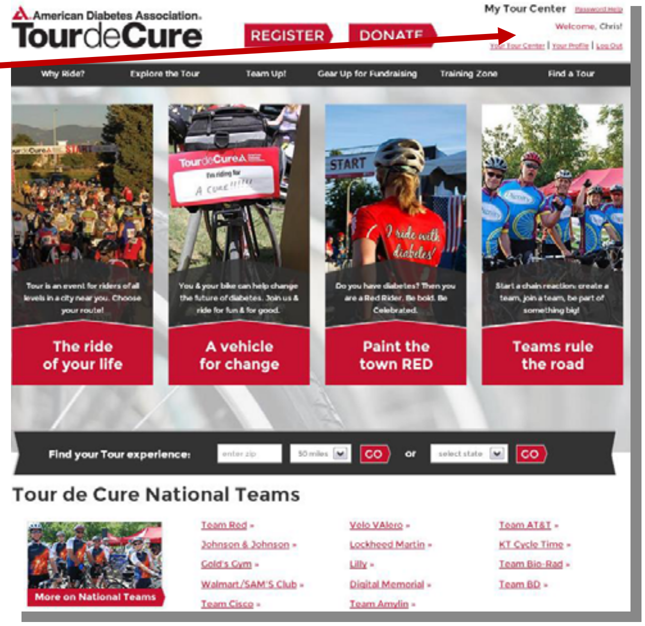
American Diabetes Association®
TourdeCure®

Registered Riders' Participant Center Guide

Log in using your username and password.



Now what?

Now that you've registered, what is your next step? That is exactly what this guide is going to cover. The first thing you should do is personalize your webpage. Personalizing your page helps people see and understand why this is important to you. Forging that personal connection is an important step in fundraising.

Your next step is to populate your address book. You can import contacts from a CSV file or you can copy them over from an online email account. Once your address book is set, your next step is to email your friends and family. Each email will contain a link back to your personal fundraising page.

It is quick and easy! Once you have sent out your email, you can check your progress towards your fundraising goal and follow-up with your contacts.

Why Fundraise Online?

Online fundraising is a great way to reach out to your friends and family and give them the opportunity to support your efforts. Online fundraising tends to bring in **four times** the amount that offline fundraising does. Additionally, people that give online tend to give higher donations (because they can give what they want to, rather than just what is in their pocket at that time). That means that this is a great way to fundraise and reach new goals.

Participant Center

The Participant Center has been updated for 2014: many of the features and functions to make it easier to use and more effective.

