



MISSY, DIAGNOSED IN 2014



BILL, DIAGNOSED IN 2010



ANGELA, DIAGNOSED IN 2007



GIGI (CENTER), DIAGNOSED IN 2010

WE'RE STRONGER TOGETHER. **WALK MS.**



2016 PARTICIPANT CENTER GUIDE

WE'RE STRONGER TOGETHER.

Every day we come one step closer to our goal — a world free of MS. Every day we learn more about the disease and push for new treatments and programs to help people living with MS. None of it would be possible without the vital funds raised through Walk MS.

With this guide, we've made it easy for you to be a successful fundraiser! Follow these steps to learn how to set up your own website, share your reason for participating and email your contacts for their support. Templates, tracking tools and user-friendly instructions will streamline your fundraising campaign and have you reaching your goal in no time. The sooner you start, the sooner your efforts will be helping people affected by MS live their best lives.

Don't hesitate to contact us with any questions you may have.

Call us at 1-855-372-1331 or visit walkMS.org.

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How to Find an Event

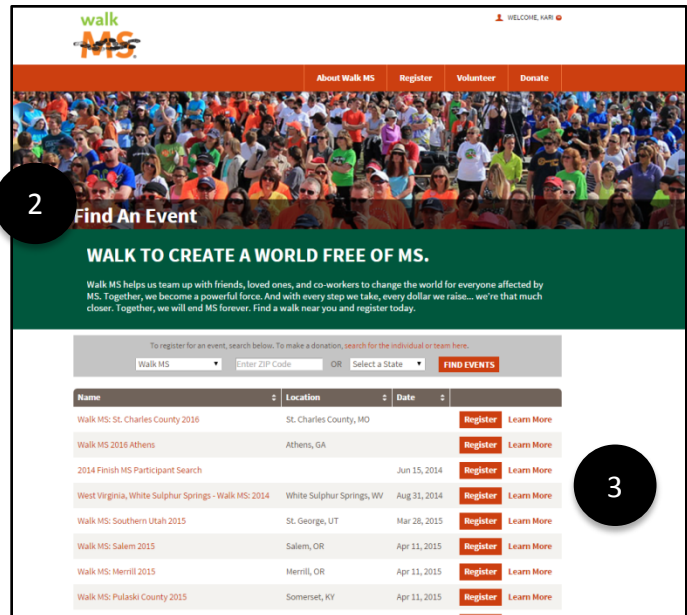
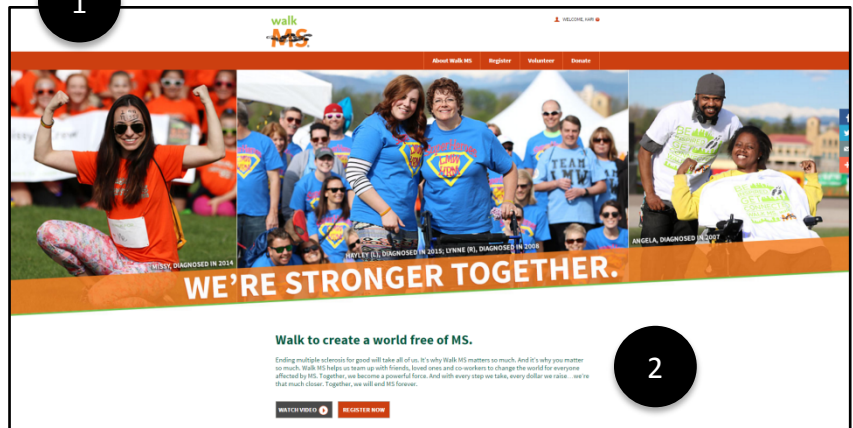
1 Go to walkMS.org for Walk MS.

2 Scroll down to search for an event by zip code or state. Searching by zip code will return all events within 200 miles of that location and list the events by proximity.

3 Select the Walk MS event and click **REGISTER**

or

LEARN MORE to visit the main website for that event.



Progress Completed



How to Register for Your Event if You Are a Returning Participant

If you are a New Participant [CLICK HERE](#) or go to page 6 to begin.

- 1 Returning Participants will login with a username and password.
- 2 If needed, select **FORGOT USERNAME OR PASSWORD**.
- 3 Welcome to the **Register** page. As a Walk MS Returning Participant you have additional selections to make based on your participation interest. Example: Walker, Virtual Walker or Event Volunteer.

NOTE: These options vary by event. Click on the descriptions for additional information on the various types.

- 4 Once your participation type is selected, click one of the following options:

- **Start a New Team**
Start a New Team requires a Team Name, Fundraising Goal, Team Type (Friends & Family, Corporate or Other)
- **Join a Team**
Join a Team allows you to search by team name to join that team.
- **Register as an Individual**
Register as Individual is not associated with a team, but it is encouraged that participants join a team for community, fundraising support, and ride support.

