

susan g. komen
race
FOR THE **cure**®

susan g. komen
MORE THAN
PINK WALK®



**Participant Center
Guide**



Welcome!

Thank you for registering for a Susan G. Komen® MORE THAN PINK Walk® or Race for the Cure®. Whether this is your first, fifth or 10th time joining us, every participant makes a difference and helps us provide vital research, care and services in communities across the country.

Whether for a friend who is newly diagnosed, a co-worker living with this disease or in memory of a loved one, we're glad you are part of this passionate community working together to achieve our goal of a world without breast cancer.

This guide is designed to show you around the newly redesigned Participant Center. We've included screenshots of how everything looks on a desktop. The layout will be slightly different on a mobile device, but all the tools will look and work the same — and be right at your fingertips! First, we'll review a few of the highlights and then we'll take you step by step through the Participant Center with tips on how to get the most out of your site.

PARTICIPANT CENTER LOG IN

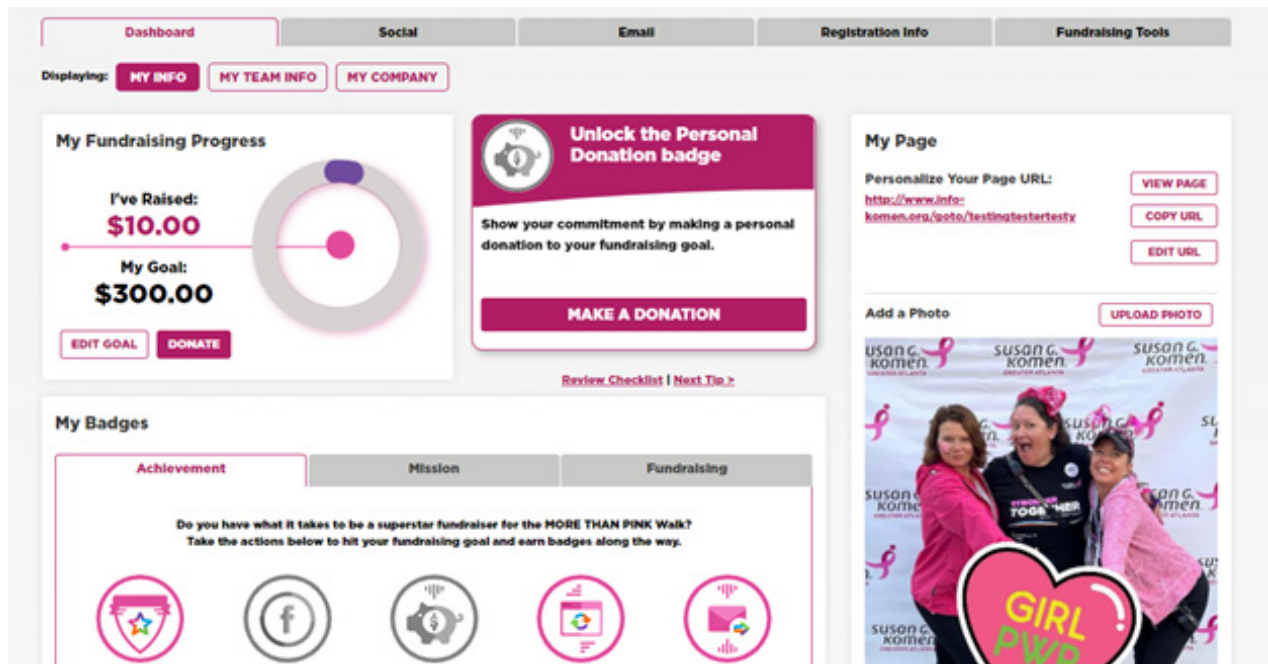
Visit your event website and click **“Log in to Fundraise”** at the top right. Log in using the username and password set up during registration. If you can't remember, click **“Need Help?”** Once you've logged in, you're directed to your Participant Center Dashboard.



