

Walk Like MADD **Participant Fundraising Guide**

Walk Like MADD Support

Getting Started

Thank you for supporting Mothers Against Drunk Driving® (MADD)! With your participation and fundraising efforts in *Walk Like MADD*, you will help raise mission critical funds to create a future of No More Victims®.

As a participant, you now have access to tools to help you spread the word about the cause and invite people to support you through online donations. Here are some fundraising tips to help get you started:

1. **Donate to yourself:** Get the ball rolling by making the first donation toward your fundraising efforts!
2. **Add your why to the email:** We've put together an email template you can use right from your fundraising page. The most important thing you can add to this message is why you are fundraising. Let your family and friends know why this matters to you, that's what they care about most!
3. **Start with your close contacts:** It's always best to start by emailing your close contacts because they are the most likely to donate. Try sending some quick personal messages to your inner circle to build up some momentum. Then use the email template you customized to reach all of your other contacts.
4. **Now move to social media:** Once you've sent your first batch of emails out, it's time to turn to social media. One of the best strategies to use on both Facebook and Twitter is tagging and thanking people that have already donated while you are asking for new donations. This spreads your message further and lets the people you are asking know that people are already getting behind you.
5. **Re-engage with email:** Don't hesitate to send a few follow up emails. Emails are easy to overlook and people often open them up quickly and then forget to go back to them. Use email to keep people up to date with your progress as you hit different milestones (50% raised, 75% raised, etc.) and ask supporters to help you hit the next milestone.
6. **Continue thanking and updating social media:** As more of your network gets behind you, keep thanking them on social media and make sure you continue to share your progress towards your goal.

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Fundraising Portal

1. – The Task Bar

When you log in, The Task Bar stays in place – even if you go to another page on our site.

2. – Your Page

Add an image and your personal fundraising story! Are you a returning participant and want to use your previous year's story? While on My Story click on the editing pencil and import your story from a previous event.

3. – Team Page

This can be edited by the Team Captain. Add an image and your team's story! Are you a returning team captain and want to use your previous year's story? While on Our Story click on the editing pencil and import your story from a previous event.

4. – Dashboard

Ask friends to donate through email or social media, view your fundraising page, download event information, and register another participant.

5. – Donations

Track who has donated to you and send thank you emails to your donors.

6. – Messages

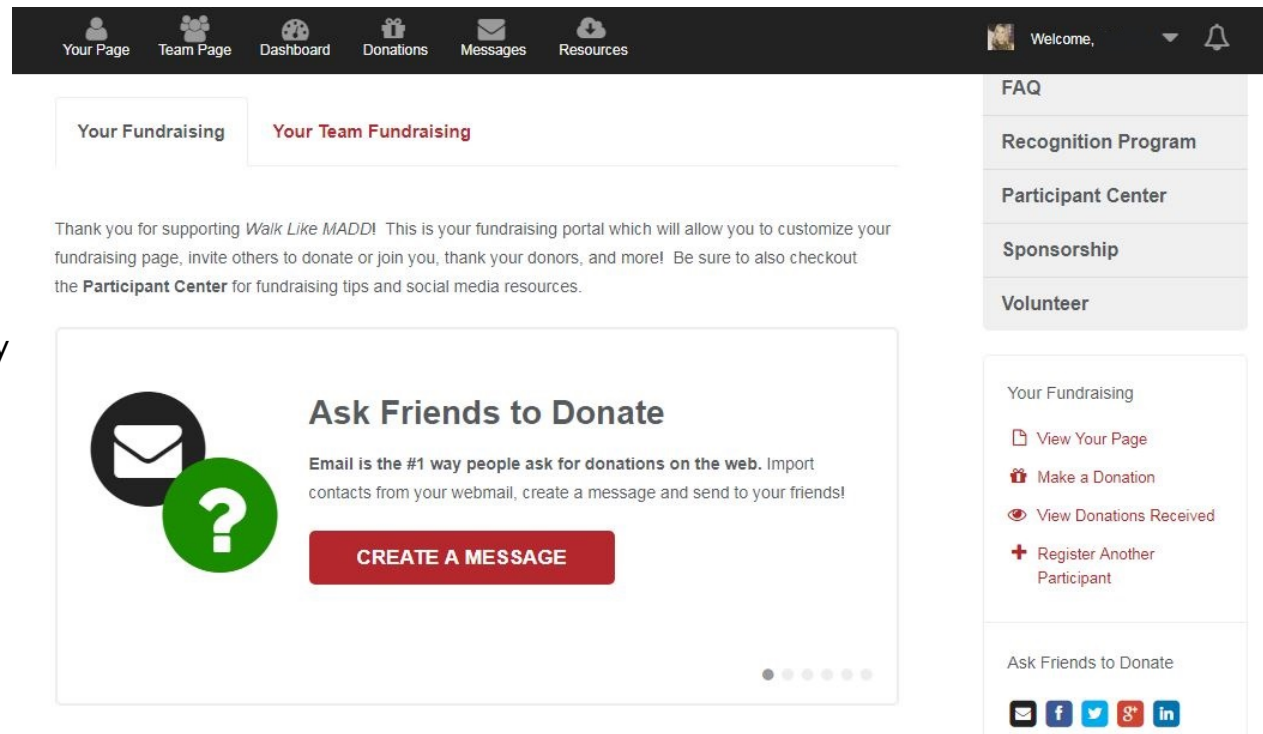
Invite people to donate to you and send fundraising updates. If you are on a team, invite others to join your team or send team status updates.

