



## Utilizing your Participant Centre

When your friends and family search for your name to make a donation, this is the page they will see. This is your chance to put your mark on your fundraising page. Make sure when people come to your page it screams you! Add photos from past walks and update the welcome text with a personal story. Why not share “*Why you walk?*”. You’ll also notice your goal bar is located on the right hand side of the screen, so everyone can see how close you are to achieving your goal. To get the most out of your Participant Centre, you can:

1. Set up your Personal Pledge Page.
2. Email your contacts.
3. Promote your Personal Pledge Page through social media.

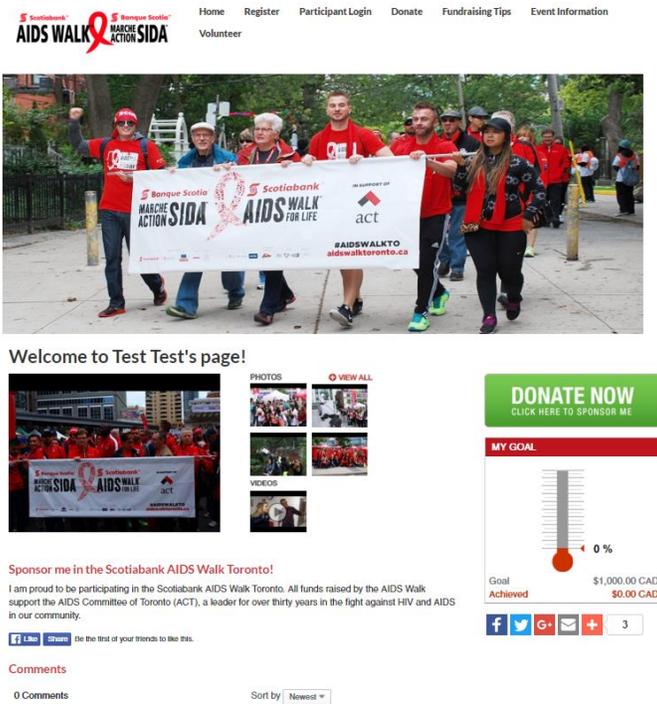
### 1) SETTING UP YOUR PERSONAL PLEDGE PAGE

Once you have completed the online registration process, you will be automatically set up with a personal pledge page.

This is what your page will look like to you:

The screenshot shows the Participant Centre dashboard for the Scotiabank AIDS WALK. At the top, there is a navigation bar with links for Home, Participant Centre, Logout, Donate, Fundraising Tips, and Event Information. Below the navigation bar is a large photo of a group of people holding a banner for the Scotiabank AIDS WALK. The banner includes the Scotiabank logo, the text "AIDS WALK FOR LIFE", and the hashtag "#AIDSWALKTO". Below the photo is a row of icons for various features: PERSONAL PAGE, JOIN A TEAM, ADDRESS BOOK, E-MAIL CENTRE, GET SOCIAL, FOLLOW UPS, DONATION HISTORY, ENTER OFFLINE PLEDGES, and ONLINE HELP. Below the icons is a "Hello Test Test" message with a link to "Edit Profile / Personalized URL" and a "Logout" button. To the right of the icons is an "Event Bulletin!" section with a message: "Thanks for signing up. We look forward to seeing you at the 2016 Scotiabank AIDS Walk Toronto!". Below the "Hello Test Test" message is a "Welcome to the Participant Centre" section with a sub-header "Here are valuable tools to help you spread the word and manage your fundraising efforts." and a "Launch Your Fundraising Campaign" button. Below this button is a list of four steps: 1. Customize your Personal Page, 2. Import your contact list into your Address Book, 3. E-mail family and friends to solicit donations using the E-mail Centre, and 4. Embed your Fundraising Badge into your blog or external sites by copying the link for Fundraising Badge. Below this list is a "Manage Your Fundraising and Enter Offline Pledges" section with a list of three steps: 1. Monitor individual responses, send e-mails and thank donors using Follow Ups, 2. Track donations using Donation History, and 3. Enter and pay for Enter Offline Pledges. Below this list is a "Need Help?" section with a list of two steps: 1. Use Online Help to assist you each step of the way, and 2. Contextual Help is also available throughout the site. At the bottom of the page, there is a small "Secure by Scotiabank" logo and a copyright notice: "© 2015 AIDS Walk Toronto | Privacy Policy".