The screenshot shows the 'Register' page for 'Walk MS Walk Blueprint 2016'. The navigation bar includes 'About this Walk', 'About Walk MS', 'Register', 'Volunteer', and 'Donate'. The main content area is divided into two columns: 'Returning?' and 'New?'. The 'Returning?' section has a 'Go' button next to the password field. The 'New?' section has three radio button options: 'WALKER', 'VIRTUAL WALKER', and 'EVENT VOLUNTEER'. A callout '1' is placed over the 'Returning?' section.

This screenshot is similar to the previous one but highlights the 'Forgot Username or Password?' link in the 'Returning?' section. A callout '2' is placed over this link. Below the link, there is a text input field for 'Email address' and a 'Go' button.

This screenshot highlights the 'Start a New Team' option in the 'New?' section. A callout '3' is placed over this option. Below it are 'Join a Team' and 'Register as an Individual' options. A callout '4' is placed over the 'Register as an Individual' option.

5 Start a New Team

- a. Determine Team Name, Team Fundraising Goal and Team Type.
- b. Click **Next Step** to proceed to finishing your registration.

6 Join a Team

- a. Search for Team Name that you would like to join. Select **JOIN** to join that team.
- b. Click **Next Step** to proceed to finishing your registration.

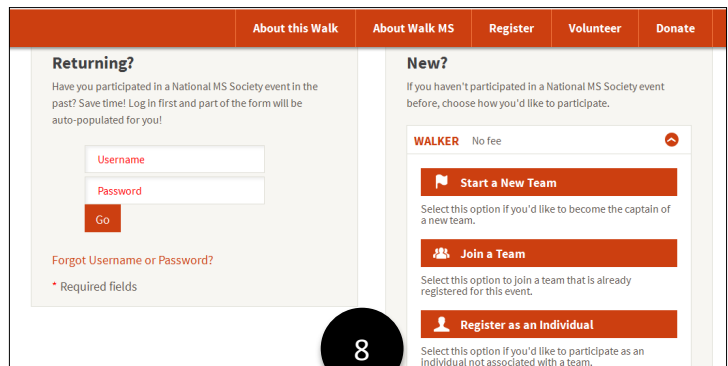
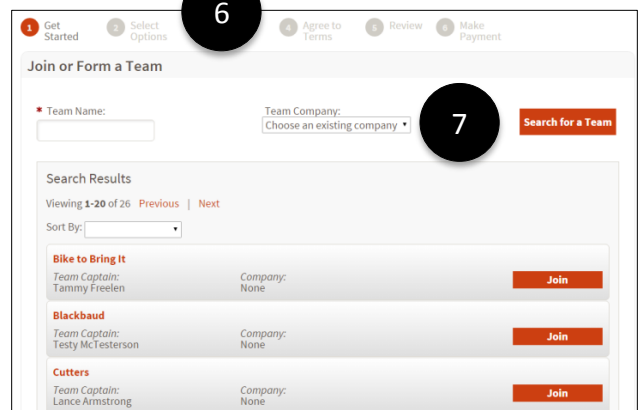
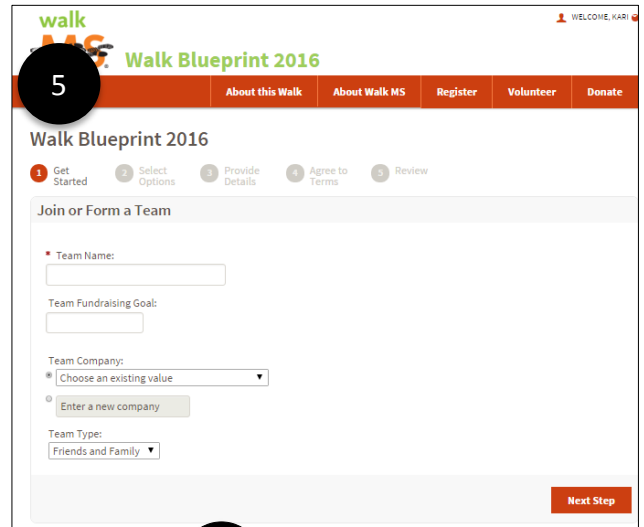
7 Join a Team: Bring Back 'TEAM NAME'

If you participated in this event the previous year on a team and you are the first to Register for this team, you have the option to click **BRING BACK 'TEAM NAME'**. You will not be assigned as the Team Captain unless you were last year. By clicking this option you have made this team active and other participants can also join this team. If you participated in this event the previous year on a team and the team has already been started, you'll be asked if you would like to rejoin your previous team by clicking **Rejoin 'TEAM NAME'**. If the former Team Captain is not returning and a new Team Captain needs to be assigned, contact a local staff person to inform them who will be the new Team Captain. The local staff person can assign the Team Captain once they have registered for the event.

8 Register as an Individual

Proceed with information and continue registration process.

