



2019

Your Participant Center Highlights Handbook

Make Every Step Count



Parkinson's Unity Walk • Post Office Box 275 • Kingston, New Jersey 08528
866-PUW-WALK or 866-789-9255 • info@unitywalk.org

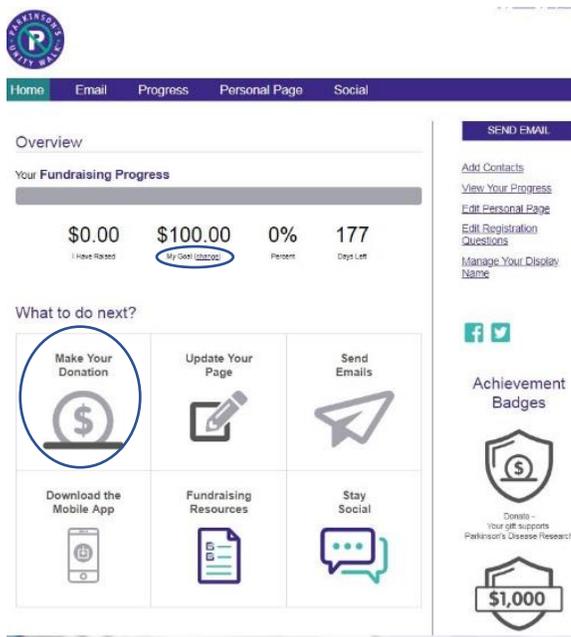
www.unitywalk.org

Welcome to Your Participant Center

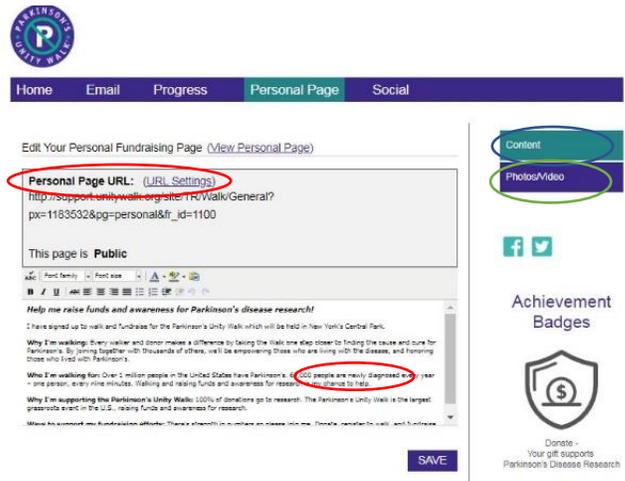
Thank you for registering for the Parkinson's Unity Walk. Your Participant Center is an online fundraising hub available to all registered participants. It has all the tools you need to fundraise on behalf of the Unity Walk.

Go to unitywalk.org and login using the username and password you created when you registered. If you don't recall, click login and follow the prompts to recover your login credentials. Once you have logged in, click Participant Center in the upper right. You are now at your Participant Center Homepage.

Your Participant Center Homepage



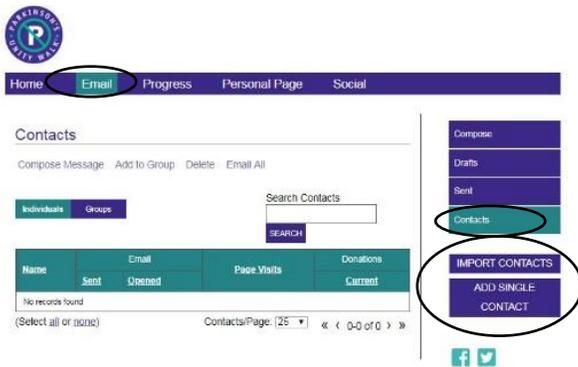
- 1) Click on **My Goal (change)** to update your fundraising goal. Goals keep us focused and motivate us to stay the course. Is the \$100 fundraising goal that was preset when you registered the right goal for you? Update your fundraising goal to one that is realistic but also a stretch for you. Your donors are likely to be more generous if they think they're helping you get to your goal.
 - a) Click on the **Make Your Donation** icon if you chose to kick-start your fundraising by making a donation.



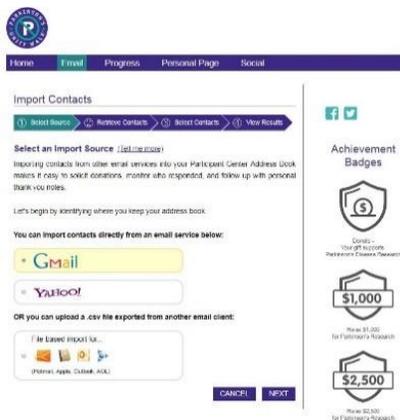
- 2) Click on **Personal Page** (image above) to personalize your content. (color of text below corresponds to color of oval).
 - a) Create a user friendly/personalized link for your personal donation page. **Click URL Settings**. Follow the instructions in the pop-up window and **SAVE** your new link.
 - b) Click on **Photos/Video** to upload and follow the prompts. An image is worth a thousand words, and your donors will likely be more responsive to a photo of you and the person in whose honor you are walking. Be sure to hit **SAVE** when you are done.
 - c) Click on **Content**:
 - i) Click in the text window to customize your text. Share your story. Let people know why you're walking. Formatting tools are available. Be sure to hit **SAVE** when you are done.