And this is what it will look like to others:



Home Register Participant Login Donate Fundraising Tips Event Information Volunteer

Scotiabank AIDS WALK FOR LIFE MARCHE ACTION SIDA

Scotiabank AIDS WALK FOR LIFE act

WELCOME TO TEST TEST'S PAGE!

PHOTOS VIEW ALL

VIDEOS

**DONATE NOW**  
CLICK HERE TO SPONSOR ME.

**MY GOAL**

Goal \$1,000.00 CAD  
Achieved \$0.00 CAD

0 %

Sort by Newest

To truly benefit from your personal pledge page, take a few moments to personalize it. A personalized page is far more likely to engage your donors and increase the likelihood of them donating to your fundraising for the Scotiabank AIDS Walk Toronto.

Updating your personal pledge page is a very easy process.

- Edit your tagline
  - Upload images and videos
  - Update your personal message
- i. Your tagline is the first thing potential donors see on your page, it can be as simple as welcoming them to your page, or thanking them in advance for supporting your fundraising efforts.
  - ii. Your personal pledge page allows you to upload up to five pictures and two videos. Your default page is loaded with some images from last year's AIDS Walk Toronto, but this is your opportunity to share personal memories. Show your donors how much fun you've had at previous walks. Remember a picture's worth a thousand words.
  - iii. A personal message helps potential donors truly understand *why you walk*. Whether you choose to share how you have been affected by HIV and AIDS or how ACT's programs and services have benefited you or someone you know, take the opportunity to show how important the walk is to you and your loved ones.

By updating your tagline, images and videos and personal message, you can make your mark, and make your pledge page as unique as you are.

## 2) EMAILING YOUR DONORS

After taking the time to personalize your personal pledge page, make sure your donors have the opportunity to see it. Through your Participant Centre you can email potential donors directing them to your pledge page.

- i. In order to take advantage of your participant centre's emailing tool, you will first have to add contacts to your address book. This can be done two ways.

### Importing Contacts Manually

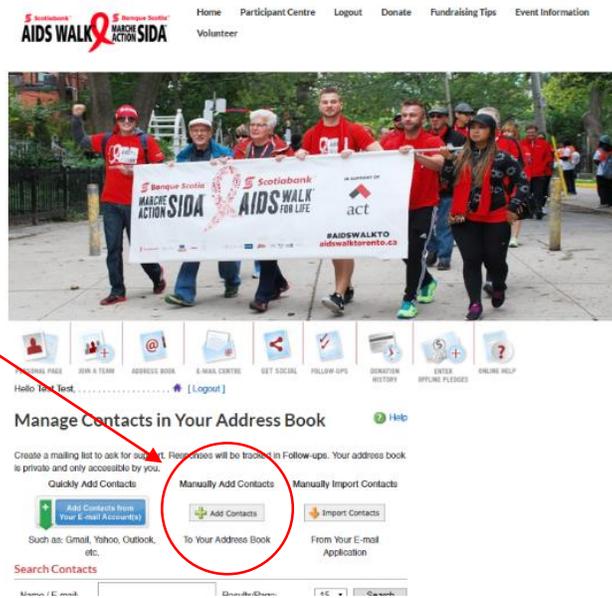
To import your contacts manually, you must first go to the Address Book tab in your Participant Centre.

Address Book  
Tab

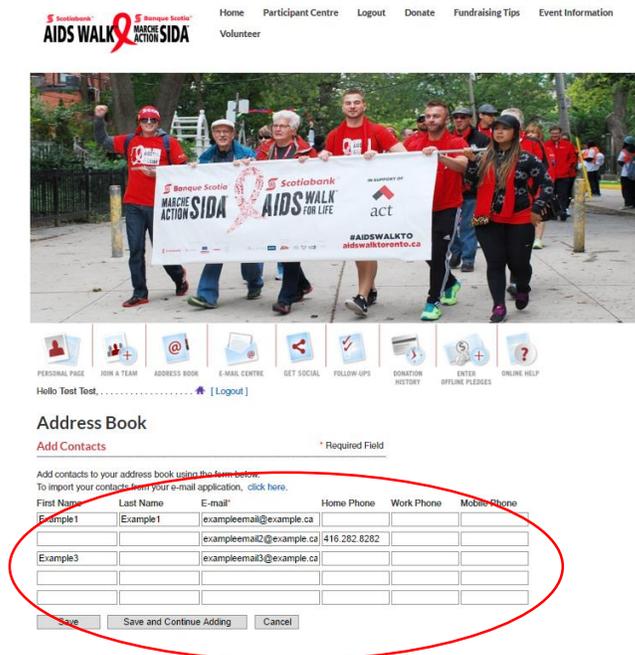
The screenshot shows the Scotiabank AIDS Walk Participant Centre interface. At the top, there is a navigation bar with links for Home, Participant Centre, Logout, Donate, Fundraising Tips, and Event Information. Below the navigation bar is a large photo of participants holding a banner for the Scotiabank AIDS Walk. A red circle highlights the 'ADDRESS BOOK' tab in the navigation menu, with a red arrow pointing to the text 'Address Book Tab' on the left. The main content area includes a welcome message, a 'Launch Your Fundraising Campaign' section with a list of steps, and a 'Manage Your Fundraising and Enter Offline Pledges' section with a list of steps. A 'Need Help?' section is also present at the bottom.