7. – Resources

Resource materials added for you to view will be located here.

8. – Profile

Change your profile photo, download receipts for any donations you've made and logout.



The screenshot shows the Walk Like MADD Fundraising Portal dashboard. At the top is a navigation bar with icons for 'Your Page', 'Team Page', 'Dashboard', 'Donations', 'Messages', and 'Resources'. On the right, it says 'Welcome,' with a dropdown arrow and a notification bell. Below the navigation bar are two tabs: 'Your Fundraising' (selected) and 'Your Team Fundraising'. The main content area features a message: 'Thank you for supporting Walk Like MADD! This is your fundraising portal which will allow you to customize your fundraising page, invite others to donate or join you, thank your donors, and more! Be sure to also checkout the Participant Center for fundraising tips and social media resources.' Below this is a large card titled 'Ask Friends to Donate' with a sub-headline: 'Email is the #1 way people ask for donations on the web. Import contacts from your webmail, create a message and send to your friends!' and a prominent red button labeled 'CREATE A MESSAGE'. To the right of the main content is a sidebar menu with links for 'FAQ', 'Recognition Program', 'Participant Center', 'Sponsorship', and 'Volunteer'. Below the menu is a 'Your Fundraising' section with links for 'View Your Page', 'Make a Donation', 'View Donations Received', and 'Register Another Participant'. At the bottom of the sidebar is an 'Ask Friends to Donate' section with social media icons for email, Facebook, Twitter, Google+, and LinkedIn.

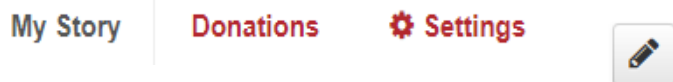
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Your Page - Team Page

How to Edit Your Fundraising Page

Use your page to tell your story:

1. Click on Your Page or Team Page at the top of the Task Bar.
2. While on My Story click on the editing pencil.



3. **Returning Participant:** You can import your story from a previous event. This can be done by clicking on Choose a Previous Event. You can then select your personal story from the previous event and click Update Story to save your changes.

Update your fundraising story

Import your story from:

4. **New Participant:** This will take you to where you can upload a photo, add a personal message, set your fundraising goal and customize your fundraising link.



Edit your Fundraising Page

Customize your Personal Fundraising Page with your story, images, videos and links!

CUSTOMIZE YOUR PAGE

5. Click on Settings to set your fundraising goal and customize your fundraising page link.

[My Story](#) [Donations](#) [Settings](#)

Manage your page settings here. (These settings can only be seen by you.)