PARTICIPANT CENTER DASHBOARD

On the homepage dashboard, you can:

- a. See your Fundraising Progress
- b. Update your Fundraising Page
- c. View your Achievement Badges
- d. Access your Facebook Fundraiser
- e. View your Donations
- f. See your Recent Activity



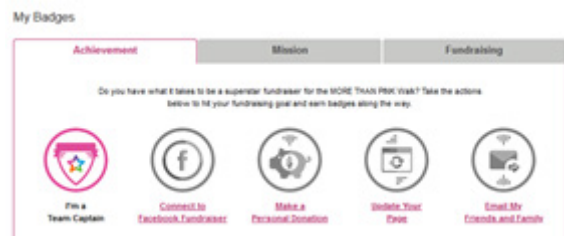
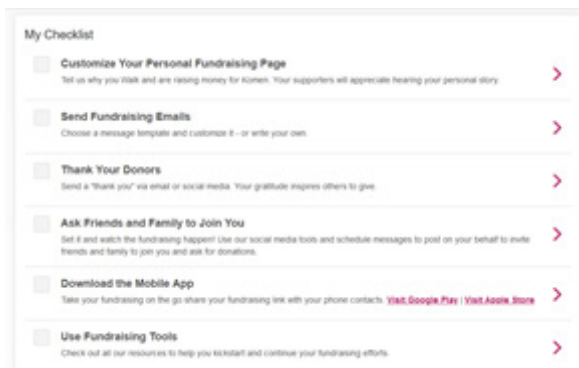
My Checklist:

Refer to “**My Checklist**” and complete the suggested next steps, then watch your progress grow!

My Badges:

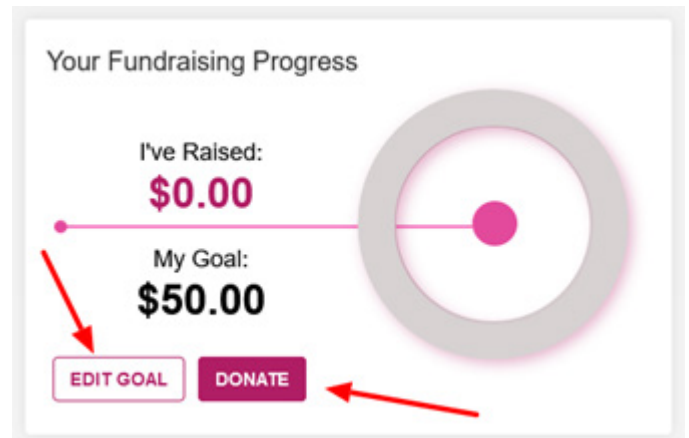
As you earn badges and reach milestones, you’ll see the icons turn from grey to full color.

Let’s get started!



1. SET YOUR FUNDRAISING GOAL, MAKE A SELF-DONATION AND CHECK YOUR PROGRESS

- Forgot to set a fundraising goal? Did you meet it and want to increase it? Click on the “Edit Goal” button in the “My Fundraising Progress” tile and enter your goal. Don’t forget to click “Save”!
- Set an example by making a self-donation. Click on the “Donate” button in the “My Fundraising Progress” tile to get started.

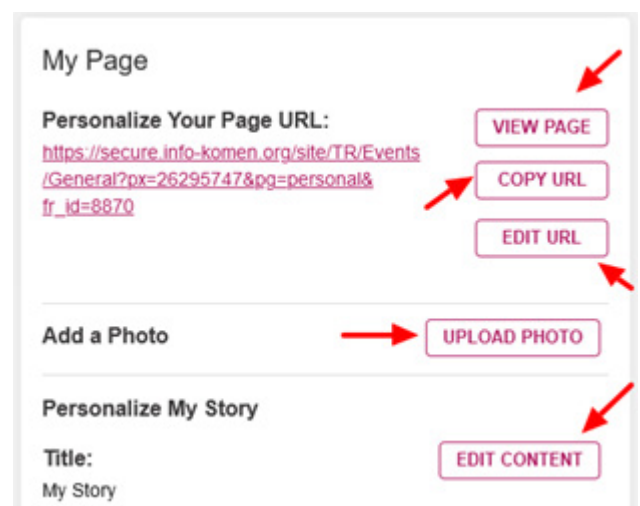


FUNDRAISING TIP: If you’re getting close to your goal, consider increasing it. Donors may be more generous if they think they’re helping you reach your goal than if you’ve already hit it.

