

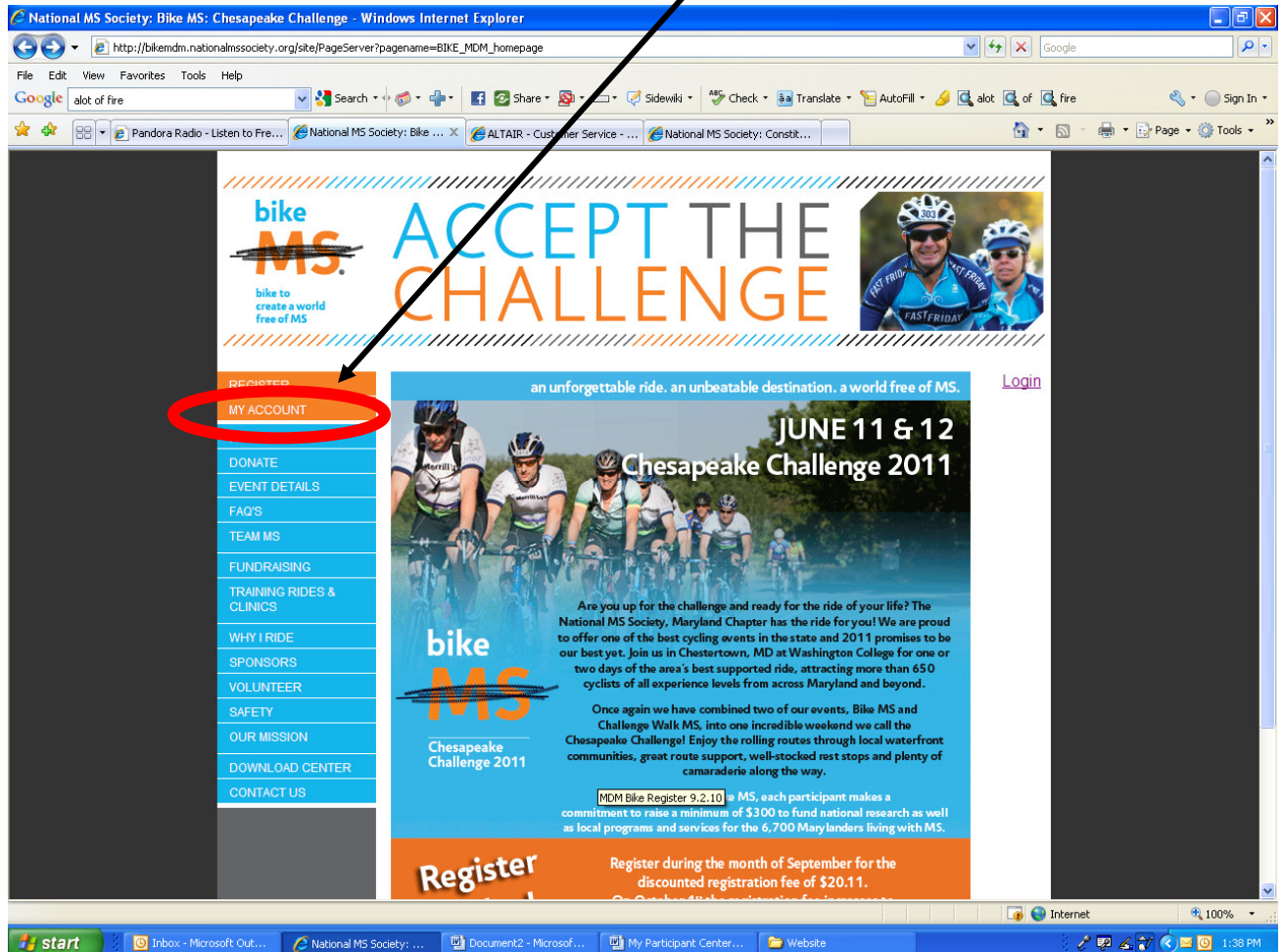
How-To: Participant Center Guide



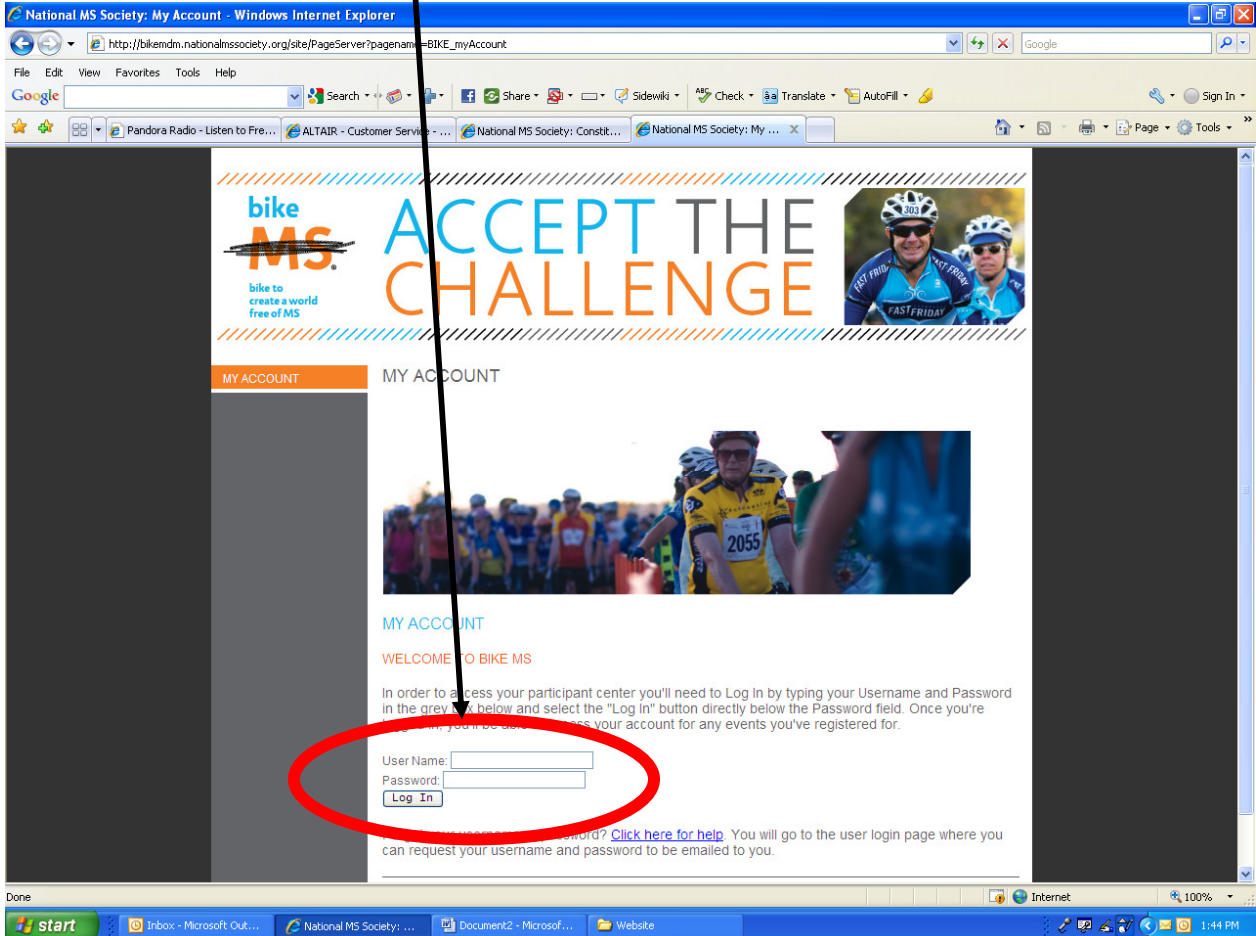
bike to
create a world
free of MS

My Participant Center Tools

From the homepage at www.bikeMSmaryland.org, click **My Account** on the left side navigation bar.