Fundraising Goal*

\$ 50.00

Page Link

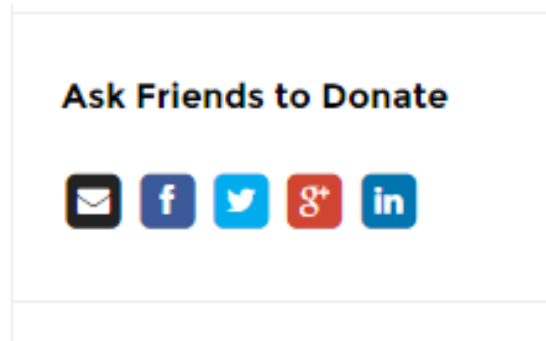
<https://www.walklikemadd.org/participant/63035>

[COPY LINK TO CLIPBOARD](#) [CUSTOMIZE](#)

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Dashboard

Sharing on Social Media



1. **Messages:** Invite people to donate to you and send fundraising updates. If you are on a team, invite others to join your team or send team status updates. Don't forget to save your email in a word document if you want to use it as a "template" to send to multiple participants or use it for next year's *Walk Like MADD* event.
2. **Facebook:** Post an update that will appear in the News Feed and ticker to all your friends. A link back to your fundraising page or team page will be posted.
3. **Twitter:** Post an update that your followers will see. A link back to your fundraising page or team page will be posted.
4. **Google+:** Post an update that will appear in the Home tab for anyone in your circles.
5. **LinkedIn:** Post an update that your LinkedIn connections will see. A link back to your fundraising page or team page will be included. You can also post the update to your LinkedIn groups.

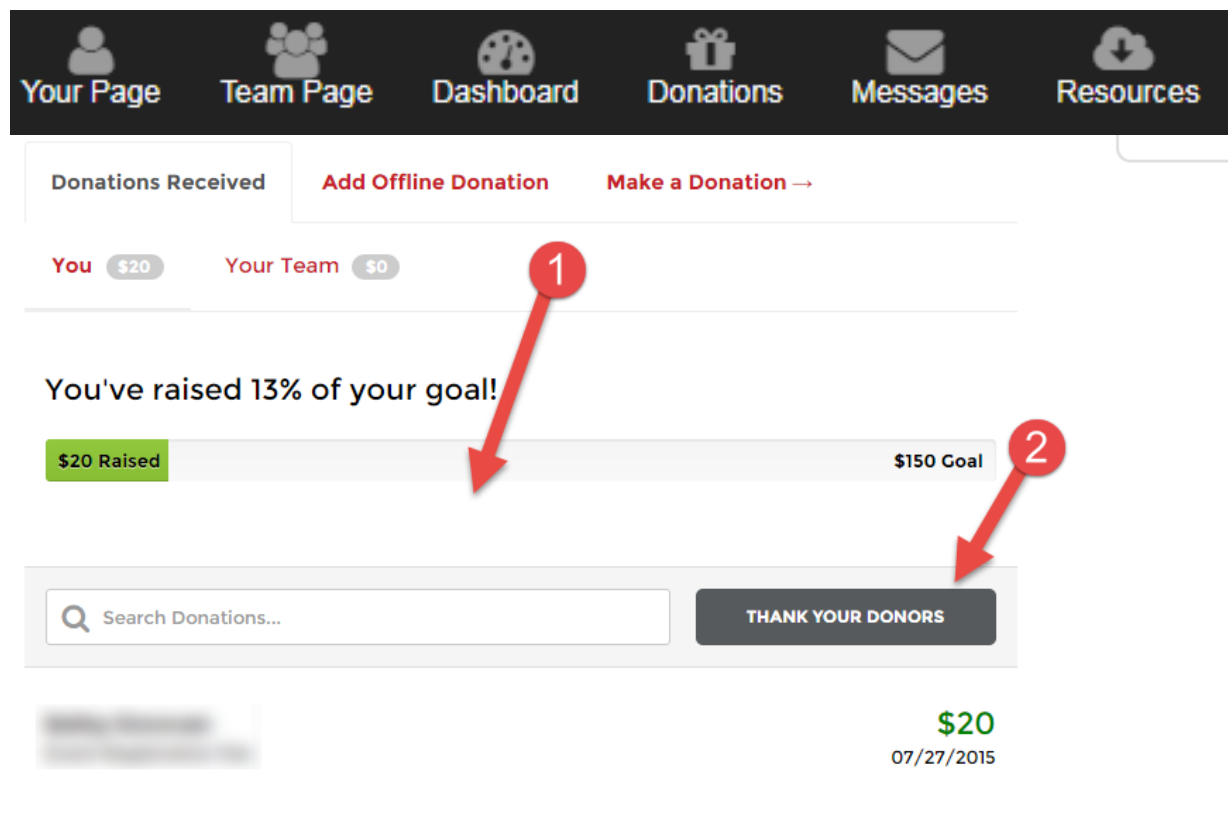
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Donations