[CLICK HERE](#) to proceed to the next step or go to page 8 to continue.



Progress Completed



How to Register for Your Event If You Are a New Participant

1 New Participants will make selection based on Participant type.

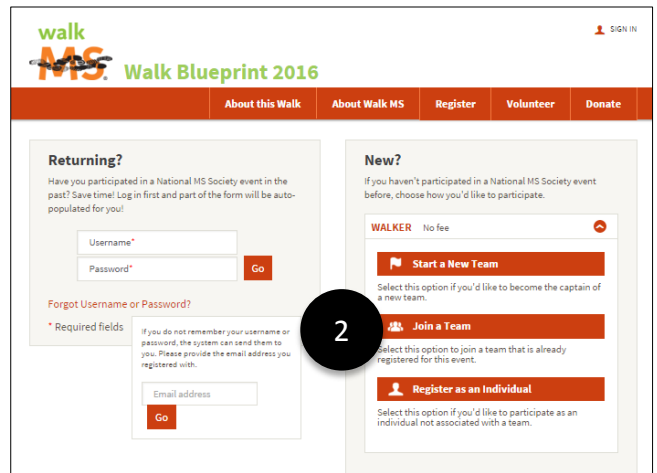
NOTE: These options vary by event. Click on the descriptions for additional information on the various types. Example: Walker, Virtual Walker or Event Volunteer.

2 Once your participation type is selected, click one of the following options:

- **Start a New Team**
Start a New Team requires a Team Name, Fundraising Goal, Team Type (Friends & Family, Corporate or Other)
- **Join a Team**
Join a Team allows you to search by team name to join that team.
- **Register as an Individual**
Register as an Individual is not associated with a team. Consider walking with a team for community, fundraising support and connection. Contact your local office for more information.



The screenshot shows the 'walk MS Walk Blueprint 2016' registration page. The navigation bar includes 'About this Walk', 'About Walk MS', 'Register', 'Volunteer', and 'Donate'. The main content area is titled 'Register' and features a large background image of a crowd. A circular callout '1' highlights the 'New?' section, which asks 'If you haven't participated in a National MS Society event before, choose how you'd like to participate.' The options are: 'WALKER No fee I want to participate in Walk MS.', 'VIRTUAL WALKER No fee I won't be at the event, but I'd like to fundraise for Walk MS.', and 'EVENT VOLUNTEER No fee I would like to volunteer for Walk MS.'



The screenshot shows the same registration page, but with a circular callout '2' highlighting the 'New?' section. The options are: 'WALKER No fee', 'Start a New Team' (with a sub-note: 'Select this option if you'd like to become the captain of a new team.'), 'Join a Team' (with a sub-note: 'Select this option to join a team that is already registered for this event.'), and 'Register as an Individual' (with a sub-note: 'Select this option if you'd like to participate as an individual not associated with a team.').

3

Start a New Team

- a. Determine Team Name, Team Fundraising Goal and Team Type.
- b. Click **Next Step** to proceed to finish your registration.

4

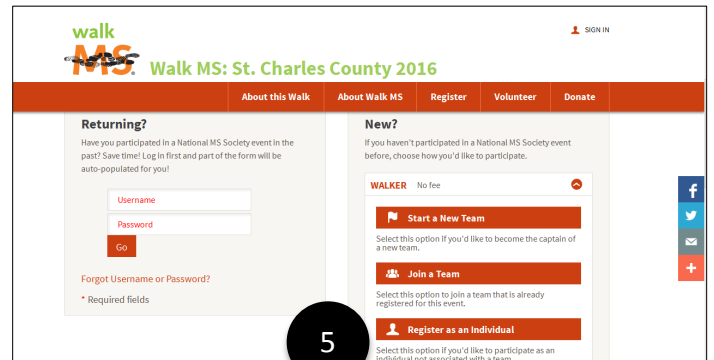
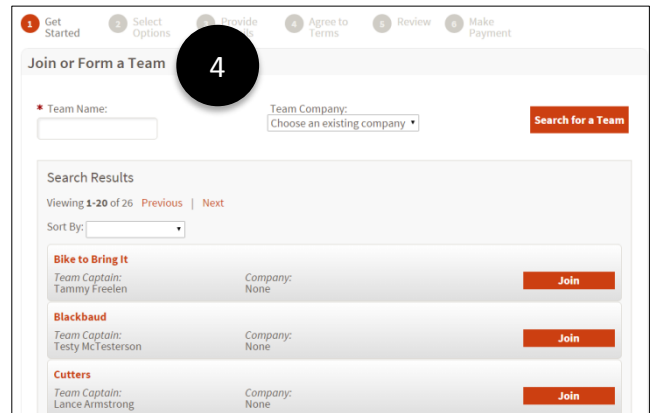
Join a Team

- a. Search for Team Name that you would like to join. Select **JOIN** to join that team.
- b. Click **Next Step** to proceed to finish your registration.

