'm committed to making awareness and funds in the fight against the nation's sixth-leading cause of death. The end of Alzheimer's starts with me — but I can't do it alone.

Please help me reach my goal of \$_____ by making a tax-deductible donation. You can visit my personal fundraising page to make a secure credit card donation online or download a form to mail in with a check. All donations benefit the care, support and research efforts of the Alzheimer's Association — and every dollar makes a difference in this fight.

Thank you for your support.

A link to your Page will automatically be added to the bottom of your message. [5431]

SHARE

JOIN THE CONVERSATION ON SOCIAL MEDIA

#WALK2ENDALZ #ENDALZ

CONNECT WITH US

alzheimer's association

THE BRAINS BEHIND SAVING YOURS™

Alzheimer's Association
225 N. Michigan Ave., P.O. 17, Chicago, IL 60601
800.272.3900 | alz.org/walk

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[Need Help?](#) | [Contact Us](#) | [Privacy Policy](#) | [Unsubscribe](#)

Save as draft

Save as template

Send

Compose

Drafts

Sent

Contacts

EVENT DETAILS

2016 Walk - Eureka College

[View Event Page](#)

10/10/2015

Just 288 days to go!

[Event Information](#)

[Change Team Membership](#)

[Invite Your Friends](#)

SHARE

I tell the world why you Walk. Share your passion to #WALK2ALZ with family, friends and co-workers.

#WALK2ENDALZ

DONATE

Make a self-donation and lead the way to a world without Alzheimer's.

[Donate Now](#)

WEBSITE HELP

[View more videos](#)

[View Instruction Manual](#)

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Mail in Check Donations

Got cash or check donations to turn in? Send in the money you've collected along with a printed donation form (available in your participant center or on your personal page) and watch your fundraising progress grow!

TOP FUNDRAISING RESOURCES

PAPER DONATION FORM

GET SOCIAL

PARTICIPANT CENTER GUIDE

[View All Tips and Tools](#)

EMILY HARROD'S WALK PAGE

Edit My Page >

I'm walking to help reclaim the future for millions. By participating in the Alzheimer's Association Walk to End Alzheimer's®, I'm committed to raising awareness and funds for Alzheimer's research, care and support.

Currently, more than 5 million Americans have Alzheimer's and that number is expected to grow to as many as 16 million by 2050. Our future is at risk unless we can find a way to change the course of this disease.

I need your support to do my part! Please make a donation to help the Alzheimer's Association advance research into methods of treatment, prevention and, ultimately, a cure for Alzheimer's. For the millions already affected by the disease, the Association offers care, education, support and resources in communities nationwide.

\$

Donate to My Walk

Prefer to mail in your donation?