Search your Donations and Thank Donors

1. – When someone makes a donation to you, their name and donation amount will appear in this list. You can also search your donations.

2. – After someone donates to you, you can send a quick 'Thank You' note to them to show your appreciation. To send a 'Thank You' note click on their name and click Send Thank You.



The screenshot shows the 'Donations' section of the Walk Like MADD dashboard. At the top, there is a navigation bar with icons for 'Your Page', 'Team Page', 'Dashboard', 'Donations', 'Messages', and 'Resources'. Below this, there are tabs for 'Donations Received', 'Add Offline Donation', and 'Make a Donation →'. The main content area shows a progress bar for 'You' with a '\$20' amount and 'Your Team' with '\$0'. A message states 'You've raised 13% of your goal!' with a progress bar showing '\$20 Raised' out of a '\$150 Goal'. A search bar labeled 'Search Donations...' is present, along with a 'THANK YOUR DONORS' button. A red arrow labeled '1' points to the search bar, and another red arrow labeled '2' points to the 'THANK YOUR DONORS' button. Below the search bar, there is a blurred area representing a list of donations, with a '\$20' amount and the date '07/27/2015' visible.

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Messages

Invite Others to Donate to You and Send Fundraising Updates

1. – Choose a message type:

You can choose from a template to invite friends to donate, join your team, or share general updates on your efforts.

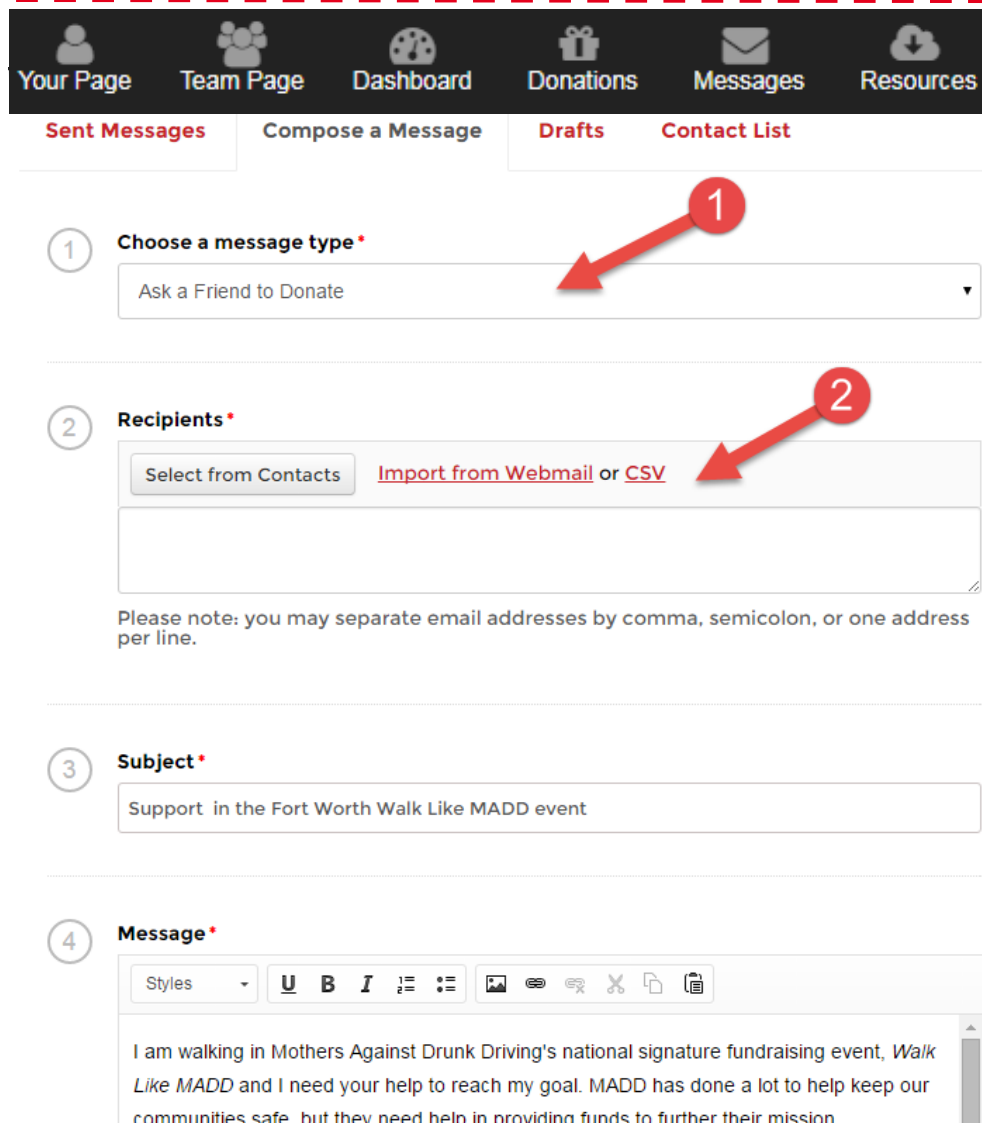
2. – Recipients:

Choose people who should receive your message.

- Select contacts you've already uploaded to your Contact List
- Import contacts from webmail like Gmail, Yahoo, AOL, Hotmail, etc.
- Import from a CSV text file

3. - Reminder:

Don't forget to Save your email content in a Word Document if you would like to use it for a future email.

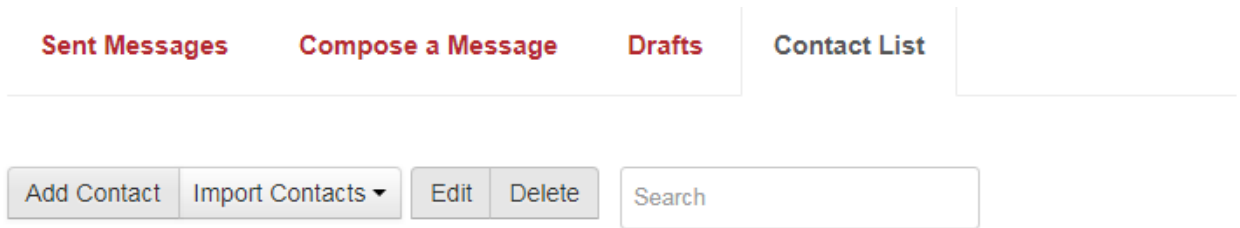


The screenshot shows the 'Messages' section of the Walk Like MADD website. At the top, there is a navigation bar with icons for 'Your Page', 'Team Page', 'Dashboard', 'Donations', 'Messages', and 'Resources'. Below this, there are tabs for 'Sent Messages', 'Compose a Message', 'Drafts', and 'Contact List'. The 'Compose a Message' tab is active. The form is divided into four numbered sections:

- Choose a message type***: A dropdown menu with 'Ask a Friend to Donate' selected. A red arrow points to this dropdown.
- Recipients***: A section with a 'Select from Contacts' button and a link for 'Import from Webmail or CSV'. A red arrow points to the 'Import from Webmail or CSV' link. Below this is a text area for pasting email addresses and a note: 'Please note: you may separate email addresses by comma, semicolon, or one address per line.'
- Subject***: A text input field containing 'Support in the Fort Worth Walk Like MADD event'.
- Message***: A rich text editor with a toolbar (bold, italic, underline, bulleted list, numbered list, link, unlink, image, video, table) and a text area containing the message: 'I am walking in Mothers Against Drunk Driving's national signature fundraising event, Walk Like MADD and I need your help to reach my goal. MADD has done a lot to help keep our communities safe. but they need help in providing funds to further their mission.'