STEP 1: Enter your username and password to access the Participant Center.



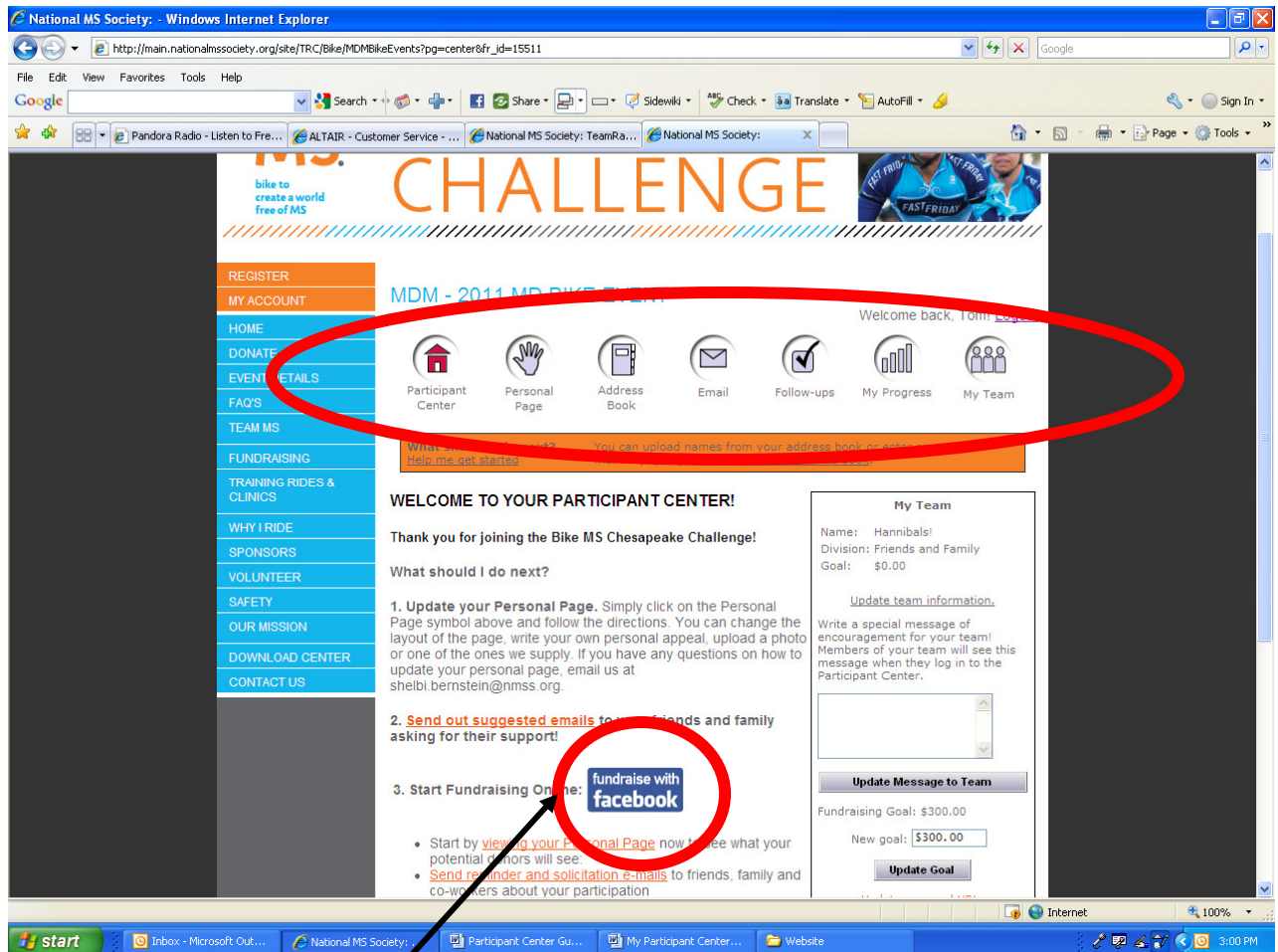
Please note that if you have forgotten your username or password, you can use the **Click here for help** hyperlink at the bottom of the screen to have that information emailed to you.