2. CUSTOMIZE YOUR PERSONAL PAGE

In the “My Page” section of your Dashboard, you can put the “personal” in your Personal Page.

- Click on “Upload Photo” to add a photo. Please note that square images work best.
- Click on “Edit Content” to personalize your page and share your story! Let people know why you’re participating.
- Copy or edit your Fundraising Page URL by clicking on the appropriate button.
- When you are all done, click the “View Page” button to see what your page looks like to your donors.



Helpful Hint: Don’t forget to hit “save” when you’re done editing each section!

3. VIEW AND EARN BADGES

The “My Badges” section highlights the 3 different types of badges that you can earn as a participant.

- * Achievement – Earn by completing fundraising activities.
 - * Mission – Learn about Komen’s mission and collect badges.
 - * Fundraising - Achieve fundraising milestones to earn these badges. How many can you collect?
- Badges will activate as they are earned.
 - Note: You can only earn Mission badges in the MORE THAN PINK Walk or SGK Race mobile app.



4. TRACK YOUR DONATIONS

In the “Donations” area, you will find a list of the donations that you have received.

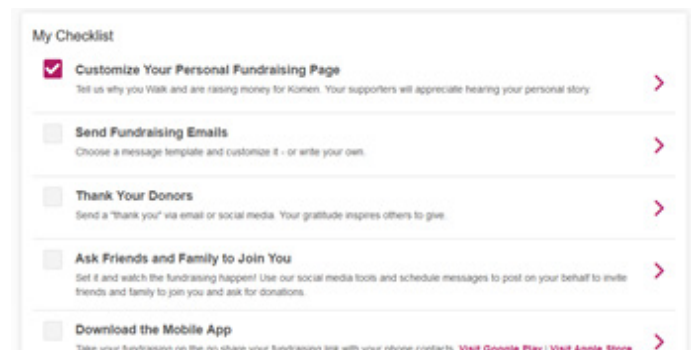
- Manage your donations by clicking the various icons.
 - * Mark a donor as thanked offline.
 - * Email your donors.
 - * See if donors have been thanked.
 - * Download donation list — great for sending handwritten Thank You’s!

Donations			
Sally Brown	Sep 21	\$54.96	
Becky Test 11 Suttarak	Sep 15	\$150.00	
Rick O'Gulian	Sep 15	\$200.00	

5. MY CHECKLIST

Your checklist makes it easy to follow the steps to fundraising success.

- Not sure how to check the boxes? Click on any of the items in your list and you’ll be taken where you need to go to complete the task.
- Watch your progress grow as you check the boxes in your list.



6. VIEW RECENT ACTIVITY

Keep track of when you received donations, sent emails, registered and if you're on a team, when the team was started.

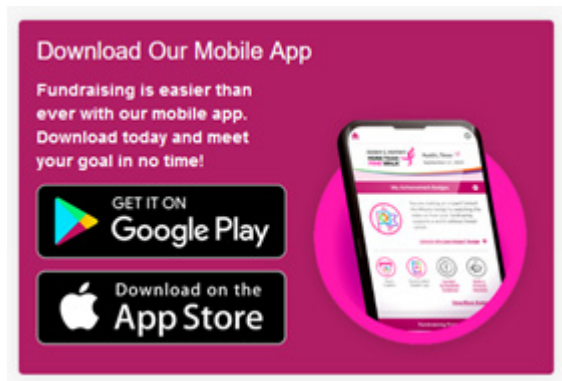
If you're a Team Captain, the Recent Activity list will also display new members as they join your team.

Recent Activity	
Sally Brown donated \$54.96 Cash	Sep 21
Becky Test 11 Switaski donated \$150.00 Cash	Sep 15
You donated \$200.00 Cash	Sep 15
You joined CD Test - More Than Pink PCS	Sep 10
Patrick DiGulian joined your team	Sep 10

7. DOWNLOAD THE MOBILE APP

Fundraise on the go by sending texts and emails, monitor your fundraising progress and update your page with the mobile app!

