

# Don't just *ride*, *Bike MS*

BIKE MS: 2014 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	*****	LOGIN
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WELCOME, Sarah

[Bike MS Participant Center](#) | [Edit Account](#) | [Log Out](#)



## Overview

### Progress

[Import Contacts](#)[Enter Cash/Check Donations](#)

### What to do next?

Your last personal page update was 21 days ago. Consider [updating it now](#).

## 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](#)

[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

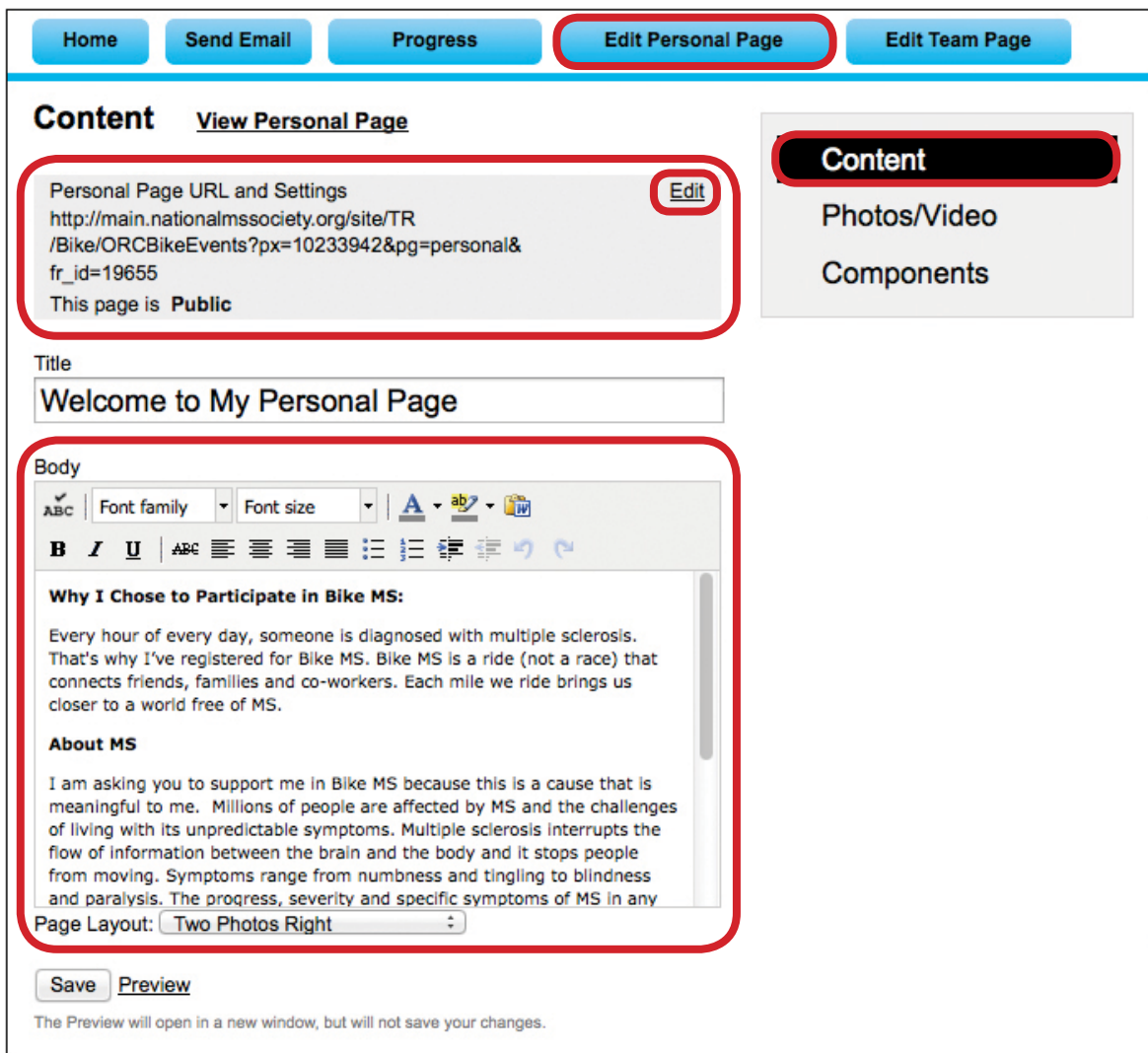
fundraise with **facebook**

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.