STEP 2: Click on the link for the event you are registered for.

The screenshot shows a Windows Internet Explorer browser window displaying the National MS Society My Account page. The browser's address bar shows the URL: http://bikemdm.nationalmssociety.org/site/PageServer?pagename=BIKE_myAccount. The page header includes the 'bike MS' logo with the tagline 'bike to create a world free of MS' and the slogan 'ACCEPT THE CHALLENGE' in large, colorful letters. Below the header, there is a navigation bar with 'MY ACCOUNT' highlighted. The main content area features a photograph of cyclists and the text 'MY ACCOUNT WELCOME TO BIKE MS'. A red circle highlights the link 'MDM - 2011 MD Bike Event' with the date 'June 11, 2011' below it. The footer contains the copyright notice: '© 2010 National Multiple Sclerosis Society. All Rights Reserved. Registration fees and donations for this event are nonrefundable.'

STEP 3: The **Participant Center** allows you to do many things:

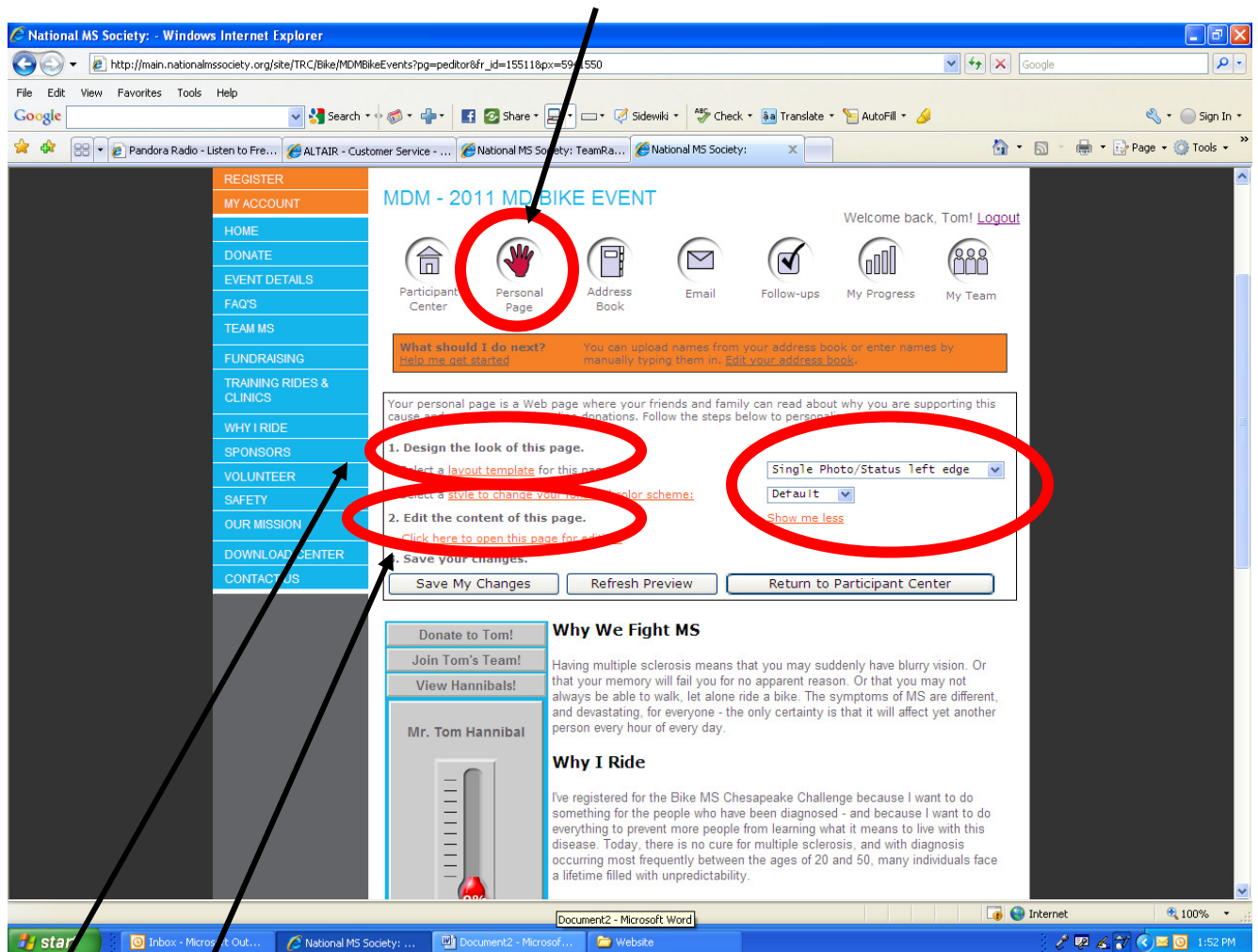
- Set up your personal webpage
- Upload your email address book
- Send emails to solicit donations and to thank those who have donated
- Track emails sent and actions taken
- Track your fundraising progress
- Connect your fundraising account to your facebook page
- Access your team information (only team captains have this icon)



The **fundraise with facebook** icon allows you to connect your Bike MS fundraising page with your facebook account to reach even more people and spread the word about all your successes. When you click on the **fundraise with facebook** icon, it will prompt you to login to your facebook account. Facebook will then walk you through the steps on how to make a tab on your profile or make a bookmark on your profile page.