If you are a returning walker, the system has saved the content (both text and photos) on your personal donation pages. Please review and update the saved content.

Your Contacts



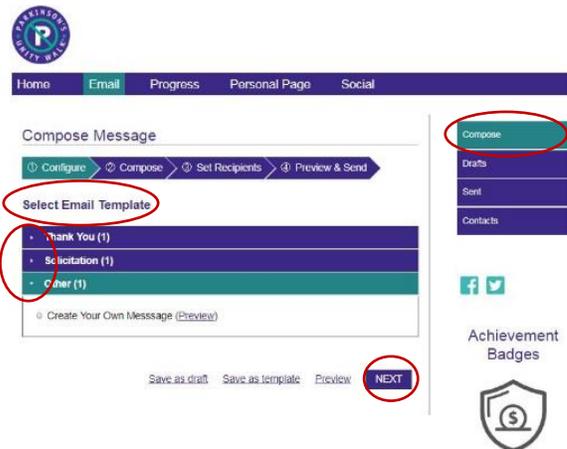
- 1) Click “Email” at the top then “Contacts” on the right side of screen.
 - a) You will be presented with the option to import your contacts or add individually.
 - b) If importing you may need to click “consent” to arrive at the pop-up window. Follow prompts. If adding individually, the fields will appear.



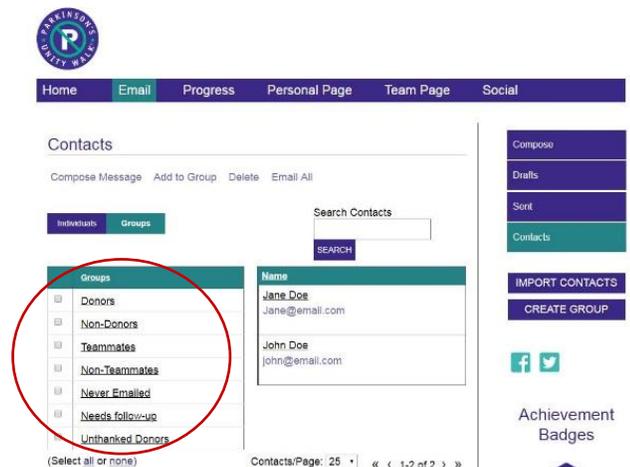
- c) You can create groups and designate contacts to specific groupings if you choose.

Steps for Sending an Email

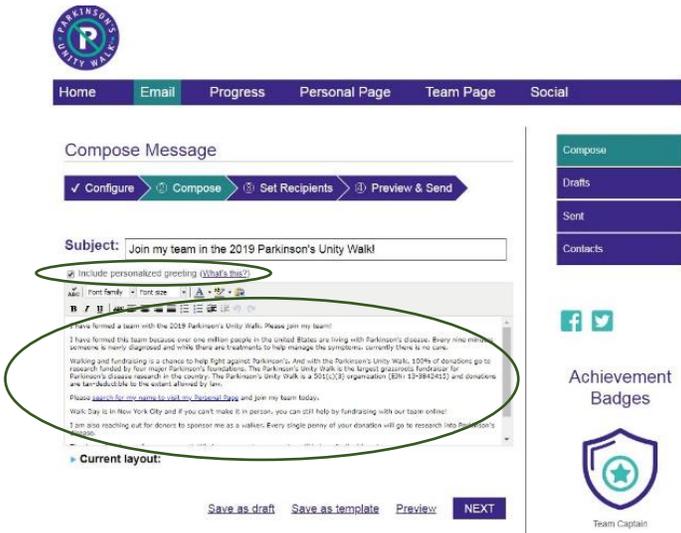
This is a great opportunity to tell your story and what motivates you. Tell why it is important to you to raise money for Parkinson’s research. Walkers who personalize their emails raise more in donations than those who don’t.



- A. Click **Compose** on the right. You will see three **templates**: Thank You, Recruiting and Solicitation. These are very helpful, pre-composed notes that you may edit to personalize. Click the **small dot** to the left of the title if you would like to use this. You may click “other” to create a message that is entirely your own. Click **NEXT** to arrive at the screen to enter email addresses.