5

Register as an Individual

Proceed with information and continue registration process.



Progress Completed



How to Finish Your Registration

1 Update **Participation Options** with your personal fundraising goal. Check your event page to learn more about the fundraising levels, prizes, and incentives for being a Top Fundraiser!

2 Jump start your fundraising goal by making a personal donation to demonstrate your commitment to help those who live with MS.

DID YOU KNOW...
Participants who make a Personal Donation raise 2 times as much as those who don't.

3 Input or update all personal information.
Click **NEXT STEP** to continue.

4 Read and confirm all terms and conditions.
Click the box to accept.
Click **NEXT STEP** to continue.

5 Review registration summary and click **COMPLETE REGISTRATION**. This will take you to the **payment screen** to finish your Self-donation, or **REGISTER ANOTHER PERSON**.

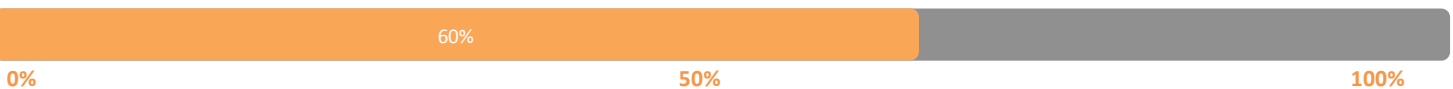
Congratulations! You are now registered. Your Personal Page will appear shortly. Now it's time to fundraise!

This screenshot shows the 'Participation Options' step of the registration process. At the top, there's a navigation bar with 'About this Walk', 'About Walk MS', 'Register', 'Volunteer', and 'Donate'. Below that, a progress indicator shows five steps: 'Get Started', 'Select Options' (highlighted with a red circle and the number 1), 'Provide Details', 'Agree to Terms', and 'Review'. The main content area is titled 'Participation Options' and includes a 'Your Personal Fundraising Goal' field with a value of '500.00'. Below this, there's a paragraph explaining the goal and a list of donation options: \$35.00, \$75.00, \$150.00, \$250.00, \$500.00, \$1,000.00, and 'Other amount that is meaningful to you:'. There are also checkboxes for 'No additional gift', 'Yes, make this an anonymous gift', and 'Yes, you can display the amount of my donation publicly'. At the bottom, there are 'Previous Step' and 'Next Step' buttons.

This screenshot shows the 'Personal Information' step of the registration process. The navigation bar is the same as in the previous screenshot. The progress indicator shows four steps: 'Select Options', 'Provide Details' (highlighted with a red circle and the number 3), 'Agree to Terms', and 'Review'. The main content area is titled 'Please complete the registration form below' and includes a 'Personal Information' section with fields for 'First' and 'Last' names, and a 'Date of Birth' field with dropdowns for 'Month', 'Day', and 'Year'. Below that is a 'Contact Information' section with fields for 'Street 1', 'Street 2', 'City/Town', 'State/Province', and 'Postal Code'. There are also fields for 'Email', 'Phone Number', and 'Emergency Contact' (Name and Phone Number). At the bottom, there's a checkbox for 'I would like to be emailed when a gift is made on my behalf.' and a 'Next Step' button.

This screenshot shows the 'Submit Payment' step of the registration process. The navigation bar is the same as in the previous screenshots. The progress indicator shows five steps: 'Get Started', 'Select Options', 'Provide Details', 'Agree to Terms', 'Review', and 'Make Payment' (highlighted with a red circle and the number 5). The main content area is titled 'Submit Payment' and includes a 'Credit Card Information' section with a 'Credit Card Number' field, an 'Expiration Date' field with dropdowns for 'Month' and 'Year', and a 'CVV Number: What is this?' field. Below that is a 'Billing Information' section with fields for 'Title', 'First Name', 'Last Name', and 'Suffix'. At the bottom, there's a 'Submit Payment' button.

Progress Completed



How to Set Up Your Participation Options

1 Your registration is complete! Now it is time to personalize your page to tell your story of why you are participating to create a world free of MS.

The following next steps will appear:

- Create your fundraising page
- Upload a photo or video
- Email your friends
- Be your 1st donor

DID YOU KNOW...