Setting Up Your Personal Webpage

STEP 1: From the **Participant Center**, select the **Personal Page** button.

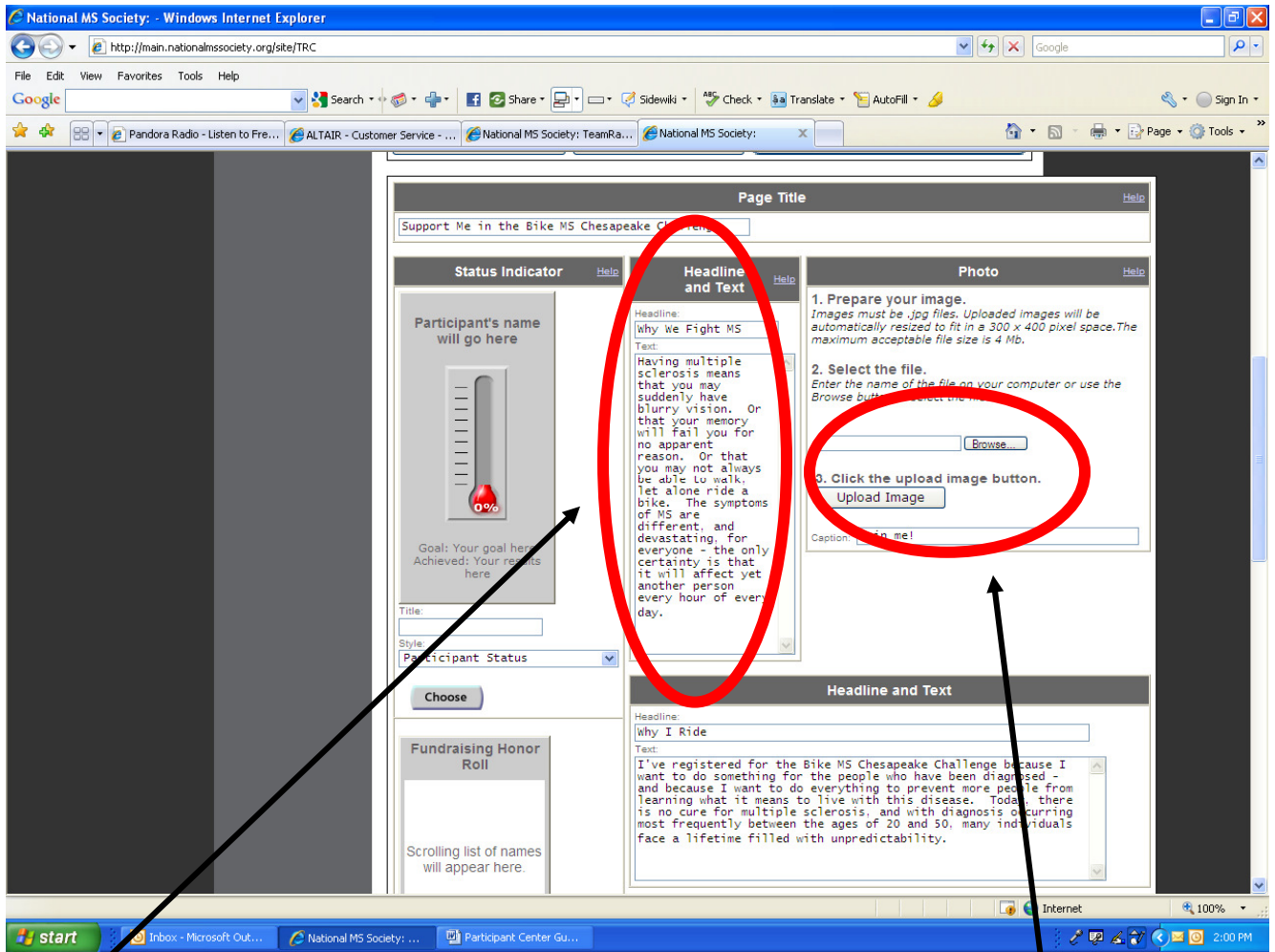


STEP 2: From here, you can customize your personal webpage using these easy tools.

1. Design the look of this page.
 - a. change the template
 - b. edit the font and color scheme.
 - c. upload pictures

2. Open the page for editing. Be sure to **save your changes** before you log out!

STEP 3: Once you open the page for editing you can customize your page by adding your personal story and photos. All photos must be JPEG and smaller than 4 Mb



