

# WALK TO END LUPUS NOW™

## Make Your Online Fundraising Center Do the Work for You!

Once you register, you will automatically be provided with your own personal Online Fundraising Center. Log in and encourage your friends, family and other contacts to visit your site, see what you are doing and make a donation on your behalf.

To log in to your Online Fundraising Center, you need the user name and password you set up when you registered for the Walk.

### Step 1

- Enter in to your Online Fundraising Center by logging in using the top far right green button

The screenshot displays the website's interface. At the top right, there are input fields for 'Username' and 'Password', followed by a green 'LOG IN' button. A green arrow points to this button with the text 'Log In'. Below the login fields is a 'Need help?' link. A navigation menu includes 'HOME', 'REGISTER', 'DONATE', 'SPONSORS', and 'ABOUT THE WALK'. The main content area features a large image of people at a walk, with a 'Start a Fundraising Team' call to action and a 'REGISTER NOW' button. At the bottom, there are four green buttons: 'FORM A TEAM (become a team captain)', 'JOIN A TEAM (to start fundraising)', 'REGISTER (as an individual walker)', and 'DONATE (to end lupus now)'.

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## Step 2

- Once you've entered into your Online Fundraising Center, edit and update your personal page by clicking on the Personal Page tab

WALK TO END LUPUS NOW

Welcome Kathryn! LOGOUT PARTICIPATE

EVENT HOME REGISTER DONATE ABOUT EVENT

Home Email Progress **Personal Page** Update Tips & Tools

Overview

Your Fundraising Progress

\$0.00 I Have Raised	\$250.00 My Goal (change)	0% Percent	207 Days Left
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Send email

Enter new gift

Add Contacts  
View Your Progress  
Edit Personal Page  
Email Team  
View Team Roster

Message from Your Team

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## Step 3

- Customize your personal page URL to make it easier for Team Members and donors to find your page.
- Next, customize the content of your personal page. We've provided a template, however feel free to make this page personal to your story and why you are walking. You can change font sizes, colors and format.
- Add personal photos or video to your page

The screenshot shows the 'Edit Your Personal Fundraising Page' interface. At the top, there are navigation tabs: Home, Email, Progress, Personal Page, and Fundraising Tips & Tools. The main heading is 'Edit Your Personal Fundraising Page (View Personal Page)'. Below this, there are three main sections: 'Personal Page URL', 'Title', and 'Body'. The 'Personal Page URL' section shows a URL and a 'Public' status. The 'Title' section has a text input field containing 'Welcome to My Personal Page'. The 'Body' section includes a rich text editor with a toolbar and a text area containing a sample fundraising story. On the right side, there is a 'Content' sidebar with a 'Photos/Video' section. Three green callout boxes with arrows point to these sections: 'Personal URL' points to the URL field, 'Add Photos/Video' points to the Photos/Video section, and 'Personalize your story' points to the text area in the Body section. At the bottom right, there are 'Preview' and 'Save' buttons.

Home Email Progress Personal Page Fundraising Tips & Tools

### Edit Your Personal Fundraising Page (View Personal Page)

Personal Page URL: (URL Settings)  
http://lupus.convio.net/site/TR/WTELN/G...  
This page is Public

**Personal URL**

Content

Photos/Video **Add Photos/Video**

Title

Welcome to My Personal Page

Body

I'm Walking to End Lupus. Join Me?

Imagine a day when doctors can say, "There is a cure for lupus." Until that day though, there is work to be done. That's why I'm taking action in the fight against lupus. Join me as I participate in *Lupus Foundation of America's Walk to End Lupus Now™* in [city] to raise critical funds for the estimated 1.5 million people living with lupus in the United States.

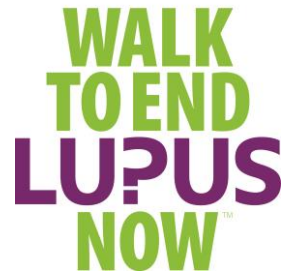
Will you make a donation to help me reach my personal fundraising goal and support the Foundation's efforts to improve the quality of life for all people affected by lupus? A generous contribution of \$25 or \$55 can make a definite impact. What's more, if your employer offers a Matching Gift Program to employees, you may be able to double your contribution with just a little bit of paperwork. Trust me, it's worth the effort! Every single dollar counts.

**Did you know?**

- Lupus is a mysterious and misunderstood autoimmune disease. It strikes without warning, affects each person differently, and has no known causes or cure.
- Lupus symptoms can be severe and highly unpredictable and can damage any organ or tissue, from the skin or joints to the heart or kidneys.