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Messages



How to Add Contacts from Webmail, CSV or Individually

1. – Contact List:

Click on Messages at the top of the Dashboard. Next, click on Contact List.

2. Add Contact: Add a Contact Individually

- o Enter in email address and name of your contact. Click save.

3. – Import Contacts:

Click on Import Contacts and you will see Import from Webmail and Import from CSV File.

- o **Import from Webmail:**

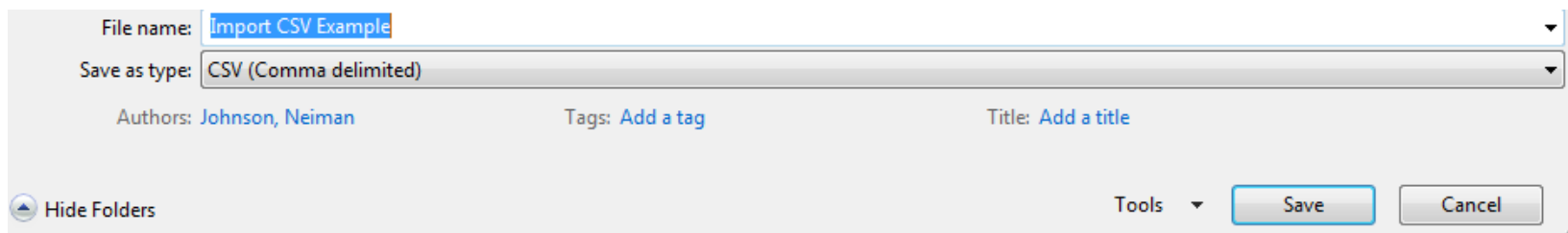
- o Click on Import from Webmail
- o Select your Address Book
- o Next, you will select and upload your contacts file by clicking on Click to upload your contacts.

- o **Import from CSV:**

- o Click on Import from CSV File
- o Upload a CSV file with each contact in its own line. You must specify firstname, lastname and email for each contact.

	A	B	C
1	Firstname	Lastname	Email
2	John	Smith	john.smith@example.com

- o After you have entered in all of your contacts in this format, you must save the file as CSV.



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Resources

Find Resources Added for You

File Name

<u>Fundraising Portal Guide</u> pdf, (735.7 KB)	Download File
<i>Everything you need to know about your fundraising portal!</i>	
<u>How to Save Content</u> docx, (1642.9 KB)	Download File
<i>How to save your fundraising portal content</i>	
<u>WLM Donation Form</u> pdf, (78.2 KB)	Download File
<i>Please print this form when turning in donations.</i>	

