

Don't just ride, Bike MS

BIKE MS: PARTICIPANT CENTER GUIDE



bike
MS

bike to
create a world
free of MS



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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 Sarah. At the top, navigation buttons include Home, Send Email, Progress, Edit Personal Page, and Edit Team Page. The Overview section features a progress bar showing \$20.00 raised against a \$1,000.00 goal (2% complete, 233 days left). A 'What to do next?' box suggests updating the personal page. A 'Message from Your Team Captain' box is also present. A 'fundraise with facebook' section is highlighted at the bottom.

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

Overview

Progress

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

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](#)

AVERAGE COST OF LIVING WITH MS IN AMERICA THOUSAND

What to do next?
Your last personal page update was 21 days ago. Consider updating it now.

[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.

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' section. The rich text editor contains text about participating in Bike MS and information about MS. A 'Page Layout' dropdown is set to 'Two Photos Right'. 'Save' and 'Preview' buttons are at the bottom.

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. It features two photo upload slots, each with a 'Browse...' button, a caption field, and 'Save/Upload' or 'remove photo' buttons. A note at the bottom states: 'Note: Not all page layouts support two photos. You might need to change your page layout if you do not see your second photo.' A 'Video' option is also available.

The screenshot shows the 'Edit Personal Page' interface with the 'Components' section highlighted. The navigation bar is the same. The 'Components' section includes three checked options: 'Status Thermometer' (Thermometer showing dollars raised to personal fundraising goal), 'Fundraising Honor Roll' (Scrolling list of largest donations received, with a checkbox for 'Show donor names only (do not show amounts)'), and 'Enable Personal Blog' (Allows you to post updates when viewing your personal page). 'Save' and 'Preview' buttons are at the bottom, with a note: 'The Preview will open in a new window, but will not save your changes.'

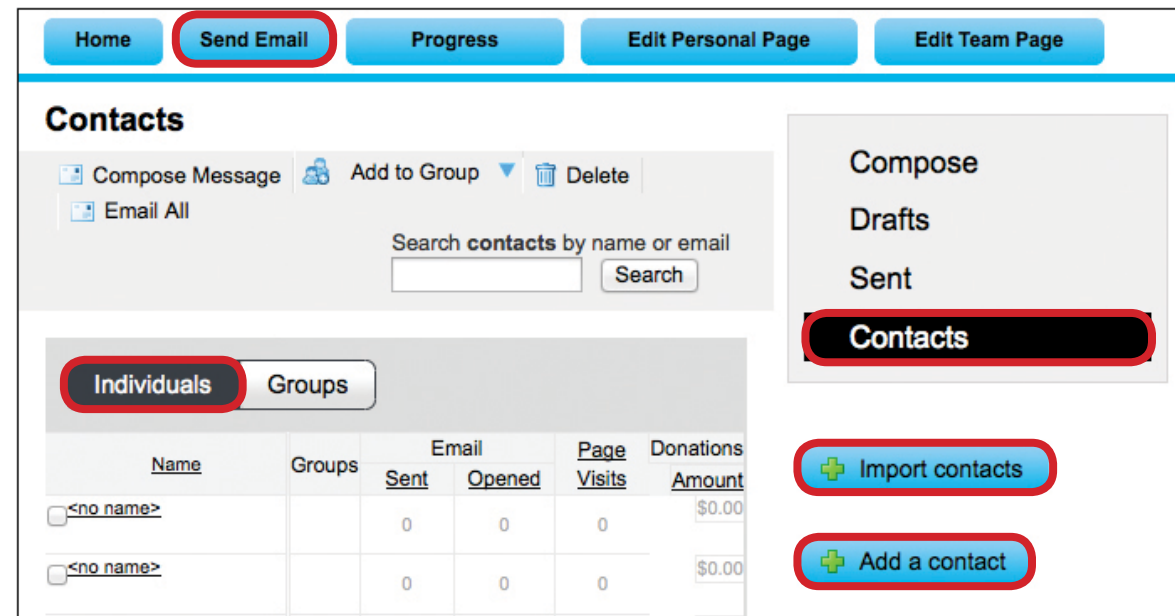
Address Book

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

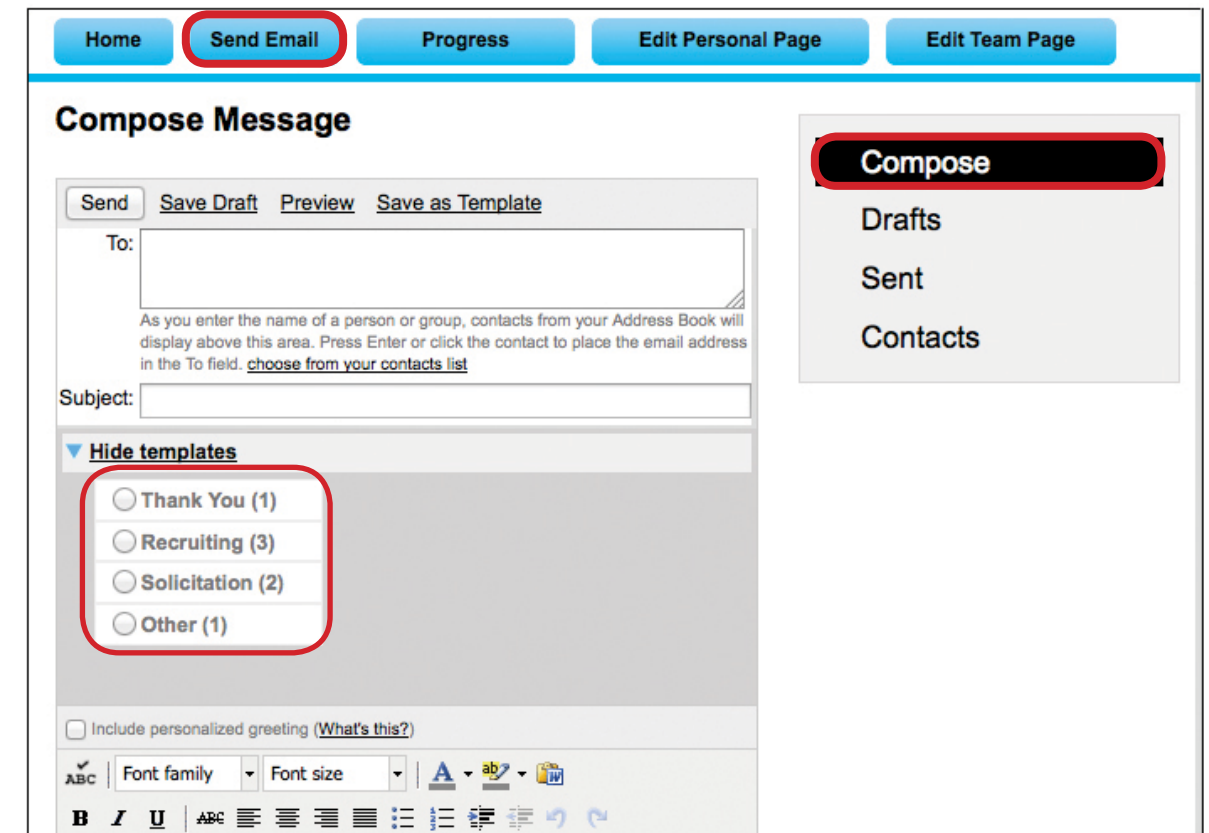
The email section allows you to send messages to your friends, family and co-workers to ask for donations in support of your participation.

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

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>

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

View Personal Report

Progress

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

● 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](#))