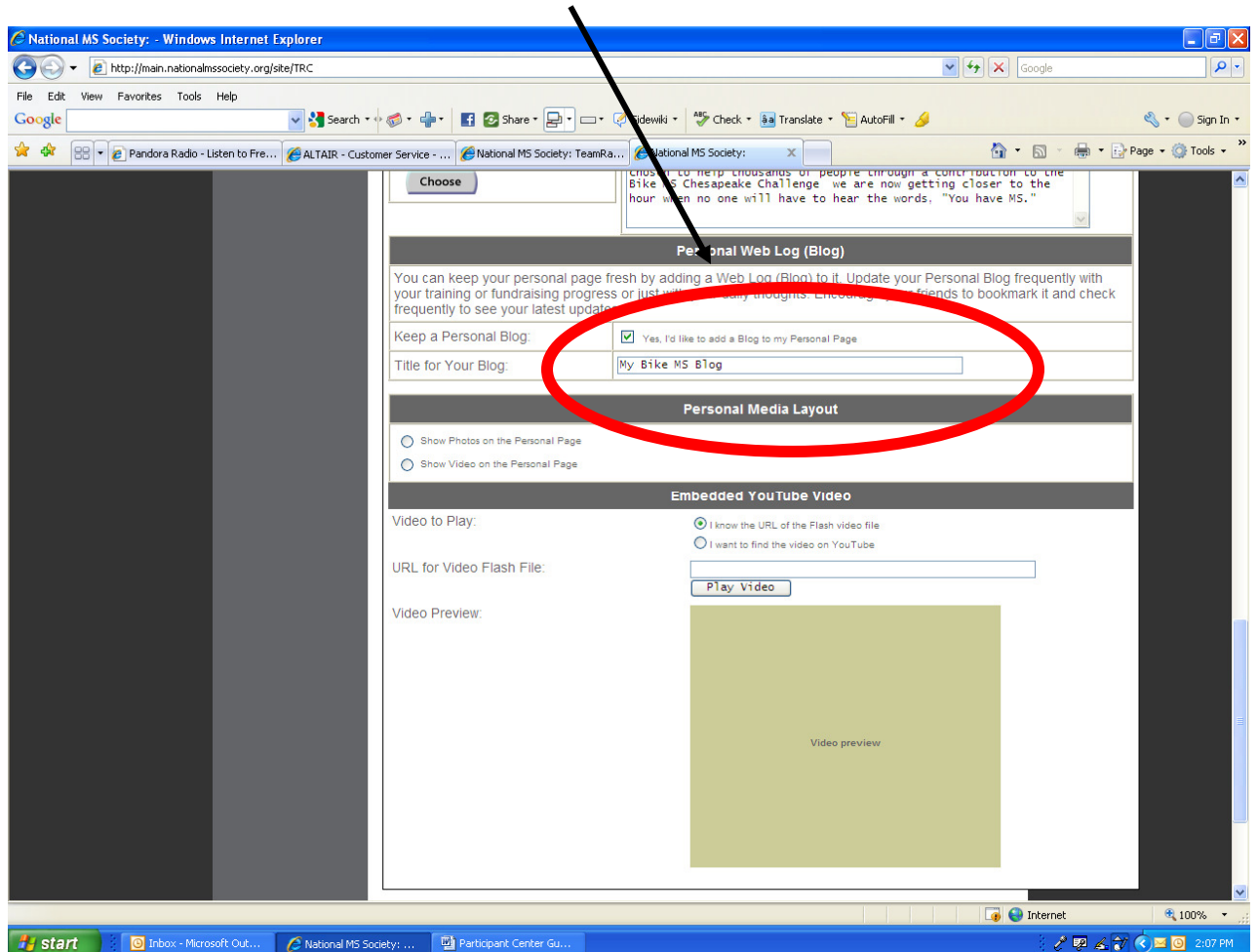
STEP 4: To edit the text on the **Personal Page**, click on the text box and begin typing. After you have made your changes, please make sure to click **save!**

STEP 5: To pick a photo from your picture library, click on the **Browse** button to begin your search. After you have selected your photo, click on the **Upload Image** button to complete the selection.

Blogging on your Personal Webpage

Keep your **Personal Page** fresh by adding a web log (blog) on your personal webpage. Update your personal blog frequently with your training or fundraising progress. Encourage your friends to bookmark it and check frequently to see you latest updates.

STEP 1: The blogging feature is automatically enabled when you register for Bike MS. To customize the name of your blog or turn this feature off, open the personal page for editing and scroll to the bottom of the page. Don't forget to **save your changes!**