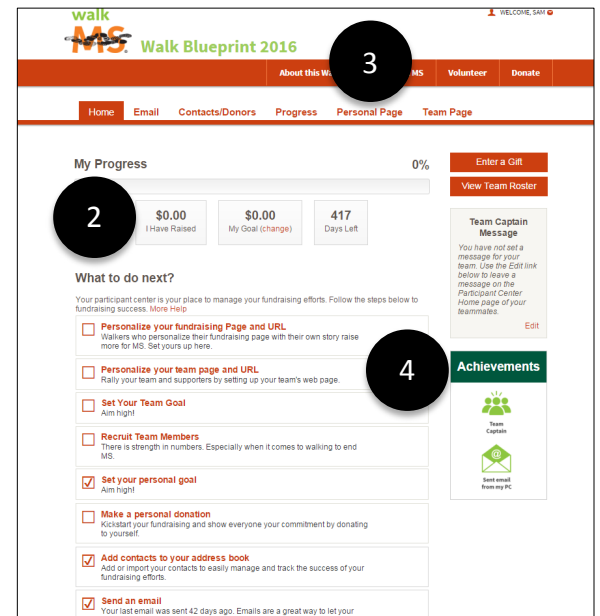
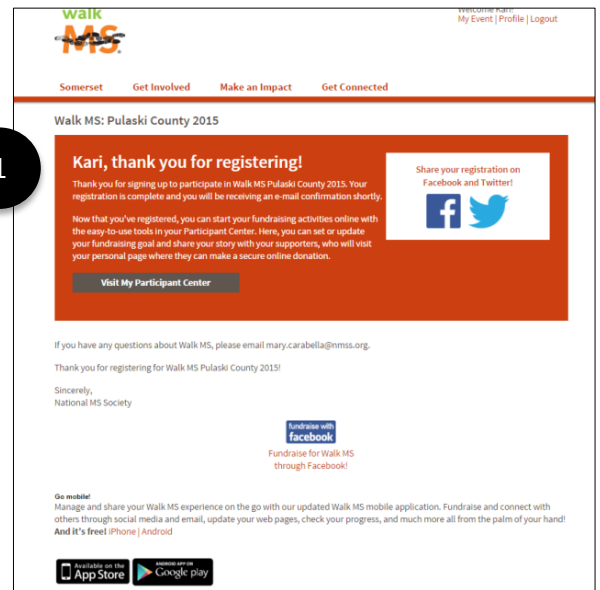
Walk MS participants who use Personal Pages raised an average of \$453 vs. \$183!

Your participant center will guide you through all the steps to ensure your Personal Page is set up to help you reach your fundraising goal.

2 **Fundraising Goal:** Set your fundraising goal. We encourage you to aim high with this goal and you can always modify later.

3 **Personal Page:** Customize all content, including personalizing the URL that can be shared directly with your friends and family. Write your story and upload a video or photo. You can also update Components that enable others to see your donations and progress.

4 **Achievements:** Continue to earn badges by achieving all the goals on your Personal Page!



TEAM CAPTAINS:

Update your **Team Page** with your team fundraising goal, your team's story, customized URL, team photo, and customized content.

Progress Completed



0%

75%

50%

100%



How to Easily Fundraise With Ready-to-Go Tools

Now that your Personal Page is ready, it is time to fundraise! There are three primary ways to fundraise: Email, Facebook, Mobile Application!

1 Email

Click on the **Email** tab and select from the below options. All emails come with a standard template, but you are encouraged to personalize the messages with additional text that is meaningful to your participation experience and event — especially the solicitation emails. [CLICK HERE](#) for more details.

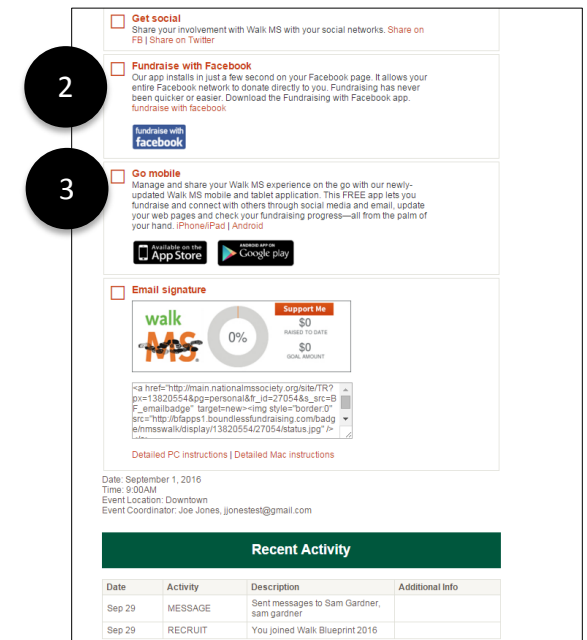
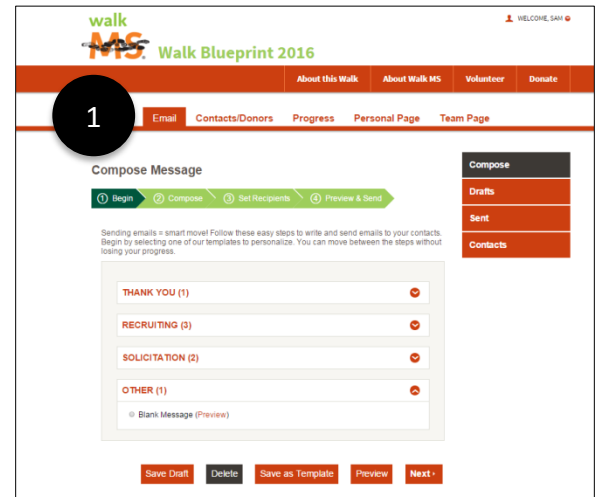
- **Thank You**
Thank your friends and family for donating to your event.
- **Recruiting**
Send emails to your friends and family to join you or your team.
- **Solicitation**
Email contacts to invite them to donate to your fundraising goal.
- **Other**
Create a customized email based on your needs.

