

Online Fundraising: The How-To Guide

1. LOG IN TO THE PARTICIPANT CENTRE

A. On the fundraising site, click "Login" on the top right corner of the page.

DONATE **LOGIN** **FRANÇAIS**

B. Enter your username and password to login to your Participant Centre. You can retrieve your forgotten username or password on the "Login" page or call your local event coordinator to have it reset.

Log in to access your Participant Centre

Username

Password

LOG IN

Forgot your password or username?

2. PERSONALIZE YOUR FUNDRAISING PAGE

Home **Email** **Progress** **Personal Page**

A. Click "Personal Page".

C. Post a photo or video.

Edit Your Personal Fundraising Page (View Personal Page)

Personal Page URL: (URL Settings)
http://mssoc.convio.net/site/TR/Walk/BCandYukonDivision?px=1964749&pg=personal&fr_id=4221

This page is Public

Body

B. Write your story.

D. Click "Preview" to see how your page will appear or "Save" to publish it.

E. Look for the social media tabs on the right side or bottom of your screen and share your page.

Photos/Video

Components

f

tw

in

TOP TIPS FOR ONLINE FUNDRAISING

- **Share your personal fundraising page.** The Participant Centre makes it easy to share your page on Facebook, Twitter, and Instagram. Change the signature line of your outgoing emails to include a link to your personal fundraising page.
- **Set your goal.** Set your goal on the "Progress" tab in your Participant Centre. Many people will donate more if they know you're close to your goal.
- **Thank your donors.** Use the Participant Centre to thank your donors for helping you reach your goal! Send a follow-up email after your event to share highlights, pictures and how their donations are making a difference.

DID YOU KNOW?

Participants who personalize their fundraising page **RAISE 5 TIMES MORE** than those who don't.

Participants who pledge themselves **RAISE 135% MORE** than those who don't. Show your commitment to ending MS. Make a personal donation today!

3. SHARE YOUR PAGE WITH YOUR FRIENDS, FAMILY AND COLLEAGUES.

Help Katie end MS!

Why I'm gearing up

Every day 3 more Canadians are diagnosed with multiple sclerosis, an unpredictable illness that affects balance, memory and more. I want to do something for everyone who lives with MS.



Your story is published here.

Your support means families who are impacted by this often devastating disease don't have to face MS alone.

Your donors will appear here when a donation is made online.

DONATE NOW

Achievements

No Badges Have Been Earned

Personal Progress:

0% of Goal \$0 Raised

Goal: \$300.00

Fundraising Honor Roll

DONATING ONLINE MAKES CENTS!

The MS Society saves approximately \$1.50 for every donation made online because online donations reduce the cost of administration and provide more funding towards services and research.

Donors who donate online will automatically be emailed a tax receipt.

4. CONNECT WITH YOUR SUPPORTERS THROUGH PERSONAL EMAILS.

- A. Click "Email."
- B. Click "Solicitation" and choose the "Please support me in the MS Walk" email template. Click "Next."
- C. Edit the templated message to personalize it. A link to your personal fundraising page will automatically be included at the bottom of each message when it is sent.
- D. When you are finished editing your message click "Next" to select your recipients and/or import your contacts.
- E. After you've selected your recipients click "Next" to see a preview of your message. Click "Send."

✓ Configure
② Compose
③ Set Recipients
④ Preview & Send

Subject: Please support me in the MS Walk

Include personalized greeting (What's this?)

Hi,

I've registered as a participant for this year's MS Walk to help raise funds for Canadians living with multiple sclerosis (MS). One-hundred thousand Canadians live with MS. I want to do something for everyone who lives with MS.

Please support me in the MS Walk by making a secure donation to me in person...every little bit helps.

To find out more about the MS Walk, visit [mswalks](#).

Thank you.

Current layout: (done selecting)

Preview
Next

Personalize your email.

Click "Preview" to see how your message will appear.

IMPORT YOUR EMAIL CONTACTS DIRECTLY FROM YOUR EMAIL SERVICE

Import Contacts

① Select Source
② Retrieve Contacts
③ Set Recipients

Select an Import Source (Tell me more)

Importing contacts from other email services into your Participant Center Address Book allows you to track donations, monitor who responded, and follow up with personal thank you notes.

Let's begin by identifying where you keep your address book.

You can import contacts directly from an email service below:

OR you can upload a .csv file exported from another email client:

File-based import for...
 (Hotmail, Apple, Outlook, AOL)

NEED HELP?



Contact your local MS Society event coordinator. Contact information is located on the home page of your Participant Centre.