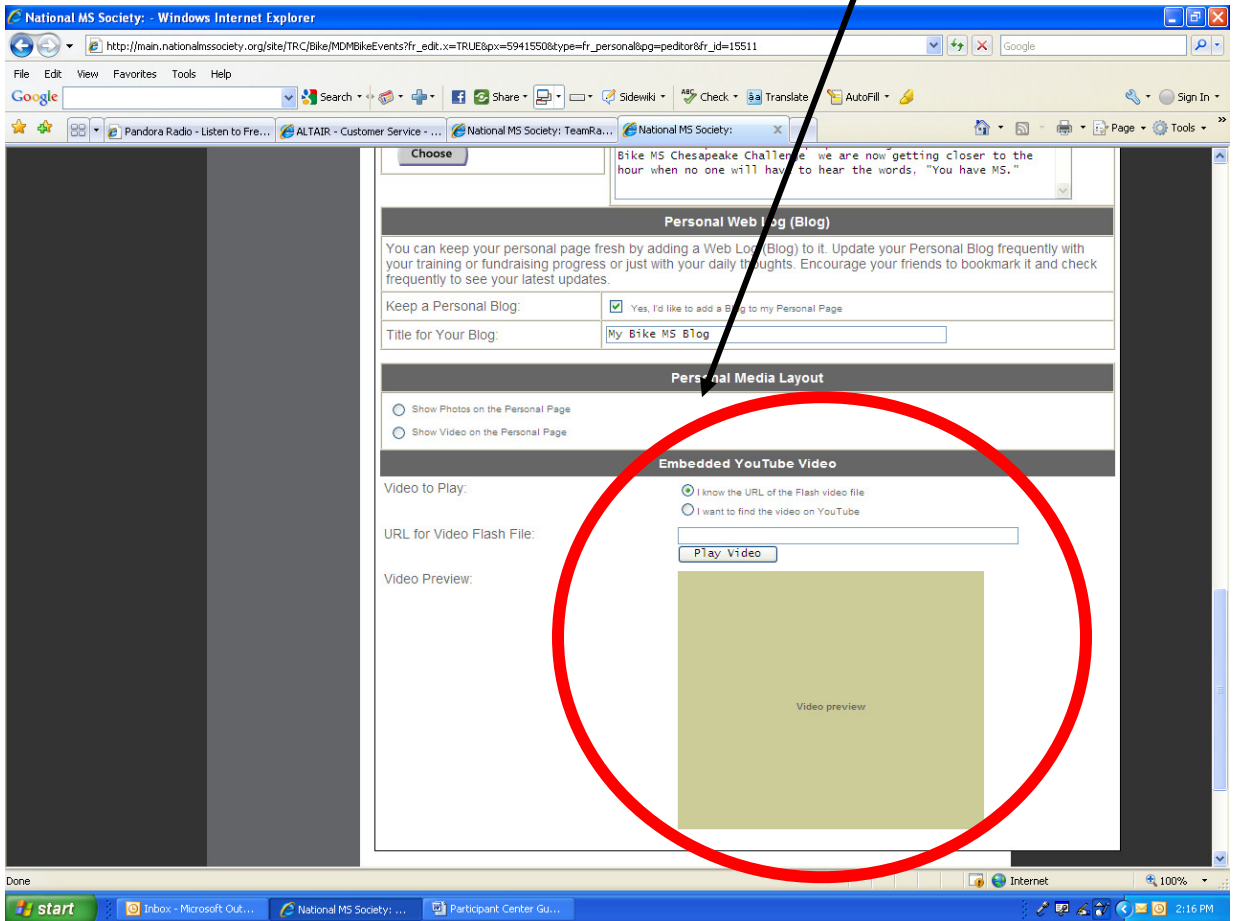


STEP 2: To post a new entry to your blog, scroll down to the bottom of your **Personal Page** and click **Post a New Topic** under **My Bike MS Blog**

The screenshot shows a Windows Internet Explorer browser window displaying a fundraising page for the National MS Society. The page is titled "Mr. Tom Hannibal" and features a progress bar showing a goal of \$300.00 and an amount achieved of \$0.00. Below the progress bar is a "Donate to Event!" button. The page also includes a "Fundraising Honor Roll" section and a "Topics" section. The "Topics" section contains a link labeled "Post a New Topic", which is circled in red. The browser's address bar shows the URL: http://main.nationalmssociety.org/site/TR/C/Bike/MDMBikeEvents?pg=peditor&fr_id=15511&px=5941550. The browser's taskbar shows several open applications, including "Participant Center Guide - Microsoft Word".

Be sure to enter your message and click on **Post New Topic** to add it to your blog.

When your **Personal Page** is open for editing, you can also upload videos to share with friends and family.



Uploading your Address Book

STEP 1: From **Address Book**, there are three different ways to add contact to your address book.

- You can upload your address book from Outlook, Gmail, Yahoo, AOL or Plaxo.
- You can import a generic CSV file
- You can manually type in your contacts one at a time.
-

To import an address book, click **Import Other Address Book**.

The screenshot shows the National MS Society website interface. The browser address bar indicates the URL: <http://main.nationalmssociety.org/site/TR/C/Bike/MDMBikeEvents?pg=abook&id=15511>. The page features a navigation menu on the left with options like REGISTER, MY ACCOUNT, HOME, DONATE, EVENT DETAILS, etc. The main content area is titled "MDM - 2011 MD BIKE EVENT" and includes a "Welcome back, Tom! Logout" message. A central navigation bar contains icons for Participant Center, Personal Page, Address (circled in red), Email, Follow-ups, My Progress, and My Team. Below this, a section titled "Address Book" contains three buttons: "Import Other Address Book", "Import .csv File", and "Add Contacts" (all circled in red). A table below shows one contact record for "Mom, Someone's" with "edit" and "delete" links. A black arrow points from the "Add Contacts" button to the text below.

To manually enter your contacts one at a time, click **Add Contacts** and type in the email addresses of your friends and family.