- If you don't have the app yet, click on the appropriate icon to download the app to your smartphone today!
- While you can do many of the same activities in the app as you can from your desktop, there are a few extra advantages:
 - * Instant Check Deposit — Did you receive a check from a donor? The app lets you deposit checks and see the money instantly credited to your fundraising total. No mailing. No delays.
 - * Exclusive Mission Badges — Do you like earning badges? Watch videos to earn special mission badges available only in the app.
 - * Enhanced Social Posting and messaging — Send (and schedule) Messages on up to five social media channels, plus email and text!
 - * Physical Activity Tracking — With the app, you can also track your physical activity and participate in different challenges.



Fun Fact: On average, participants who use the app raise 3.5 times more than those who don't.


8. CREATE A FACEBOOK FUNDRAISER

Connecting your fundraising page to Facebook is as easy as clicking “Connect to Facebook” and following the prompts.

Fun Fact: Did you know that people who create a Facebook fundraiser raise 4 times more than those who don't?

Fundraise on Facebook!

Connect your fundraising to Facebook, where you can invite friends, share updates and collect donations.

 **CONNECT TO FACEBOOK**

By clicking this button, you will be redirected to Facebook. Requires an IT network that allows social media connections.

Your Fundraiser is Connected to Facebook!

Log in to use Facebook's fundraising tools to invite friends, share updates and collect donations. We'll keep track of your progress on Facebook and on your CD Test - More Than Pink PC3 page, so you'll always know how close you are to reaching your goal.

<https://www.facebook.com/donate/12484079022481> **COPY**

GO TO FACEBOOK FUNDRAISER

By clicking this button, you will be redirected to Facebook. Requires an IT network that allows social media connections.



9. GO SOCIAL!

Think of the Social tab as your Communications hub. From here, you can reach out to your friends and family on a variety of platforms.

Send Messages

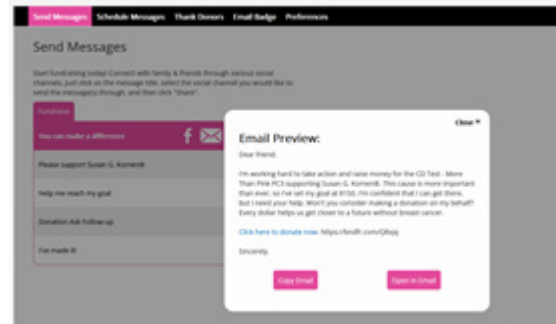
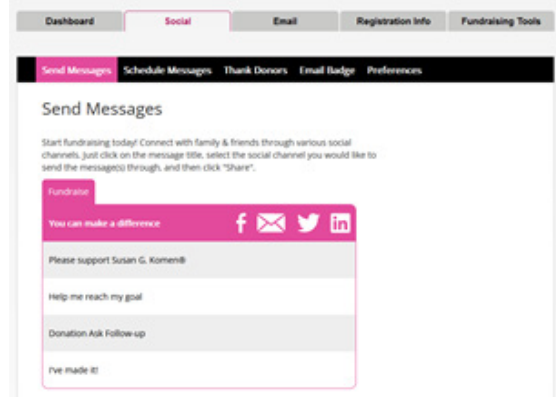
The first section you'll see is "Send Messages."

This is a great opportunity to tell your story and why you are participating. Tell others why it is important to you to raise money for Komen's mission for a world without breast cancer. Participants who personalize their emails raise more than those who don't.

To get started: Click the message you would like to send, and how you'd like to send it — Facebook, Email, Twitter or LinkedIn.

A pop-up will appear that will allow you to edit the message before sharing.

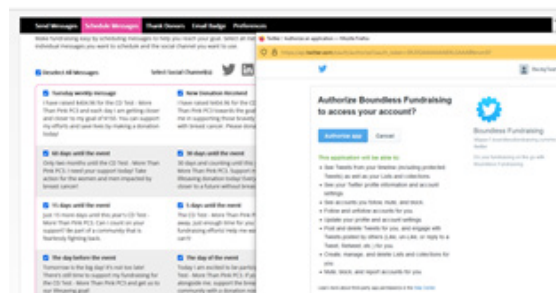
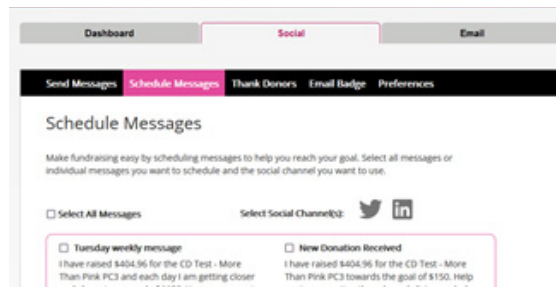
Team Captains will also have a Recruit tab in this section, with sample messages to help grow your team.