2 Facebook

Click the **Home** tab and scroll down to **Fundraise with Facebook**. Click the Fundraise with Facebook icon to get started. Fundraising with Facebook is a great way to let your friends and family know that you're participating in this event! [CLICK HERE](#) for more details.

3 Go Mobile

Our mobile apps make it easy to access your Participant Center when you're on the go! [CLICK HERE](#) for more details.



Progress Completed

100%

0%

50%

100%



How to Fundraise with Participant Center Email

There are many benefits to sending an email in the Participant Center!

- ✓ Emails automatically include hyperlinks to your Personal Page and your team's page.
- ✓ Emails are designed to highlight the event you're participating in and information to learn more about the National Multiple Sclerosis Society.
- ✓ Solicitation emails include details about the impact donations have for those living with MS.
- ✓ Create email groups, making it easier to select a preferred audience.

1 Click the **Email** tab to begin.

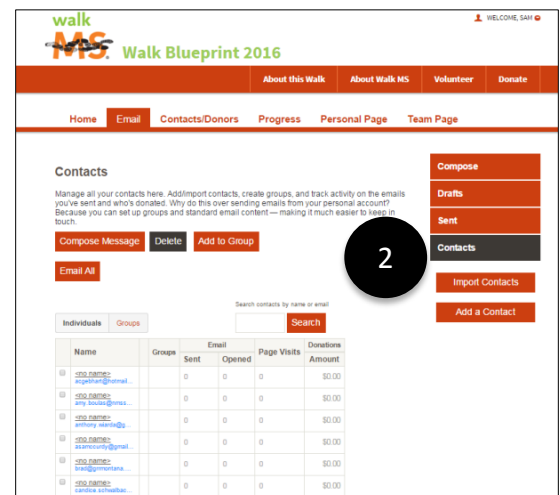
2 Click **Contacts** and then **Import Contacts**. If you are a returning participant, your contacts from prior years will appear. You will have the option to remove duplicate email addresses from prior years.

Follow the instructions to connect to your email account.

You'll then be able to import all or some of your contacts from your email account into your Participant Center Address Book.

3 Select **Compose Message** and choose the type of message you would like to send. The templates provide verbiage you can use and will include a link to your Personal Page and Team Page.

Click **NEXT**.



4

Edit or make changes to your message in the **Compose** box. You can add, change, or edit any of the provided text — we encourage you to personalize your message.

Click **NEXT**.

5

Select the recipients from your contacts by checking the box next to their name. If you'd like to send to a group, you may change "contacts" to "groups" by using the drop down menu.

Click **NEXT**.

6

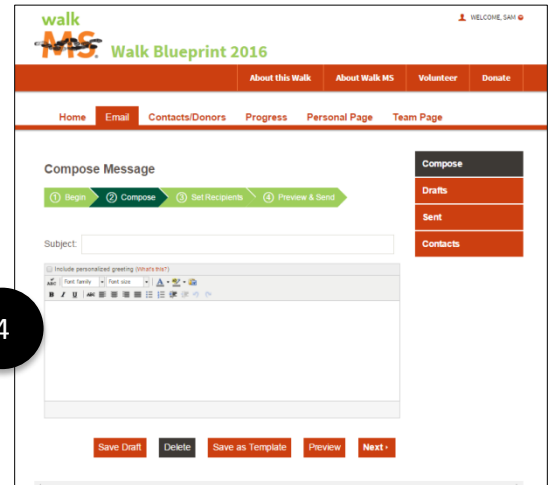
Preview your message, including your personalized additions. Any changes can be made in the Compose box and the recipients selected will not be lost.

Click **SEND**.

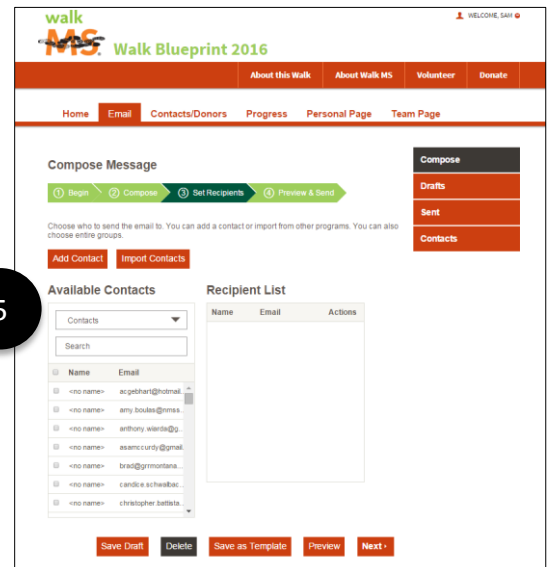
EMAIL & FUNDRAISING TIPS

- ✓ Send Thank You emails to those who have donated to your fundraising efforts.
- ✓ Follow up and send additional emails to solicit donations.
- ✓ Monitor your fundraising progress – receive email notifications when someone has donated to your fundraising efforts.
- ✓ Update your fundraising goal.