STEP 2: Click on Add From My Address Book

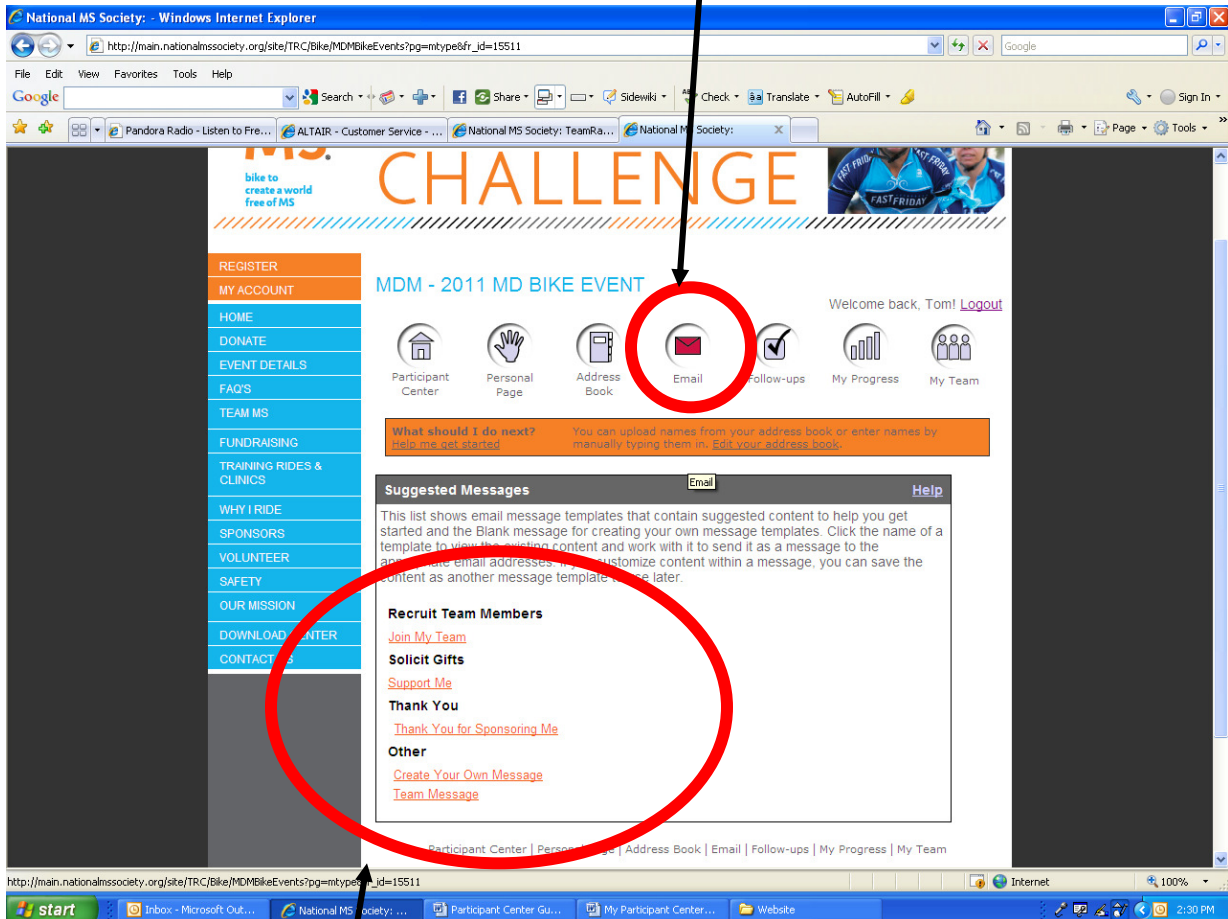
The screenshot shows a web browser window displaying the National MS Society website. The page features a navigation menu on the left with options like REGISTER, MY ACCOUNT, HOME, DONATE, EVENT DETAILS, FAQ'S, TEAM MS, FUNDRAISING, TRAINING RIDES & CLINICS, WHY I RIDE, SPONSORS, VOLUNTEER, SAFETY, OUR MISSION, DOWNLOAD CENTER, and CONTACT US. The main content area is titled 'ACCEPT THE CHALLENGE' and 'MDM - 2011 MD BIKE EVENT'. Below this, there are icons for Participant Center, Personal Page, Address Book, Email, Follow-ups, My Progress, and My Team. A red circle highlights the 'ADD FROM MY ADDRESS BOOK' button in the 'Address Book' section. Another red circle highlights the 'Save' button at the bottom of the page. A black arrow points from the 'Save' button to the text of Step 3.

STEP 3: From the pop up, select the source of your address book.

STEP 4: Follow through the prompts of the pop up to select your contacts, click NEXT. Don't forget to click Save when the pop up closes.

Sending Emails

STEP 1: From the **Participant Center**, select the **Email** button. You can use the template emails or draft your own personal message.



STEP 2: From this section, you can send emails to potential donors to solicit donations and to send thank you emails to those who have already donated. Team captains can also send email to fellow team members.

Following up on Your Communications

STEP 1: From the **Participant Center**, select the **Follow-Ups** button. This section keeps track of all your communication with your contacts.

The screenshot shows the National MS Society website interface. The 'Follow-Ups' button is circled in red. Below it, the 'Contacts List' section is visible, featuring a table with a 'To Do' column circled in red. The table has columns for Name and Email, To Do, Donor or Teammate, Emails Sent, and Donations. The 'To Do' column contains a red flag icon next to the contact name 'Mom, Someone's'.

Name and Email	To Do	Donor or Teammate	Emails Sent	Donations
Mom, Someone's	🚩			

STEP 2: The **To Do** column lets you know if you need to send any reminders, solicitations, or thank you emails to your contacts.

There are color coded flags next to your contacts' names to inform you of the type of follow up needed.

Tracking Your Progress

STEP 1: From the **Participant Center**, select the **My Progress** button. This selection helps to keep track of all your donations.

The screenshot shows the National MS Society Participant Center website. The 'My Progress' button is circled in red, and a red oval highlights the 'Gift Summary' section. A black arrow points from the text above to the 'My Progress' button. The 'Gift Summary' table shows zero online and offline gifts, with a total of zero dollars raised. A progress bar and a line chart are also visible.