Schedule Messages

The second tab in this section is "Schedule Messages."

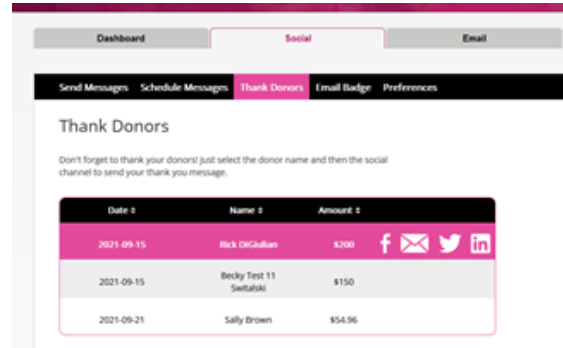
In this section, you can make fundraising easy by scheduling messages to help you reach your goal. Select all messages or individual messages you want to schedule and the social channel you want to use.



Thank Donors

The third tab in this section is “**Thank Donors.**”

There is no such thing as too many Thank Yous! Use the “Thank Donors” tab to show your gratitude – you can thank your donors on Facebook, Twitter, LinkedIn or with email – with a click!

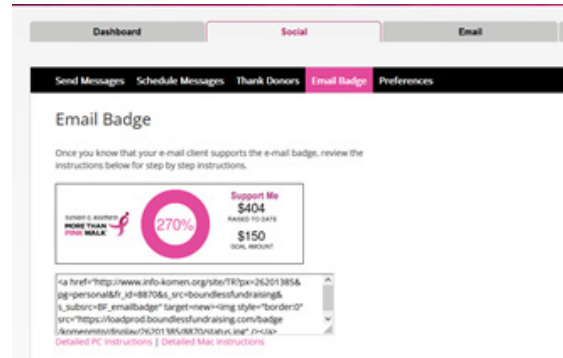


Email Badge

The fourth tab in this section is “**Email Badge.**”

Install the Email Badge and you'll spread the word about your fundraising progress with every email you send.

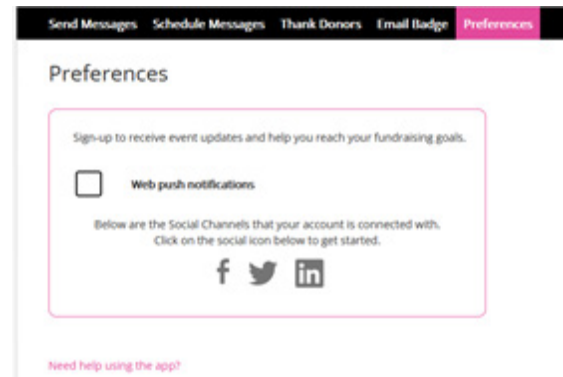
Click on the “Detailed PC Instructions” or “Detailed Mac Instructions”, find the section for your email client (Outlook, Gmail, etc.) and follow the instructions.



Preferences

The final section in the Social tab is “**Preferences.**”

Here, you can opt-in to receiving web-based push notifications. These notifications are the same that you receive on your phone, letting you know when you've received a donation, hit a fundraising milestone and reached your goal. You'll also receive updates about the event as it gets closer.



10. EMAIL YOUR FRIENDS AND FAMILY

Prefer to email instead of using social media? The “Email” tab is the place for you.

In the email tab, you will see the following options: Compose, Contacts, Drafts and Sent. If you are a previous participant, your contacts section will have your previous contacts and donors waiting for you. Are you new or need to add new contacts? No problem!

