



2018

Your Participant Center Highlights Handbook

Make Every Step Count



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www.unitywalk.org

TABLE OF CONTENTS

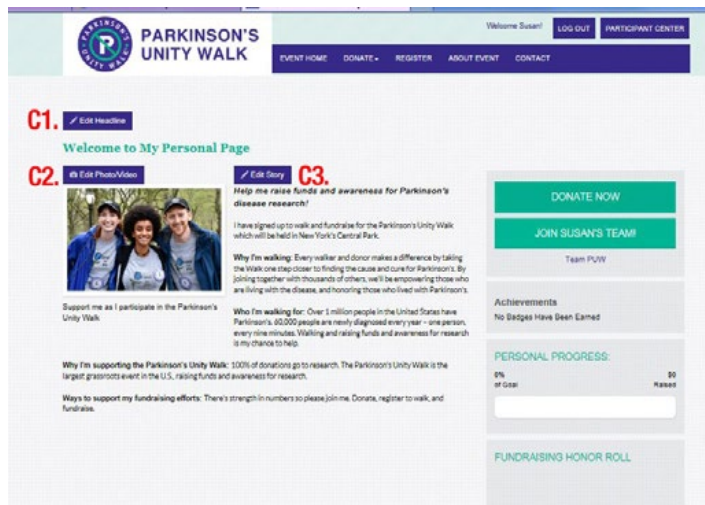
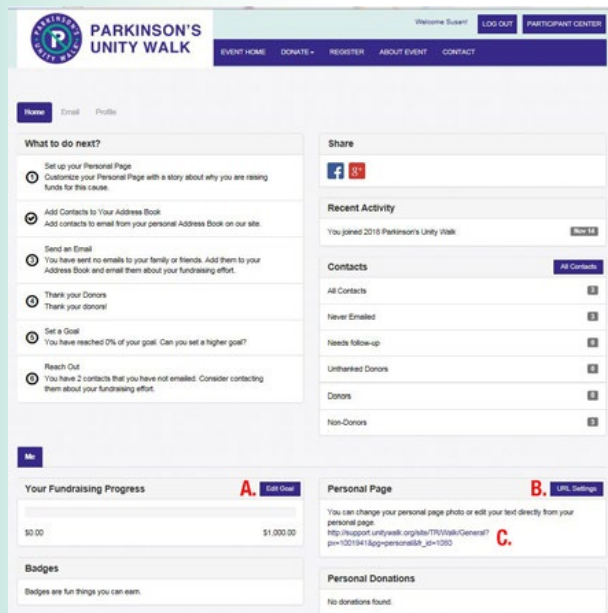
Your Participant Center	2
Your Contacts	3
Send an Email	3
Start fundraising with Facebook	4
Fundraising on the GO with our Mobile App ..	4
Install the Unity Walk Email Signature	4
Download the PUW Logos	4
Check Your Progress	4
Reach Out.....	5
Thank Your Donors	5

Your Participant Center

Thank you for registering for the Parkinson's Unity Walk. Now that you've registered, you are ready to get started with your fundraising. Your Participant Center, an online fundraising headquarters available to all registered participants, has all the tools you'll need to successfully and easily fundraise on behalf of the Unity Walk. Here's how to get started:

Go to www.unitywalk.org and log in using the username and password you created when you registered. Click on Participant Center on the upper right corner of your screen and you will then see the homepage for your Participant Center, which provides you with a step by step process to get started.

1. Your Personal Donation Page



A. Click on Edit Goal to update your fundraising goal. Goals keep us focused and motivate us to keep the course. Is the \$100 fundraising goal that was entered automatically 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.

B. Create a user friendly/personalized link for your personal donation page. Follow the instructions in the pop-up window and SAVE your new link.