	Online	Offline	Total
Your Number of Gifts:	0	0	0
Your Dollar Amount Raised:	\$0.00	\$0.00	\$0.00

My Progress

Goal: \$300.00
Achieved: \$0.00
0%

Month	Amount
Jul 2010	0
Aug 2010	0
Sep 2010	0

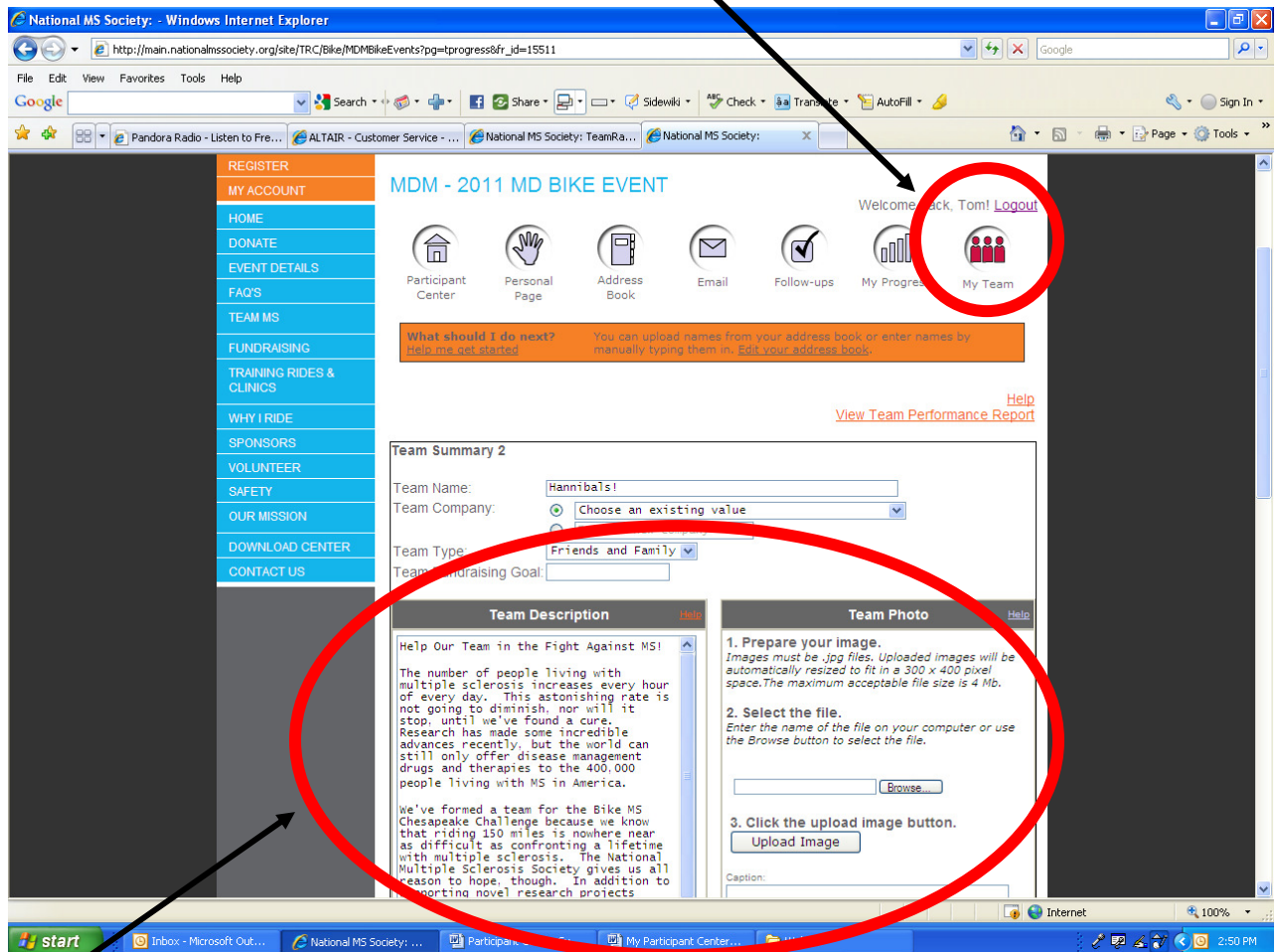
Gift History

Name	Email	Amount	Date	Action	Gift Type
No results found					

STEP 2: This section automatically keeps track of your online donations and also allows you to enter offline donations (these are cash and checks that you receive and will send into the National MS Society.) The gift summary shows your fundraising total to date. To post offline donations, click the **Enter Gifts Received Offline** link. Please feel free to refer to the included Offline Gift Guidelines.

Team Captains (only available to team captains)

STEP 1: From the **Participant Center**, select the **My Team** button. This feature will allow you to set up your team's webpage, track your team's progress, update your team's fundraising goal, review and maintain your team roster and email your team members.



STEP 2: Utilize this page to edit text and upload pictures to your team webpage. All photo images must be JPEG files smaller than 4Mb. To pick a photo from your picture library, click on the **Browse** button to begin your search. After you have selected your photo, click on the **Upload Image** button to complete the selection. Be sure to save your changes before logging out.

STEP 3: Below the **Team Summary** section, the **Gift Summary** and the **Team Progress** sections provide detailed information and charts regarding your team's fundraising efforts.

The screenshot shows a web browser window displaying the National MS Society website. The page is titled "Team Progress for Hannibals!". It features a summary table, a progress gauge, a line chart, and two data tables. A red oval highlights the "Team Progress for Hannibals!" section, and a red circle highlights the "Team Roster" section. A black arrow points from the text in Step 3 to the "Team Roster" section. Another black arrow points from the text in Step 4 to the "Team Roster" section.

	Online	Offline	Total
Team Number of Gifts:	0	0	0
Team Dollar Amount Raised:	\$0.00	\$0.00	\$0.00

Team Progress for Hannibals!

Achieved: \$0.00

0%

Name	Email	# of Gifts	Amount Raised
Hannibal, Tom (captain)	tom.j.hannibal@gmail.com	0	\$0.00

Name	Email	Amount	Date	Actions
No results found				

STEP 4: The **Team Roster** allows you to maintain a detailed listing of registered team members and their current fundraising successes. From this section, you can print your team roster, download the team roster to an outside source and email individual team members or the entire team.