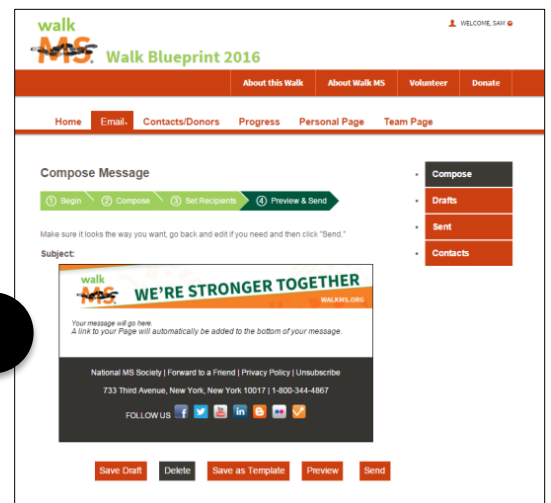
4



5



6



How to Fundraise with Facebook

Here at the National MS Society, we're excited to offer you additional ways to fundraise for Walk MS! With the Walk MS Boundless Fundraising application, any Walk MS participant with a Facebook account can now extend their fundraising efforts to their social network on Facebook. With our new Walk MS mobile app, you can raise funds on the go from your smartphone or other mobile device!

1

Install the Facebook application by clicking the “Fundraise with Facebook” install graphic and link. The “Fundraise with Facebook” link is placed in several key locations throughout your Participant Center.

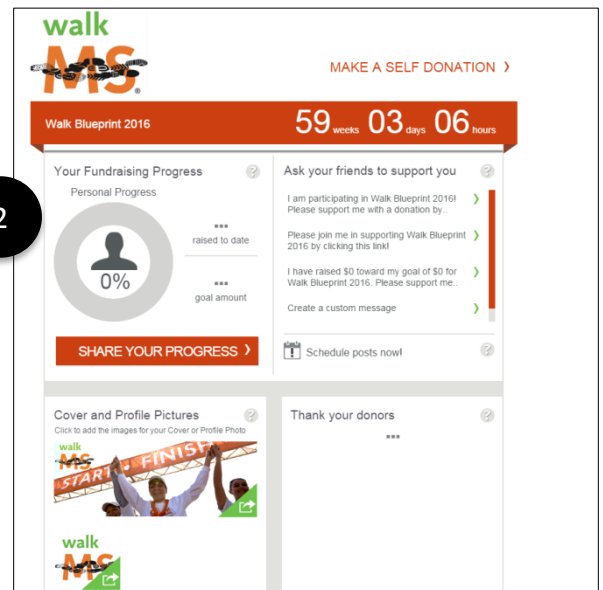


2

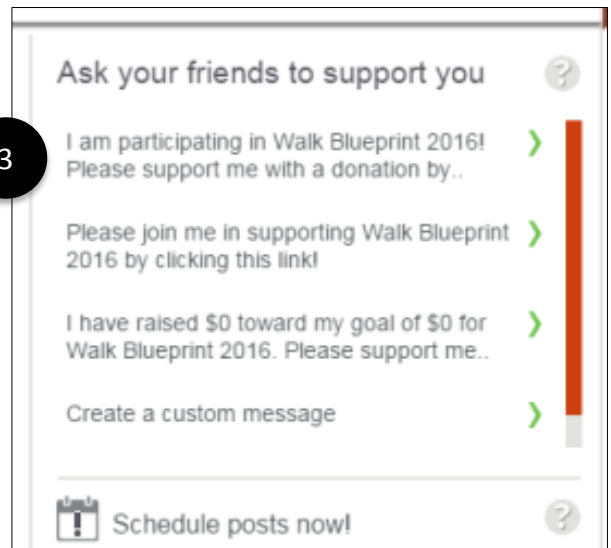
Keep track of your fundraising progress and share the news with your Facebook friends.

3

Post messages for your Facebook friends to see and to solicit donations from them.



2



3



4 Schedule automatic posts to be sent on your behalf.

5 "Donate" your profile and cover photos to match your event.

6 View your non-anonymous donors and thank them

Let our app do the work for you!

Did you know that the most successful fundraisers send out regular donation requests? Our app takes out the guesswork by automatically generating posts at the most important milestones during your fundraising.