C. Click on the link under Personal Page to personalize your content.*

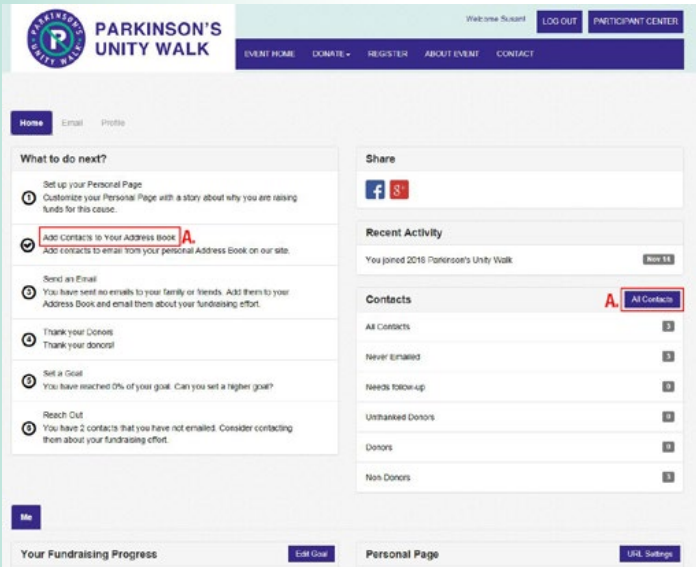
C1. Edit the headline and add your name so it appears on your personal donation page. If you don't, the default heading is "Welcome to My Personal Page."

C2. Click on Edit Photo or Video to add a photo or video. A personal image is worth a thousand words. Your donors will be more responsive to a photo of you and the person you're walking for. Make sure to hit the SAVE button when you are done.

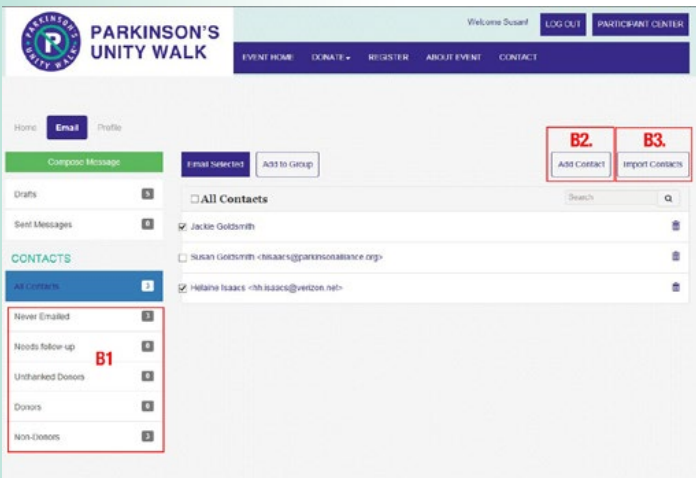
C3. Click on Edit Story to customize the text. Share your story. Let people know why you're walking. Formatting tools are now available. Make sure to hit the SAVE button when you are done.

*If you're a returning walker, the system has saved the content (both text and photos) on your personal donation page from the previous year. Please review and update the saved content.

2. Your Contacts



A. Click on Add Contacts to Your Address Book or All Contacts.

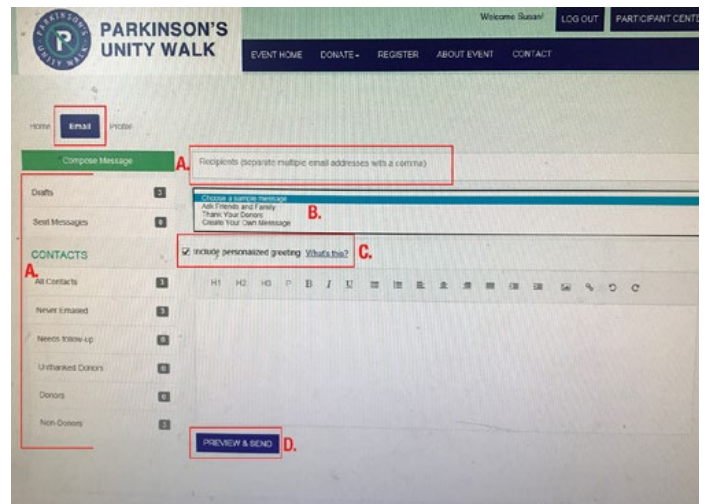


B1. You may click on a group of contacts listed on the left-hand side of the page.