MY WALK

2015 Walk - Eureka College

10/10/2015

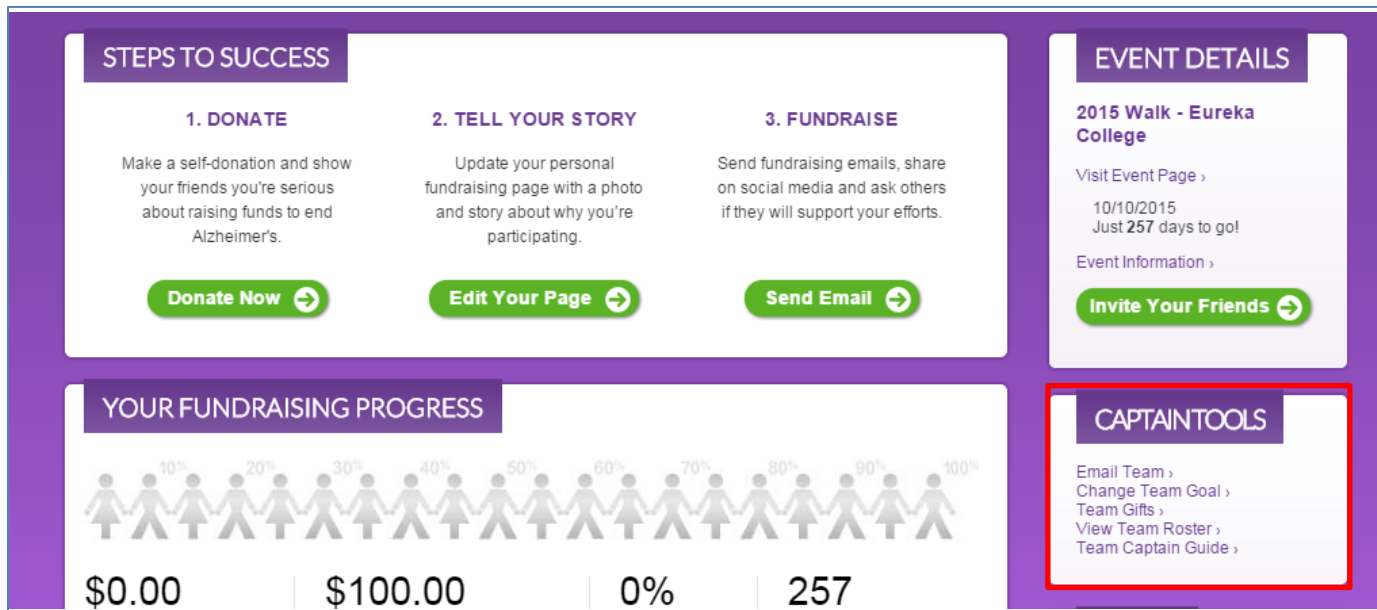
11 | Page

Team Captain Tools

If you are a Team Captain, you will have some unique tools available to you.

On the right hand side you will find Captain Tools where you can:

- Email Your Team
- Change Your Team Goal
- View Your Team Roster
- Access Your Team Captain Guide



STEPS TO SUCCESS

1. DONATE
Make a self-donation and show your friends you're serious about raising funds to end Alzheimer's.
[Donate Now](#)

2. TELL YOUR STORY
Update your personal fundraising page with a photo and story about why you're participating.
[Edit Your Page](#)

3. FUNDRAISE
Send fundraising emails, share on social media and ask others if they will support your efforts.
[Send Email](#)

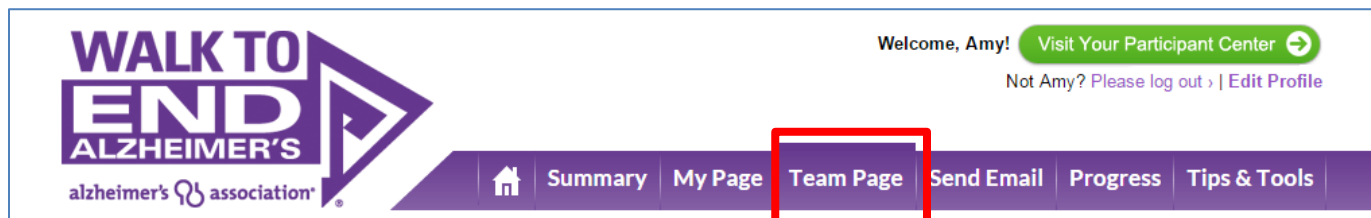
EVENT DETAILS
2015 Walk - Eureka College
[Visit Event Page](#)
10/10/2015
Just **257** days to go!
[Event Information](#)
[Invite Your Friends](#)

YOUR FUNDRAISING PROGRESS
10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
\$0.00 | \$100.00 | 0% | 257

CAPTAIN TOOLS
[Email Team](#)
[Change Team Goal](#)
[Team Gifts](#)
[View Team Roster](#)
[Team Captain Guide](#)

Edit Team Page

If you are a Team Captain, you will have the ability to update and edit your Team's page. To do this, click the "Team Page" tab at the top of the page.



WALK TO END ALZHEIMER'S
alzheimer's association

Welcome, Amy! [Visit Your Participant Center](#)
Not Amy? Please log out | [Edit Profile](#)

[Home](#) [Summary](#) [My Page](#) **[Team Page](#)** [Send Email](#) [Progress](#) [Tips & Tools](#)

On your team page, you can write a brief description of your team, and add a team photo or logo. You can view roster of all team members.

The screenshot shows the 'Team Fundraising Page' for the '2015 Walk - Eureka College'. The page has a purple header with the 'WALK TO END ALZHEIMER'S' logo and navigation tabs: Summary, My Page, Team Page, Send Email, Progress, and Tips & Tools. The 'Team Page' tab is active. On the right side, there are sections for 'Team Name' (amyharrodwalk), 'Company', 'Division' (Please select one), 'View Team Roster' (highlighted with a red box), 'EVENT DETAILS' (2015 Walk - Eureka College, 10/10/2015, Just 257 days to go!), and 'CAPTAIN TOOLS'. The main content area on the left includes a 'Team Page Link', a 'Body' text editor with a rich text toolbar, and a 'Photo' upload section with a 'Choose File' button and a 'Caption' field. A 'Preview' button and a 'Save' button are at the bottom right of the main content area.

