

# Participant Center Guide

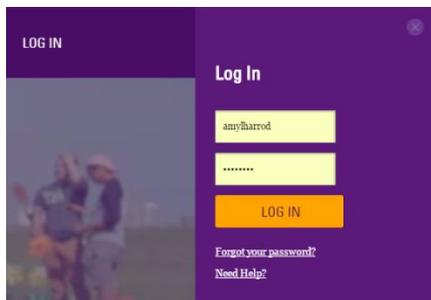


Ready to join the fight against Alzheimer's disease? Follow the step-by-step instructions below to set up your fundraising page for the Alzheimer's Association Walk to End Alzheimer's® and utilize the tools and resources.

1

## Sign in.

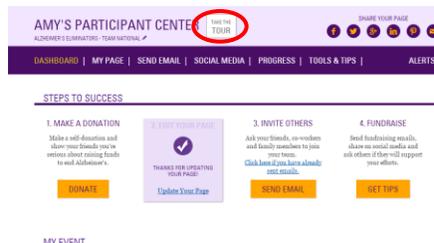
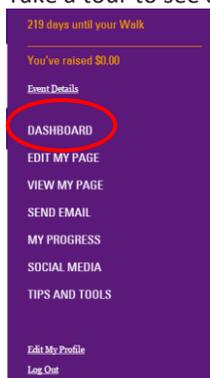
Go to [alz.org/walk](http://alz.org/walk) and click "Login" in the top right corner.



2

## Go to your Dashboard.

Take a tour to see all the different tools.



3

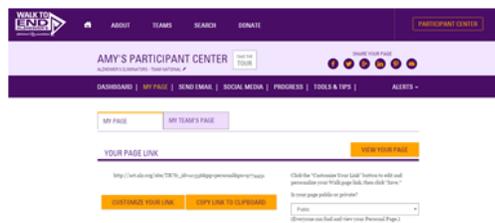
## Set up your participant page.

Closing the confirmation screen will take you directly to your Participant Center dashboard. From there, click "My Page."

In this section you can:

- Create a shortcut link to your page by clicking "Customize Your Link."
- Share your link in emails, on social media and in other fundraising or recruiting materials.
- Update your personalized video on who you are honoring
- Customize your page by uploading a photo or YouTube video.
- Add your story — the reason why you participate.
- Edit your team's page under the "My Team's Page" tab (Team Captains only).

Be sure to click "Save" after completing each section.



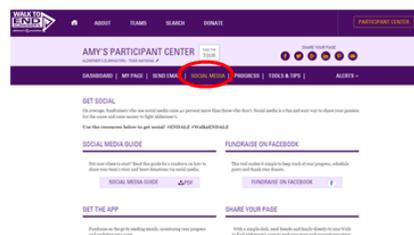
4

## Share on social media.

At the bottom of the "My Page" section, select where you'd like to share your page by clicking the appropriate social media icon. Be sure to tag friends who you'd like to join your team or support your efforts.



For more ideas and tips for fundraising on social media, click the "Social Media" tab.



5

## Send email.

Click “Send Email” and decide your delivery method.

Through your personal account:

- Select one of the email templates provided in the Participant Center.
- Copy the message and paste it into a new email in your personal account.
- Edit the message to make it your own and included is a link to your personal page.



Through your Participant Center:

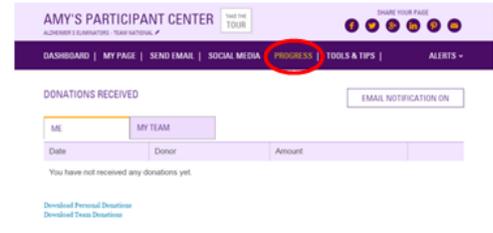
- Visit the “Contacts” tab and click “Import Contact” to merge information from a .csv file, Gmail or Yahoo. You can also manually add contacts by clicking “New Contact.”
- Stay organized by categorizing your contacts (e.g., donors, potential donors, team members).
- Once your contacts are ready, choose the person you’d like to message and click “Email.”
- Select a sample message from the dropdown menu.
- Customize, preview and send.
- A link to your personal page will be included in your message.



6

## Track your progress

Visit your Participant Center dashboard often to track your fundraising progress. You can also visit the “Progress” tab to view your donors and send thank-you notes.



7

## Additional Tools.

Fundraising Tools & Tips, Recruitment Ideas, Team Captain Tools, Cash & Check Donations and Rewards and Incentives.

