

AIDS WALK & RUN BOSTON

A GUIDE TO FUNDRAISING PARTICIPANT CENTER

Maximizing Your Fundraising Efforts with Your Personal Fundraising Page

This guide will help you navigate everything you need to know about the Participant Center and get your fundraising efforts off to a great start!

We've created a personal fundraising page on your behalf, where you'll find all the tools you'll need to reach your fundraising goals and more! The Participant Center will allow you to:

- Set goals and track your fundraising success!
- Share with others why you walk and inspire them to get involved.
- Provide you friends, family, and coworkers with an easy, secure way to donate toward your goal.
- Send emails to encourage donations and thank your donors for their incredible support!

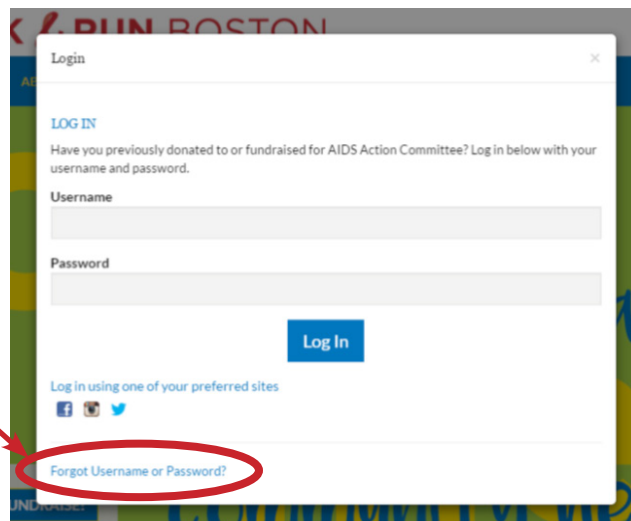
LOGGING IN

1. Visit aidswalkboston.org
2. At the top right of the home page, click login.



3. Fill in your login information in the window that appears—this is the username and password you created when you registered online. This will bring you the AIDS Walk & Run homepage, where you'll be able to access the Participant Center.

- Forgot your username or password? Click here to recover your login information.



USING THE PARTICIPANT CENTER

1. In the new window, select “PARTICIPANT CENTER” at the top right of the page.



2. Here you'll find the Participant Center, where you can:

Your Fundraising Progress

0%

• Are you great at fundraising? Already surpassed your goal? Keep the momentum going and change your goal here.

\$0.00 I Have Raised

\$500.00 My Goal (change)

150 Days Left

• Enter your donations and watch as you get closer to your goals.

• Track your progress and share it with your donors so they can see how their gifts are making a difference!

• Send emails.

• Enter donations.

• Update and share your personal page.

Send email

Enter new gift

Add Contacts

View Your Progress

Edit Personal Page

Update Question Responses

Change Team Membership

Manage Your Display Name

0 f t

USEFUL LINKS

1. Send emails directly from the Participant Center. Choose from pre written templates or write your own. Encourage donations, update your supporters, and thank your donors!
2. Has someone given you cash or a check? Enter it here to update your progress and recognize the support of your donors.
3. The more you reach out, the more donations you'll likely receive towards your goal. Add friends, family, and coworkers to your contacts and keep them in the loop.
4. Track your progress and see who is making donations.
5. Give your Personal Page a personal touch. We've given you a head start, but now it's time to make it yours!
6. Didn't have all your information on hand when you signed up? Make changes here.
7. You can switch your team membership or join a team (if you're an individual) here.
8. Share your personal page on social media—it's a great way to recruit new donors!

1. Send email
2. Enter new gift
3. Add Contacts
4. View Your Progress
5. Edit Personal Page
6. Update Question Responses
7. Change Team Membership
8. 0 f t

EDIT YOUR PERSONAL PAGE

• Change your URL to make sharing your personal page a little easier.

• By editing the title, you'll change the heading of your personal page. For example, "Welcome to Jane Smith's Personal Page"

• We've gotten your personal page started with information about AIDS Walk & Run Boston. You can keep it as is or add your own personal touch by letting your supporters know why you're participating.

• Here you can change your profile photo. You can also add additional images and videos.

• Preview your changes and what your page will look like to visitors before saving your changes.

• Once you've made all the changes you like, don't forget to hit save. You can always come back and make more changes later!

SEND EMAIL

• Create original emails to encourage donations, update donors, and thank your supporters.

• Want to reach out but not quite sure what to say? Don't worry, we've got you covered. Choose from a number of templates to solicit donations and thank your donors. Send as is or add your own personal touches.

• Are you a wordsmith? Are the donations rolling in from a particularly compelling solicitation you emailed out? Make your own templates so you can access them quickly and easily next time around.

• If you haven't already, this is where you can expand your network. Manually enter contacts or upload them directly from your Gmail, Yahoo, or Outlook accounts.

• Choose who should receive the email. Make sure to include your friends and family, and anyone you think might help you reach your goal!

PARTICIPANT BADGES

All of your achievements deserve recognition.

We know fundraising can be hard work, and that's why we think every success deserves to be recognized. From donations to emails, you'll see new badges appear on your participant page each time you hit a new milestone.



\$100

Congratulations, you've hit your first big fundraising milestone! Wear this badge with honor and don't forget to pick up your official AIDS Walk & Run Boston (AWB) t-shirt at the Walk. You've earned it!



\$500

You're on a roll! Not only have you kicked your fundraising into high gear but you've also scored another awesome incentive prize as recognition for all your hard work.



\$1000

Cowbells!!! Raising \$1000 is no small feat—there's even a club for it. Extra Mile Club Members (EMCs) receive extra perks on the day of the walk.



Self Donate

Show your supporters that you mean business! Make a self-donation to your fundraising efforts so people know how important the work of AIDS Action is to you.



Become a Team Captain

Are you a natural leader? Become a team captain, recruit team members, and help others achieve their fundraising goals.



Make it Personal

We all have our reasons to walk, run, or volunteer. Update your personal page and let your supporters know why you're fundraising and what AWB means for you.



Join a Team

There's nothing like team spirit! Fundraising can be daunting, but the task is made a little easier when you've got teammates by your side cheering you on.



Email Email Email

The participant center is equipped with everything you need for success. The more emails you send out, the more likely you are to reach your fundraising goals.



Track your Donations

Every donation counts! Big or small, every donation you receive puts you that much closer to reaching your goal.