To view your public-facing team page, click the “View your team page” link at the top of the page.

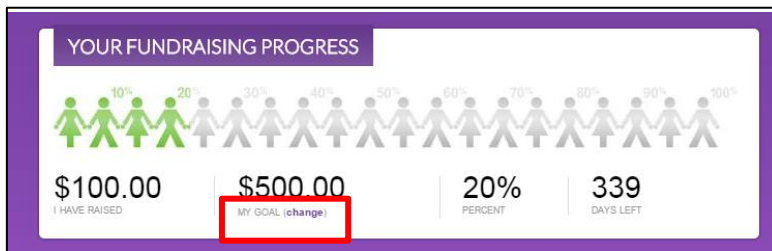
Team Emails

Teammates (and past teammates if this is a returning team) are automatically placed into an email group for easy targeting. To view this group, navigate to the “Send Email” tab, click the “Contacts” link on the right, click the “Groups” button, choose the “Teammates” option, and click “compose message.”

The 'Available Contacts' dialog box shows a 'Groups' dropdown menu with a search bar. Below the search bar is a list of contact groups with checkboxes: Donors, Non-Donors, Teammates, Non-Teammates, Never Emailed, Needs follow-up, and Unthanked Donors. The 'Teammates' group is selected.

Checking your Progress

Once you begin sending messages and receiving donations, you can visit your Participant Center to review your progress and send thank you messages to your supporters. To check your progress, click the “Check Progress” tab. The progress bar across the top will display your progress to goal, and the number of days left until your Walkevent.



To update your goal, locate the “my goal” section just below the progress bar, and click the “Change” link – a box will appear and prompt you to enter your new goal:

YOUR FUNDRAISING PROGRESS

10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

\$100.00 I HAVE RAISED

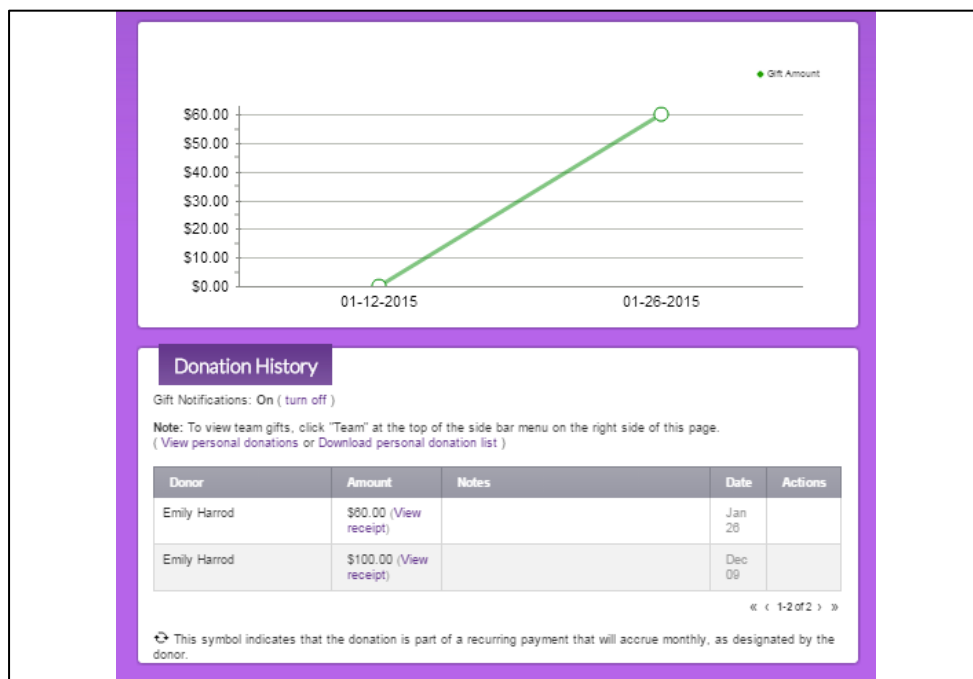
\$500.00 MY GOAL (change)

Edit Goal

Goal:

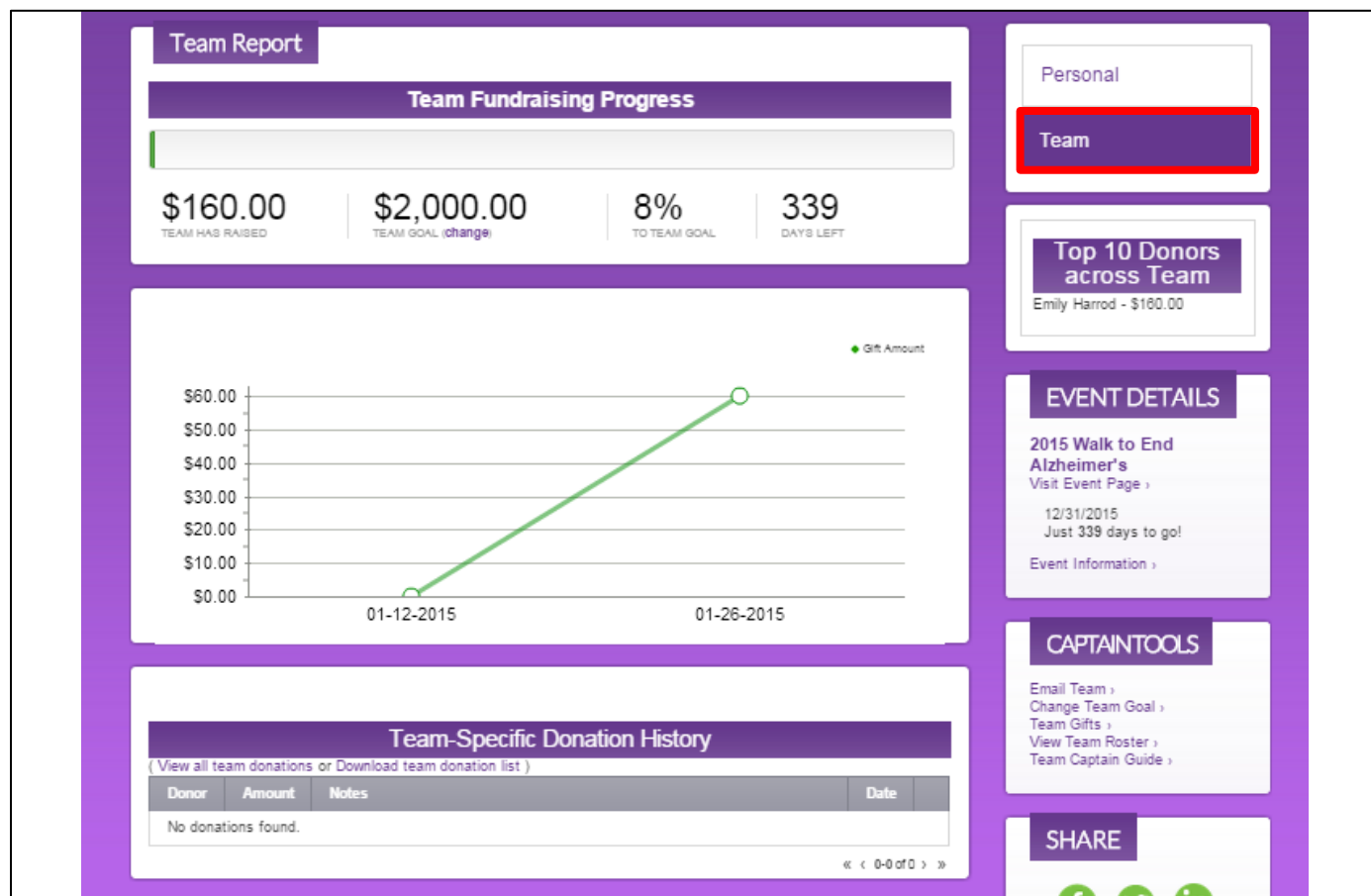
Cancel Submit

You can also monitor progress over time, turn on/off gift notification emails, or review all donations you have received at the bottom of the page:



Team Captains

Team Captains have the ability to check your team’s fundraising progress. To do this, click on the “fundraising progress” tab at the top, then the “team progress” link on the right. You’ll see a summary of all team fundraising, team gifts, and links to view or download your team roster.



Additional Tools

- A. Share your page
- B. Use our [Fundraise with Facebook app](#)
- C. Access more tools for fundraising
- D. Download our [Walk Mobile App](#)
- E. Watch our Video on how to use the Participant Center