Preview Save

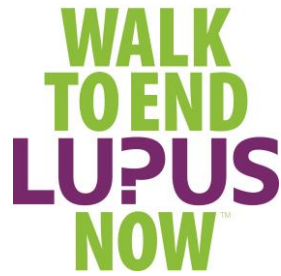
**Personalize your story**



### Step 4

- Add photos or video by browsing your photo library, choose a photo or video and click save upload

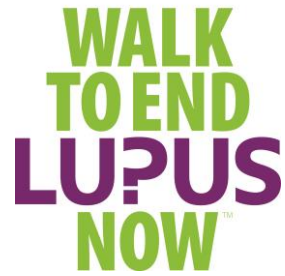
A screenshot of a web application interface for uploading content. At the top, there is a navigation bar with buttons for 'Home', 'Email', 'Progress', 'Personal Page', and 'Fundraising Tips &amp; Tools'. Below this is a 'Photos/Video' section. On the right side of the page, there is a vertical sidebar with a 'Content' button and a 'Photos/Video' section. The main content area contains the text 'You may add either photos or a video to your page.' Below this, there are two radio buttons: 'Photos' (which is selected) and 'Video'. The 'Photos' section includes a 'Browse...' button, a 'Caption' text input field, and a 'Save/Upload' button with a link to 'remove photo'. A green arrow points to the 'Browse...' button with the text 'Browse and Select'. On the left side of the photo upload area, there is a small 'WALK TO END LUPUS NOW' logo.



## Step 5

- Now it's time to build your team and donor base. Send emails to friends, family and co-workers inviting them to join your team or to donate. We've provided sample templates that you can use. Feel free to personalize these messages. You can also compose your own emails.

The screenshot shows a web interface for composing an email. At the top, there is a navigation bar with links for Home, Email, Progress, Personal Page, and Fundraising Tips & Tools. The main heading is "Compose Message". Below this is a progress indicator with four steps: 1. Configure, 2. Compose, 3. Set Recipients, and 4. Preview & Send. The "Compose" step is currently active. On the right side, there is a sidebar with "Compose" at the top, followed by "Drafts", "Sent", and "Contacts". The main content area is titled "Select Email Template" and contains three expandable sections: "Thank You", "Solicitation", and "Other". The "Other" section is expanded, showing two options: "Support Me" and "Team Message". A green arrow points to the "Solicitation" section with the text "Choose a template". At the bottom of the interface, there are buttons for "Save as draft", "Save as template", "Preview", and "Next".



## Step 6

- Upload your contacts to send emails to recruit to join your team or to donate. You can enter a single contact or import your list of contacts into our secure system.

A screenshot of a web application interface for managing contacts. At the top, there is a navigation bar with buttons for 'Home', 'Email', 'Progress', 'Personal Page', and 'Fundraising Tips &amp; Tools'. The main content area is titled 'Contacts' and includes three action buttons: 'Compose Message', 'Delete', and 'Email All'. Below these are two tabs, 'Individuals' and 'Groups', and a search section labeled 'Search Contacts' with a text input field and a 'Search' button. On the right side, there is a vertical sidebar with buttons for 'Compose', 'Drafts', 'Sent', and 'Contacts'. Below the 'Contacts' button in the sidebar are two larger buttons: 'Import contacts' and 'Add single contact'. A large green arrow points from the right towards the 'Import contacts' button.

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## Step 7

- Importing contacts from other personal email accounts into your Fundraising Center Address Book makes it easy to solicit donations, monitor responses, and follow up with personal thank you notes. When importing your contacts, you can use Gmail, Yahoo, or you can upload a .csv file exported from another email client.

### Import Contacts

① Select Source → ② Retrieve Contacts → ③ Select Contacts

#### Select an Import Source [\(Tell me more\)](#)

Importing contacts from other email services into your Fundraising Center Address Book makes it easy to solicit 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:

**Gmail**

**YAHOO!**

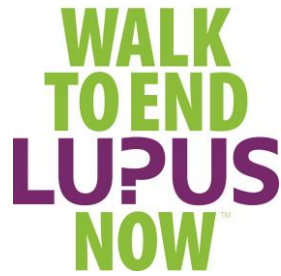
OR you can upload a .csv file exported from another email client:

File-based import for...

(Hotmail, Apple, Outlook, AOL)

Your Online Fundraising Center is the place to keep track of emails sent, donations received and your fundraising progress



Home Email Progress Personal Page Fundraising Tips & Tools


### View Personal Report

Personal

Your Fundraising Progress

Enter new gift

\$0.00 I Have Raised	\$250.00 My Goal <a href="#">(change)</a>	0% Percent	201 Days Left
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\$1.00  
\$0.50  
\$0.00

09-29-2015 10-13-2015

● Gift Amount

### Donation History

Gift Notifications: On ( [turn off](#) )

Follow these easy steps to make your Online Fundraising Center work for you and you'll be on your way to fundraising success!

Still have questions? Contact your local Walk Manager with the contact details listed on the event homepage.

Thank you for all your support!

The Lupus Foundation of America Staff