Select All Posts

Tuesday weekly message
I have raised \$0 for the Bike MS: Kansas City Ride 2015 toward the goal of \$200. Please help me by making a donation.

5 days until the event
Bike MS: Kansas City Ride 2015 is 5 days away. Plenty of time for you to support my fundraising efforts!

30 days until the event
30 days and counting until this year's Bike MS: Kansas City Ride 2015. Support me with a donation today!

The day before the event
Bike MS: Kansas City Ride 2015 is tomorrow ... Last call for donations!

15 days until the event
Just 15 more days until this year's Bike MS: Kansas City Ride 2015. Can I count on your support?

The day after the event
Thank you to everyone who donated to me for Bike MS: Kansas City Ride 2015. And for everyone else, it's not too late!

REMIND ME LATER CANCEL SAVE

5

Cover and Profile Pictures ?
Click to add the images for your Cover or Profile Photo

Thank your donors ?
You have not received any recent donations. Why not ask your friends to support you?

Thanks for uploading our picture! X

You should now have a photo album called "KHS Kids Walk". Visit your new photo album and select your picture. Then select "Make Profile Picture" from the Options menu. Facebook will prompt you through the remaining steps.

GO TO ALBUM

6

Thank your donors ?

Meghan Dynamics < f ✉

Thank your donors ?

\$5 Meghan Dynamics >



How to Fundraise with a Mobile or Tablet App

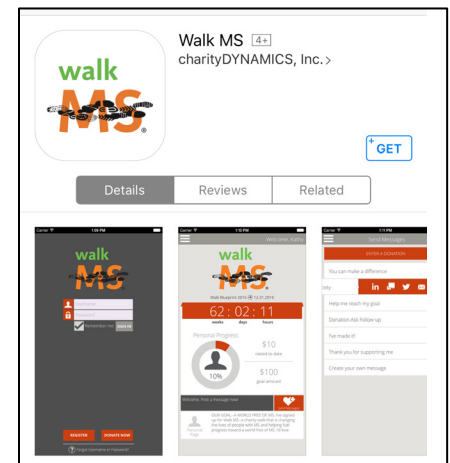
Your Walk MS event fundraising can be done from the palm of your hand! Simply download our mobile app to update your Personal Page, send emails, and post social media updates — anytime, anyplace!

1 Log into your Participant Center or open an email you received upon registering for your event.

2 Locate the icons for the iTunes App Store or the Google Play store. Click on the desired store based on the device on which you wish to install the app. This will take you directly to the fundraising app where you can continue the downloading process based on your device.



3 You can also search for our apps directly in the app stores by searching for “Bike MS,” “Walk MS” or “Challenge Walk MS.” Before completing the download, please be sure you are selecting the correct app for the device (i.e. confirm you are downloading the mobile app and not the tablet app onto your mobile device). Typically, the tablet apps are indicated with a “ . ” at the end of the app name.



4 With the mobile or tablet app, you can:

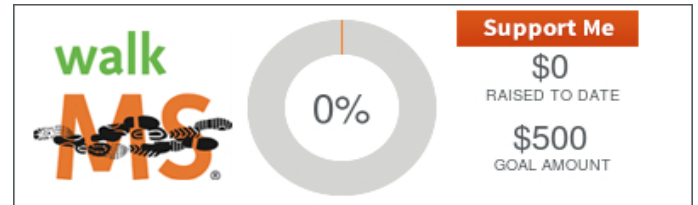
- View your fundraising progress and access your event webpage directly from the app.
- Post/send messages to solicit donations through Facebook, Twitter, SMS, LinkedIn, text, and email. All messages are accompanied by a link to your donation or Personal Page.
- View and thank your donors through Facebook, Twitter, SMS, LinkedIn, and email.
- Edit content and upload an image to your Personal Page, as well as view and share it on Facebook.
- View news about the National MS Society and share certain posts on Facebook.
- Get help using the app.

How to Install an Email Signature Line

Spread the word of your involvement and progress in your fundraising efforts by adding a badge to your work and/or personal emails.

Fundraising with the email badge

- Once you have installed the email badge to your signature, simply begin sending emails and the badge will be included.
- The badge will display your fundraising goal and automatically update with your progress and how much you've raised.
- Recipients of emails that include this badge can also click on the badge to be directed to your donation page or Personal Page.



Installing the email badge

The process to install the email badge varies depending on the email client you are using as well as whether you are using a PC or a Mac. Please see the list of detailed instructions found here:

- Windows (PC):
http://www2.charitydynamics.com/site/PageServer?pagename=Boundless_Email_Client
- Mac:
http://www2.charitydynamics.com/site/PageServer?pagename=Boundless_Email_Client_Mac

WE'RE STRONGER TOGETHER.

QUESTIONS? CALL 855-372-1331

WALKMS.ORG | 1-800-344-4867