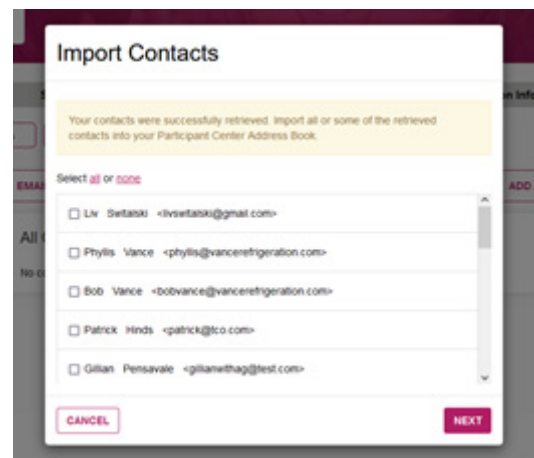
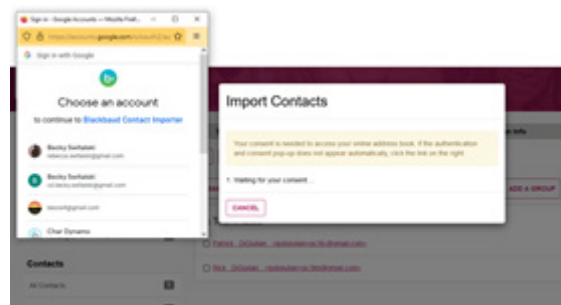
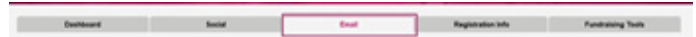
Importing Contacts

After clicking on “Contacts” select either “Add Contact” or “Import Contacts” on the far right.

To add one contact, click on “Add Contact” and then enter the name and email address of the contact you’d like to add.

To import your contacts, click on the “Import Contacts” and follow the prompts to select from which account you’d like to import your contacts,

After granting access to your contacts, you will be able to choose to add all contacts or select which ones you’d like to import.



Add a Group

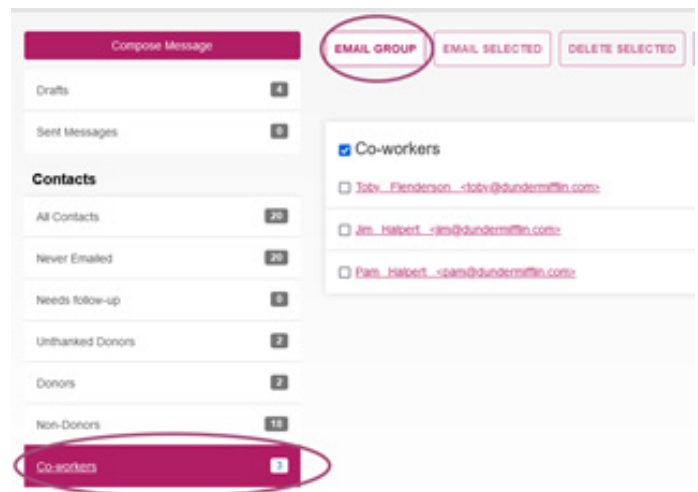
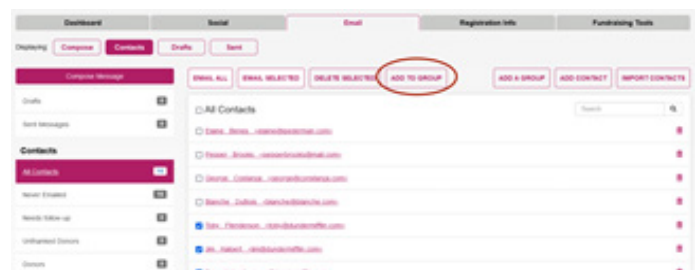
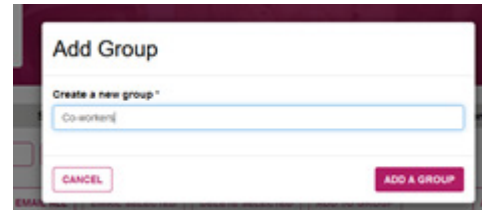
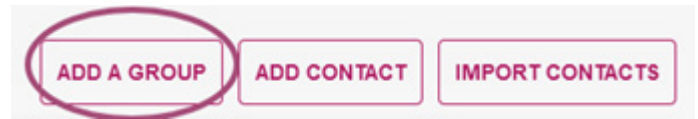
Once you've added your contacts, you can put contacts into groups. Click on "Add A Group" to get started.