Resources 1-3 of 3

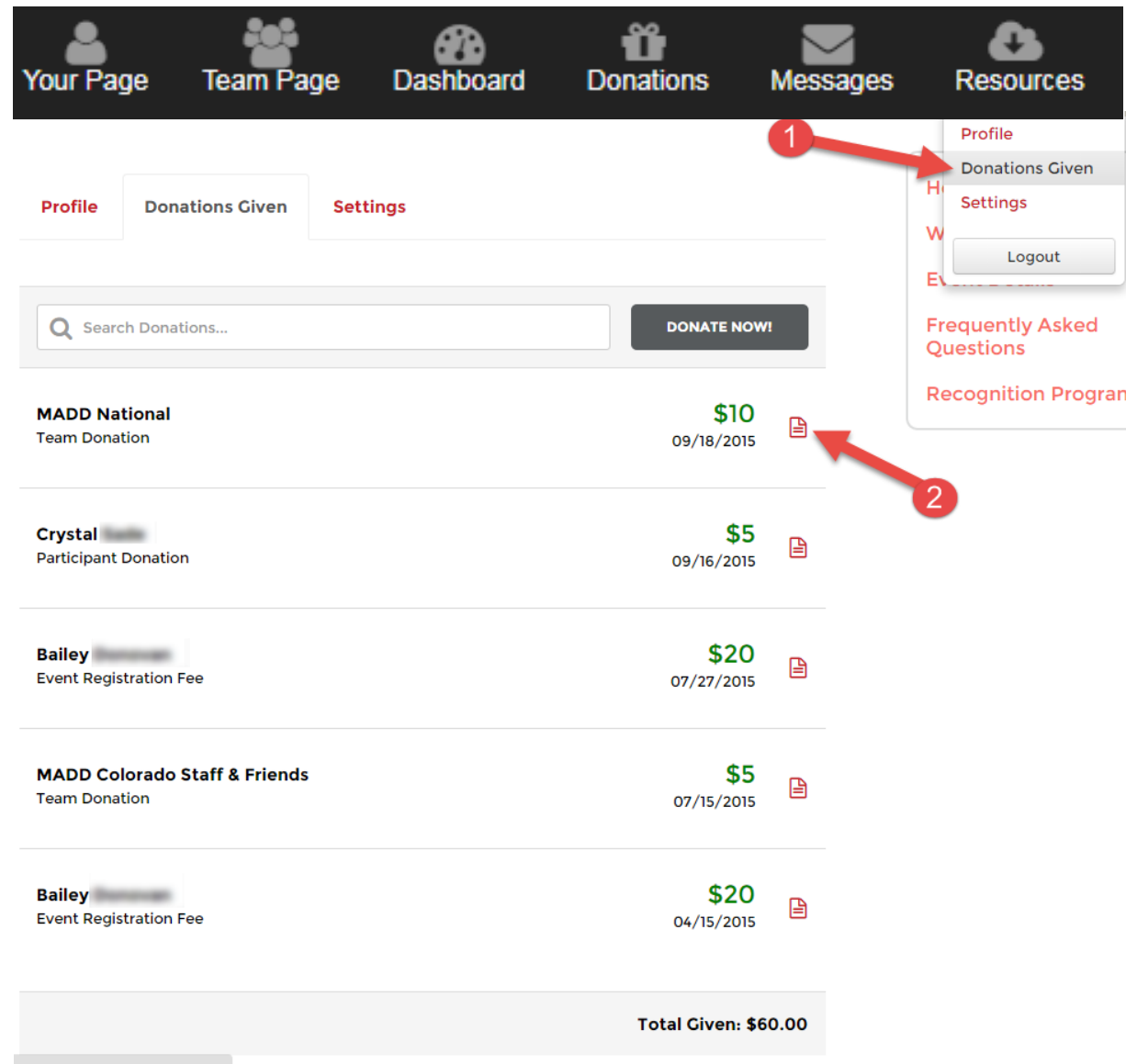
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Profile

Download your Donation Receipts

1. – Hover over your name and then click Donations Given. This will allow you to see all of the donations you have made.

2. – To download your receipt, click on the file icon next to the donation you want the receipt for. Then click Download Receipt.



The screenshot shows the user profile page with a navigation bar at the top containing: Your Page, Team Page, Dashboard, Donations, Messages, and Resources. Below the navigation bar are tabs for Profile, Donations Given, and Settings. A search bar for donations and a 'DONATE NOW!' button are also present. The main content area lists several donations with their amounts and dates. A dropdown menu is open over the 'Donations Given' tab, showing options: Profile, Donations Given, Settings, and Logout. A 'Logout' button is also visible. Below the dropdown are links for 'Frequently Asked Questions' and 'Recognition Program'. Red arrows and numbers 1 and 2 indicate the steps described in the text: arrow 1 points to the 'Donations Given' option in the dropdown, and arrow 2 points to the file icon next to a donation entry.

Donation Name	Amount	Date	Action
MADD National Team Donation	\$10	09/18/2015	[File Icon]
Crystal [Redacted] Participant Donation	\$5	09/16/2015	[File Icon]
Bailey [Redacted] Event Registration Fee	\$20	07/27/2015	[File Icon]
MADD Colorado Staff & Friends Team Donation	\$5	07/15/2015	[File Icon]
Bailey [Redacted] Event Registration Fee	\$20	04/15/2015	[File Icon]
			Total Given: \$60.00