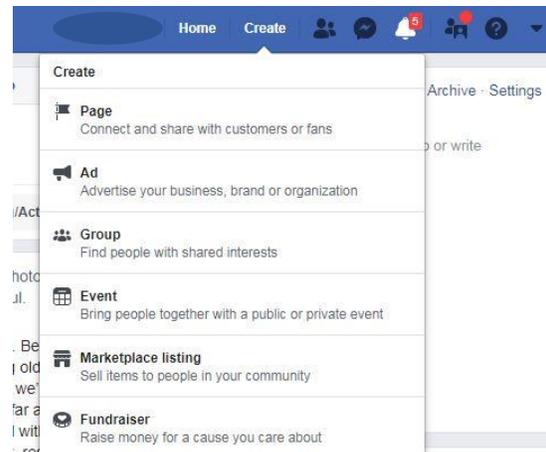
- B. Select recipients – select your recipients from any of the groups or contacts. Your participant center segments your contacts into groups – **Never Emailed, Needs follow up, Unthanked Donors, Donors and Non-donors**. You can also create a new group or add someone to a group.



- C. Use the template as is, personalize or create your own. Text formatting is available. All email templates from your Participant Center direct your donors to your personal donation page. If you want donations to go to your team rather than your personal donation efforts, you should modify and instruct your donors to search for your team rather than your name when they go to make their donation. Save that revised email message and use that going forward.
- D. Personalize your greeting – whether you use the email template, personalize it or create your own, decide if you want to include a personalized greeting or not (e.g. Dear Susan). If you do, check the box underneath the Subject line.
- E. **Always make sure to preview your email before sending.** Before you send out a new email for the first time, it's good practice to send it to yourself first to make sure you like the content and the way it looks. **Note:** double check your contacts list. If someone is in your contacts twice, they will receive two emails. Check your list and delete any duplicated names so that they are not receiving multiple emails with the same content.
- F. Each email will be branded with the PUW banner across the top.

Fundraise on the GO with Social and Mobile

Boost your fundraising and Go Social by sending messages via Facebook, Twitter, LinkedIn and more.



Creating a fundraiser via Facebook is so convenient! Login to your account and search “create fundraiser” for step by step instructions.

Registered event participants can fundraise on the go by sending emails, monitoring their fundraising progress, and updating their page via the Unity Walk mobile app. Download the app to your iPhone or Android today!





Home Email Progress Personal Page Team Page **Social**

Social

Send Messages Schedule Messages Thank Donors **Email Badge** Preferences

Email Badge

Once you know that your e-mail client supports the e-mail badge, review the instructions below for step by step instructions.

```

<a href="http://support.unitywalk.org/site/TR?px=1183220&og=personal&tr=1100&sl=boundlessfundraising&_subarc=PT_emailbadge" target="new" style="border: 1px solid #ccc; padding: 5px;">
  <img alt="Email badge graphic" style="width: 100%; height: auto;"/>
  </a>
  
```

Need help using the app?

Install the Unity Walk email signature and spread the word about your fundraising every time you send an email. Click on **Social** and then **Email Badge**; click for detailed instructions.

Check Your Progress



Home Email **Progress** Personal Page Team Page Social

View Personal Report

Your Fundraising Progress

\$100.00 \$1,000.00 10% 157

Have Raised My Goal (222222) Percent Days Left

Personal **Team**

Top 10 Donors

Goals keep us focused and motivate. Is the \$100 fundraising goal that was automatically entered when you registered the right goal for you? Your fundraising goal is as personal as your reason for participating in the Unity Walk.

Your Fundraising Progress shows your movement towards your goal.

Donation History lists the name, date and amount of donations made in support of your fundraising efforts. You can download this report to Excel for easy viewing.

Click on "Email" in the toolbar to send the donor a thank you email.

If you're getting close to your goal, consider increasing it. Everyone wants to make a difference. Your potential donors may be more

likely to be generous if they think they're helping you get to your goal than if you've already surpassed it or you're almost there.

Reach Out Your Participant Center tracks how many of your contacts you haven't yet emailed. That way no one falls between the cracks. Get sending that email off your "to do" list!

Thank Your Donors! A simple, heartfelt thank you goes a long way.

Team Captains Only:



Home Email Progress Personal Page Team Page **Social**

Team Report

Team Fundraising Progress

\$100.00 \$1,000.00 10% 143

Team has raised Team goal (222222) To team goal days left

Gift Amount

Team-Specific Donation History

(View all team donations or Download team donation list)

Donor	Amount	Notes	Date
No donations found.			

Contributing Team Members

(View all teammates or Download roster) (Download team statistics)

Personal **Team**

Top 10 Donors across Team

Achievement Badges

Team Captain

I've Donated - My gift supports Parkinson's Disease Research

Click on the **Team** tab to view team donations, team member roster and stats to help you track your progress.