Next, name the group that you'd like to create.

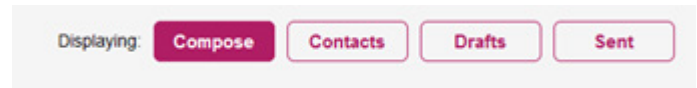
Once the new group has been created, select which contacts you'd like to add to the group and then click "Add to Group."

To send an email to a group, select the group name from your contact lists, click on the box next to the group name and then click "Email Group."

When you email a group, an email will go to everyone in the group at once.



Click on each header to learn more about how each section functions.

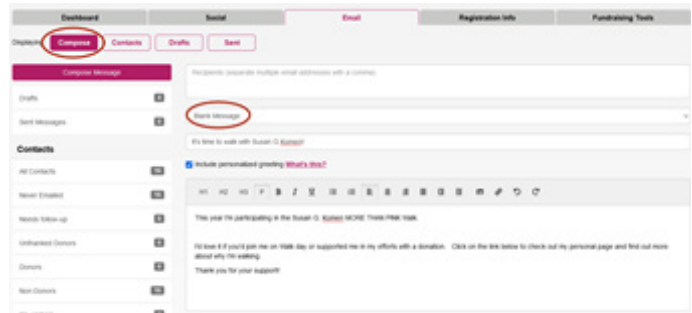


Compose

In the “Compose” tab, you can do the following:

CREATE YOUR OWN MESSAGE

Select “Blank Message” from the Dropdown and write your own message. Clicking on “include personalized greeting” will start the email with “Dear First Name.”

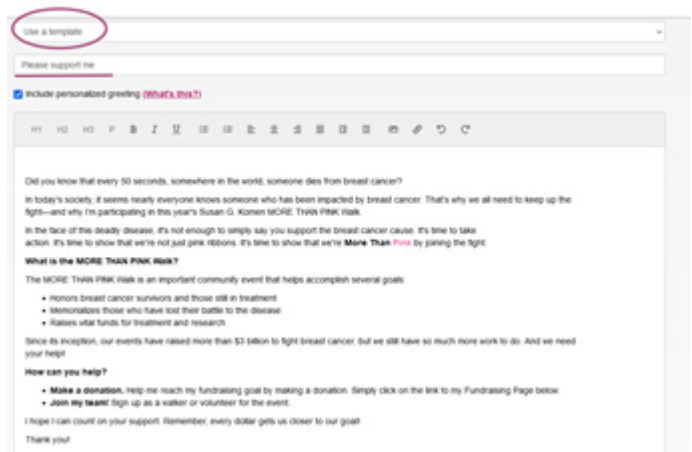


USE A TEMPLATE

Templates are provided to make it easier to reach out to your friends and family. Use it as is or tweak it and make it your own.

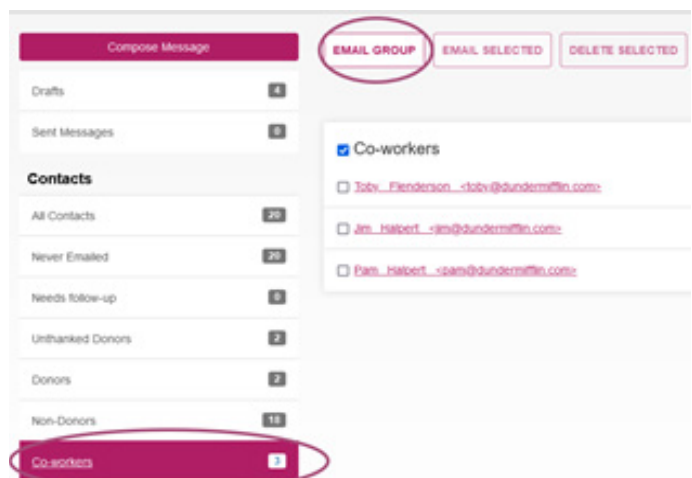
Your center includes email templates for:

- Requesting donations
- Reminders to donate
- Donation thank you
- Recruiting team members (Team Captains, only)



THANK YOUR DONORS

It is very important to take a moment to thank your donors for their support. After composing the perfect thank you note (or choosing the thank you template), click on the “donors” or “unthanked donors” list to select the donors you would like to include.