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

**Content** View Personal Page

Personal Page URL and Settings Edit  
http://main.nationalmssociety.org/site/TR  
/Bike/ORCBikeEvents?px=10233942&pg=personal&  
fr\_id=19655  
This page is **Public**

Content  
Photos/Video  
Components

Title  
Welcome to My Personal Page

Body

ABC Font family Font size A ab

**B** *I* U ABC [List Icons] [Link Icon] [Undo Icon] [Redo Icon]

**Why I Chose to Participate in Bike MS:**  
Every hour of every day, someone is diagnosed with multiple sclerosis. That's why I've registered for Bike MS. Bike MS is a ride (not a race) that connects friends, families and co-workers. Each mile we ride brings us closer to a world free of MS.

**About MS**  
I am asking you to support me in Bike MS because this is a cause that is meaningful to me. Millions of people are affected by MS and the challenges of living with its unpredictable symptoms. Multiple sclerosis interrupts the flow of information between the brain and the body and it stops people from moving. Symptoms range from numbness and tingling to blindness and paralysis. The progress, severity and specific symptoms of MS in any

Page Layout: Two Photos Right

Save Preview


The Preview will open in a new window, but will not save your changes.

[Home](#)
[Send Email](#)
[Progress](#)
[Edit Personal Page](#)
[Edit Team Page](#)

## Photos/Video

You may add either photos or a video to your page.

Photos

Caption

or [remove photo](#)

No image

Caption

*Note: Not all page layouts support two photos. You might need to change your page layout if you do not see your second photo.*

Video

Content

**Photos/Video**

Components

[Home](#)
[Send Email](#)
[Progress](#)
[Edit Personal Page](#)
[Edit Team Page](#)

## Components

**Status Thermometer**

Thermometer showing dollars raised to personal fundraising goal.

**Fundraising Honor Roll**

Scrolling list of largest donations received.

Show donor names only (do not show amounts)

**Enable Personal Blog**

Allows you to post updates when viewing your personal page.

The Preview will open in a new window, but will not save your changes.

Content

Photos/Video

**Components**

# 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.

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

### Contacts

Compose Message Add to Group Delete  
Email All

Search **contacts** by name or email  
 Search

**Individuals** Groups

Name	Groups	Email		Page Visits	Donations Amount
		Sent	Opened		
<input type="checkbox"/> <no name>		0	0	0	\$0.00
<input type="checkbox"/> <no name>		0	0	0	\$0.00

Compose  
Drafts  
Sent  
**Contacts**  
+ Import contacts  
+ Add a contact



# 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.

The screenshot shows a web interface for composing an email. At the top, there are navigation buttons: Home, Send Email (highlighted with a red circle), Progress, Edit Personal Page, and Edit Team Page. Below this is the 'Compose Message' section. It includes a 'To:' field with a dropdown menu, a 'Subject:' field, and a 'Hide templates' section with four radio button options: Thank You (1), Recruiting (3), Solicitation (2), and Other (1). The 'Recruiting (3)' option is highlighted with a red circle. At the bottom, there is a rich text editor with various formatting tools like bold, italic, underline, font family, font size, and color. On the right side, there is a sidebar with a 'Compose' button (highlighted with a red circle) and other options: Drafts, Sent, and Contacts.

# 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

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

### Contacts

Compose Message Add to Group Delete  
Email All

Search **contacts** by name or email  
 Search

Individuals **Groups**

Groups	Name
<input type="checkbox"/> <u>Donors</u>	<no name>
<input type="checkbox"/> <u>Non-Donors</u>	<no name>
<input type="checkbox"/> <u>Teammates</u>	<no name>
<input type="checkbox"/> <u>Non-Teammates</u>	<no name>
<input type="checkbox"/> <u>Never Emailed</u>	<no name>
<input type="checkbox"/> <u>Needs follow-up</u>	<no name>
<input type="checkbox"/> <u>Unthanked Donors</u>	<no name>

Compose  
Drafts  
Sent  
**Contacts**

+ Import contacts  
+ Create Group

# 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

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

### View Personal Report

Progress

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

**Personal**  
Team

[Enter a new gift](#)

**Top 10 Donors**

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](#) )