B2 and B3. You have the option of adding or importing contacts into your Participant Center. Follow the instructions in the pop-up window and SAVE your new contact or list of imported contacts.

3. Send an Email

This is another opportunity to **tell your story**. 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. Select Recipients – select your recipients from any of the groups of contacts on the left side of the screen and then click on Email again. The selected email addresses will appear at the top of your email.

The system automatically categorizes walkers into groups and an individual might be in more than one group. For instance, one person might be a donor and an unthanked donor. You can choose to email to these groups or to an individual.

B. Use the email templates as is, personalize them or create your own. Formatting the text of your emails is now 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 the email and instruct your donors to search for your team rather than your name when they go to make their donation on our

website. Make sure to save that revised email and use that version going forward.

C. 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.

D. Always make sure to preview your email before you send it out. Before you send out a new email for the first time, it's a good practice to send it to yourself first to make sure you like the content and the way it looks.



Each email will be "branded" with the PUW banner across the top.

4. Start fundraising with Facebook



Add the Unity Walk FUNDRAISING application to your Facebook page, to easily extend your

fundraising efforts to your networks of friends on Facebook. You'll be able to send and schedule Newsfeeds, as well as update your profile picture to the Unity Walk logo, keeping your Facebook friends up to date on your fundraising progress and making supporting your efforts just one click away! Download the Fundraise with Facebook app from your Participant Center.

5. Fundraising on the GO with our Mobile App



Your fundraising has gone mobile thanks to the Unity Walk mobile app. Registered event participants can fundraise on the go by sending emails, monitoring their

fundraising progress and updating their page. It's as easy as searching for "Unity Walk" in your phone's app

store and installing the app on your phone. You can also access the app by logging into your Participant Center and clicking on the icons for the iPhone or Android Google Play.

6. Install the Unity Walk email signature and spread the word about your fundraising every time you send an email. Click on the links in your Participant Center for detailed instructions.

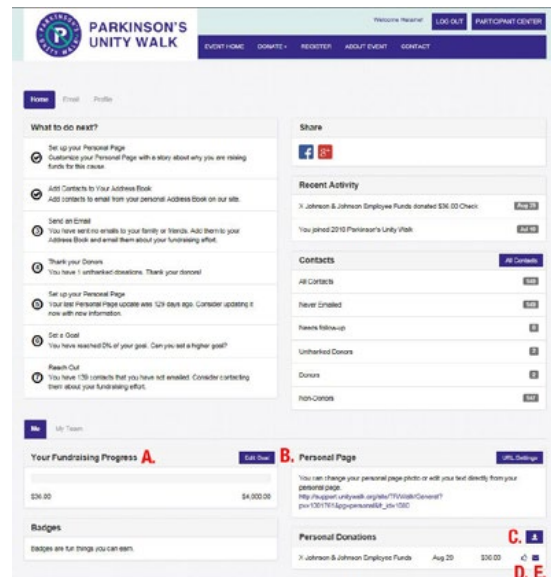


7. Download the PUW logos

Click on Fundraise/Toolkit on the home page of the PUW website and agree to the terms of use and download the PUW logos. Use them in support of your fundraising efforts. You can add the logo to a flyer for a fundraising event, your team t-shirt, and all other Walk related fundraising materials.

8. Check Your Progress

Goals keep us focused and motivate us to keep the course. 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. Want to see how you are doing? In your Participant Center, click on:



- A. Your Fundraising Progress shows your movement towards your goal.
- B. Personal Donations lists the name, date and amount of donations made in support of your fundraising efforts.
- C. Click on the down arrow in the blue box to download the list of donations in support of your fundraising efforts.
- D. Click on the thumbs up to mark the donor as already thanked.
- E. Click on the mail image 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.

9. 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!

10. Thank Your Donors!

A simple, heartfelt thank you goes a long way.