DRAFTS

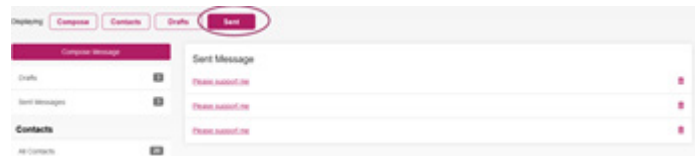
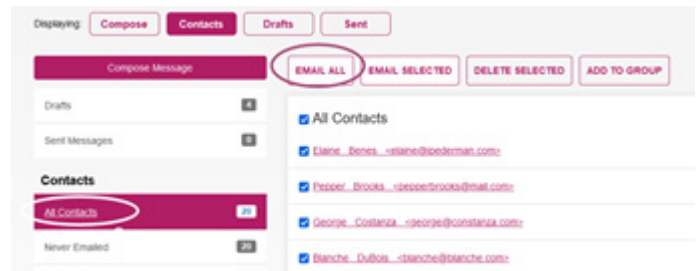
Click on the “Drafts” section of the email Tab to find all the emails that you’ve started but haven’t sent yet.

Here, you can click on the draft to make final edits before sending it to your contacts. Or, you can click the trash can icon to delete the draft.

To add recipients to your email draft, click on the group from your contacts list (i.e. All Contacts or Never Emailed) and then “Email All.”

After you’ve clicked “Email All,” all the contacts from that group will be in the “recipients” section of the email.

The final part of the email tab is for “Sent Messages.” Here you will see a list of the emails that you have sent through the email tab.



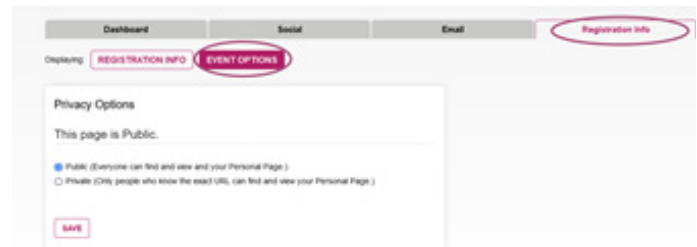
Quick Tip: When it comes to asking your network to give: Be flexible! Post on Facebook. Share on LinkedIn. Send texts. Need to follow up again? Send an email. We know that many folks, while they intend to donate, need several reminders before they take action.

11. UPDATE REGISTRATION INFO

In this section, you can update your registration information or event options.

On the Registration Info tab, you can update your username, password or contact information.

The “Event Options” tab will allow you to set your privacy options. This will determine whether your page will be public (anyone can search for you or view your personal page) or private (only people who know the exact URL can find and view your personal page).



12. CHECK OUT OUR FUNDRAISING TOOLS

In the Fundraising Tools tab, you will find tools to boost your fundraising efforts. Keep checking back for the most up to date tools as you fundraise.

Final Fundraising Tips

- Reach out to your network of family, friends and coworkers. There are many ways they can support your fundraiser. People want to make a difference; all you need to do is ask. Your family and friends can donate to you or register as a walker and fundraise themselves. Asking them to get involved gives them an opportunity to reach out to their network to also become involved and make an impact.
- Reach out to your coworkers – they may want to form their own teams to support Komen. You may even create some friendly competition to make an even bigger difference in the breast cancer community.
- Do you have a milestone celebration (birthday/anniversary) coming up? Are you getting married soon? Ask your family and friends to consider a donation instead of a gift.
- Matching Gifts are the easiest fundraising you’ll ever do. Ask your donors to check if their employers have a Matching Gifts Program. Matching Gifts can double the impact of a donation. The donor will need to get the process started with their employer first, and Komen staff will process the matching gift forms once they are sent to our office. Please note it can take up to six months for matching gifts to be processed. Once the matching gift is received, the match will be added to your personal fundraising page.
- Remember to thank your donors! Sending a personal thank you is a great way to maintain rapport with your supporters.



STRONGER
TOGETHER

We Will End Breast Cancer

AUSTIN | OCTOBER 2, 2021

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