You will then want to click the “Manually Add Contacts” button.

Manually Add Contacts Button



At this point you can manually enter as much, or as little information about your contacts as you choose. Bearing in mind, the only required field is their email.



## Importing Contacts through an Email account

A faster way to import your contacts is to do so through your personal email account. As with importing contacts manually, you will first need to go the Address Book tab in your Participant Centre.

Address Book  
Tab

Home Participant Centre Logout Donate Fundraising Tips Event Information  
Volunteer

PERSONAL PAGE JOIN A TEAM ADDRESS BOOK E-MAIL CENTRE GET SOCIAL FOLLOW-UPS DONATION HISTORY ENTER OFFLINE PLEDGES ONLINE HELP

Hello Test Test [ Edit Profile / Personalized URL ] Logout

### Welcome to the Participant Centre

Here are valuable tools to help you spread the word and manage your fundraising efforts.

[Launch Your Fundraising Campaign](#)

1. Customize your Personal Page
2. Import your contact list into your Address Book
3. E-mail family and friends to solicit donations using the E-mail Centre
4. Embed your Fundraising Badge into your blog or external sites by copying the link for Fundraising Badge

Event Bulletin!  
Thanks for signing up. We look forward to seeing you at the 2016 Scotiabank AIDS Walk Toronto!

Secured by

Then click the “Quickly Add Contacts” button.

Quickly Add  
Contacts Button

Home Participant Centre Logout Donate Fundraising Tips Event Information  
Volunteer

PERSONAL PAGE JOIN A TEAM ADDRESS BOOK E-MAIL CENTRE GET SOCIAL FOLLOW-UPS DONATION HISTORY ENTER OFFLINE PLEDGES ONLINE HELP

Hello Test Test [ Logout ]

### Manage Contacts in Your Address Book

Create a mailing list to ask for support. Responses will be tracked in Follow-ups. Your address book is private and only accessible by you.

**Quickly Add Contacts** Manually Add Contacts Manually Import Contacts

[Add Contacts from Your E-mail Accounts](#) [Add Contacts](#) [Import Contacts](#)

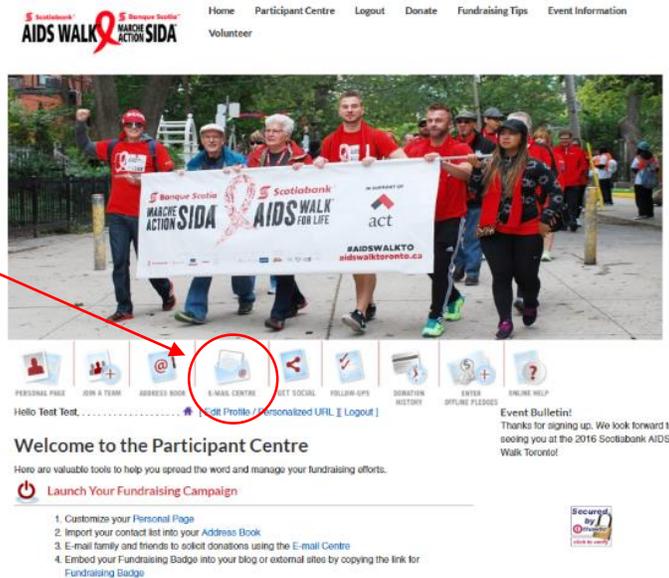
Such as: Gmail, Yahoo, Outlook etc. To Your Address Book From Your E-mail Application

Search Contacts

From there you will have the option to choose your email provider, login, and import all or selected contacts directly. This is a great tool to quickly and efficiently import your contacts from personal or work emails.

- ii. Once you've either manually entered or imported your contacts, you can begin emailing them. Your Participant Centre has three sample fundraising e-mails which can be found under the e-mail centre tab.

E-mail Centre  
Tab



The three email templates encompass the three steps involved in your fundraising, the initial sponsorship request, a donation request follow up and a thank you for sponsorship.

Don't let these templates limit you though, just as with your personal pledge page, a unique and personal email has a better chance of engaging your potential donors and securing funds. Let them know why you walk by sharing personal stories. Ask individuals for a specific donation amount. Remember the worst thing someone can say is no, so there's no shame in asking.

### 3) GET SOCIAL

Social media is one of the easiest ways to get your message out to potential donors. Sharing your personal pledge page is made even easier through your participant centre.

#### Facebook

To share your personal pledge page on Facebook, simply click the "Facebook" button on your personal page.

Welcome to Test Test's page!

PHOTOS [VIEW ALL](#)

VIDEOS

**DONATE NOW**  
CLICK HERE TO SPONSOR ME

**MY GOAL**

Goal: \$1,000.00 CAD  
Achieved: \$0.00 CAD

Facebook Share Button

Sponsor me in the Scotiabank AIDS Walk Toronto!  
I am proud to be participating in the Scotiabank AIDS Walk Toronto. All funds raised by the AIDS Walk support the AIDS Committee of Toronto (ACT), a leader for over thirty years in the fight against HIV and AIDS in our community.

Comments: 0 Comments

You can share your personal pledge page four different ways:

Post to Facebook - Google Chrome

[https://www.facebook.com/dialog/share?app\\_id=140586622674265&display=popup&href=https%3A%2F%2Fact.akaraisii](https://www.facebook.com/dialog/share?app_id=140586622674265&display=popup&href=https%3A%2F%2Fact.akaraisii)

Share on Facebook

Share on your own Timeline

- ✓ Share on your own Timeline
- Share on a friend's Timeline
- Share in a group
- Share in a private message

ank AIDS Walk for Life Toronto!

ACT.AKARASIN.COM

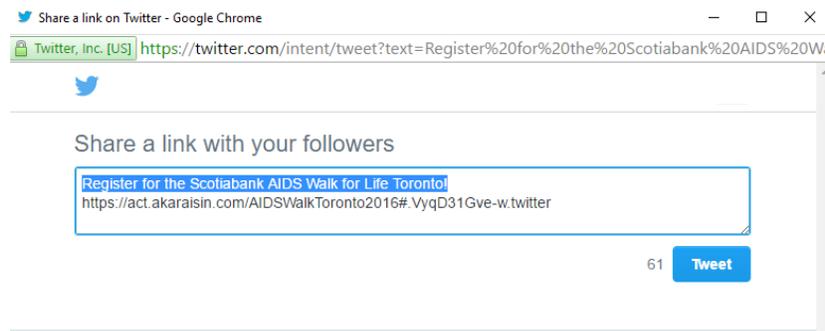
Public Cancel Post to Facebook

- i. On your own Timeline: This will share a link and optional message to your own Facebook page, which will be seen by your friends. This is a good way to announce you are taking part in the Scotiabank AIDS Walk Toronto and your fundraising goal.
- ii. On a friend's Timeline: This will post a link and optional message on one of your friends Facebook pages. Your friend will receive a notification that you have posted on their page, and all of their friends will see this. This is a great way to publicly request a donation from a specific individual.

- iii. In a group: This will post a link and optional message into a group that you are a member of. All members of the group will be able to see this post. This is a way to announce to a certain group, club or organization that you are taking part in the Scotiabank AIDS Walk Toronto.
- iv. In a private message: This will send a message directly to one of your Facebook friends that only they can see. That person will receive a notification that you have messaged them. This is the most personal method using Facebook, as you are directly asking for someone's support.

## Twitter

Similarly to sharing your personal pledge page on Facebook, you can do so on your Twitter account. By clicking the "Twitter" button located beside the "Facebook" button, you will be able to tweet a message and a link to your personal pledge page. You can edit the message, but the link to your personal pledge page must stay the same for it to work correctly.



These are some of the best ways for you to get the most out of your Participant Centre to make your fundraising easier. If you have any questions, please contact Joelle Ferreira, Donor Relations Coordinator at [jferreira@actontario.org](mailto:jferreira@actontario.org).