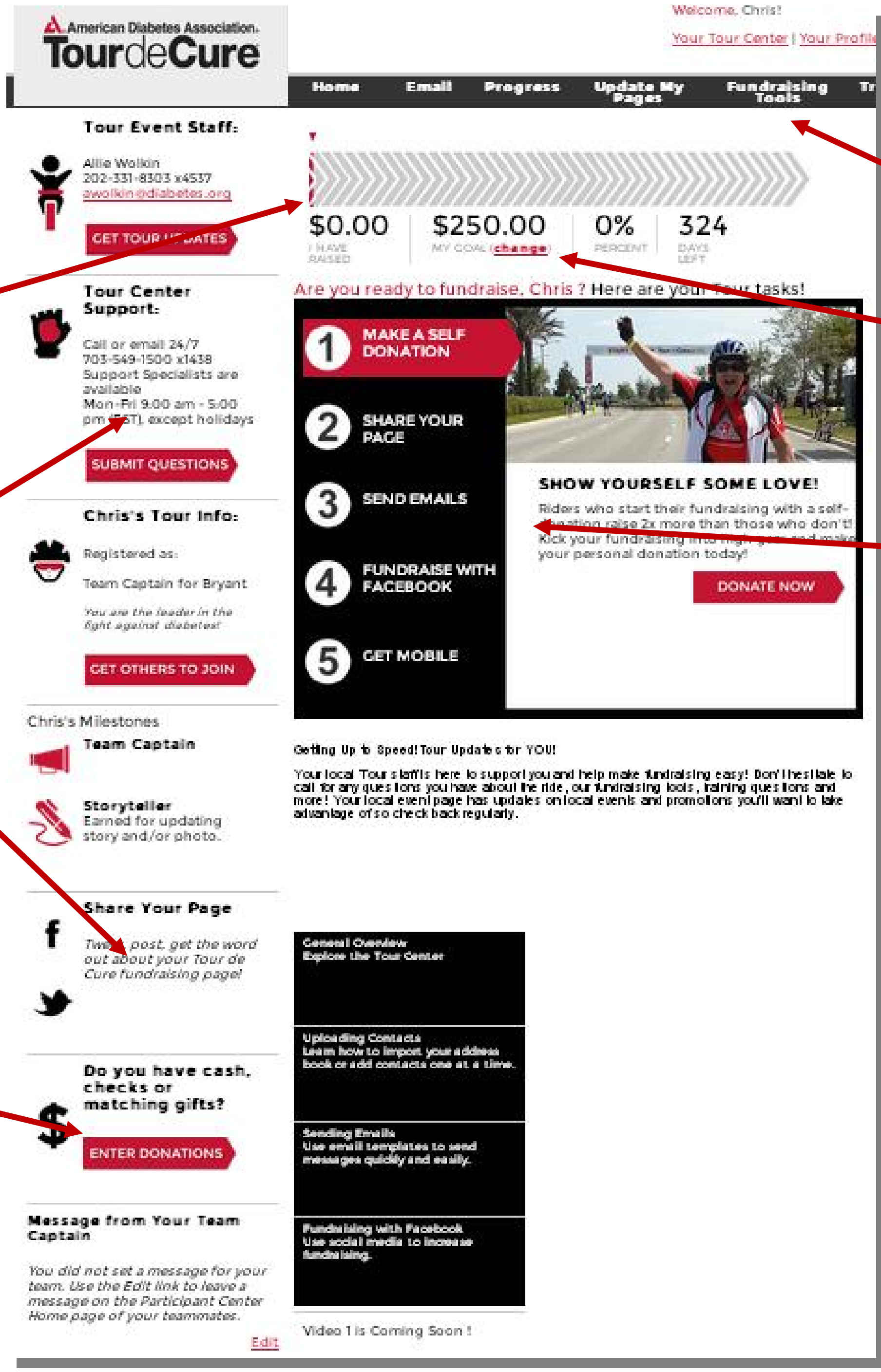
Use the links at the top of the page to load a section of the Participant Center.

Check your progress meter; it will keep you up-to-date on how your fundraising efforts are going.

Use these buttons to get to ask technical questions of our support staff.

Share your fundraising efforts on social media.

Enter your offline donations so they will show up on your online fundraising page.



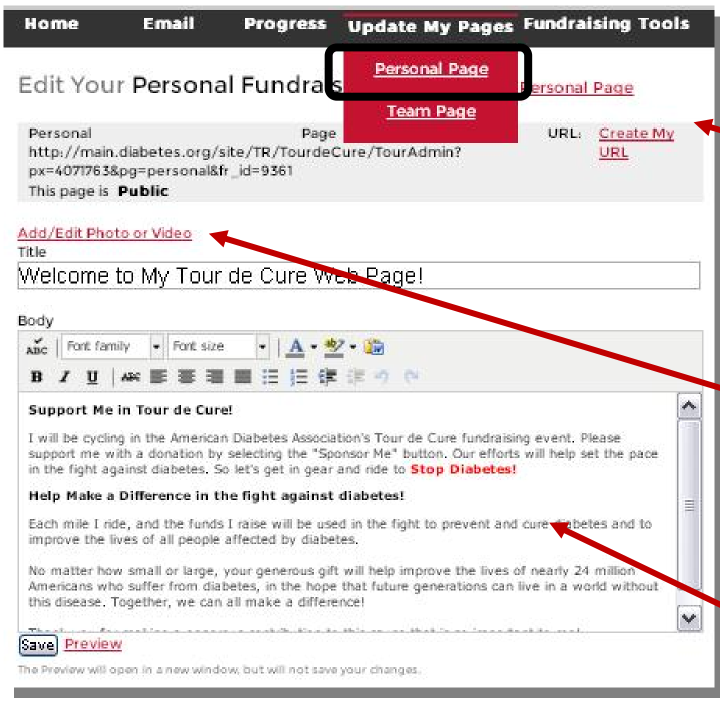
Use this link to Fundraising Tools to jump quickly to your main sections.

Change your personal fundraising goal!

Use the **Fundraising Checklist** to complete all the steps to get your online donations kicked off!!!

Personal Fundraising Page

Your personal page is the place to tell people why you are involved and fundraising. You can write your own story as well as post pictures or link to online videos. When you email your donors, your letter will contain a link back to your personal page. The content you include here can help encourage them to donate by showing your personal connection.

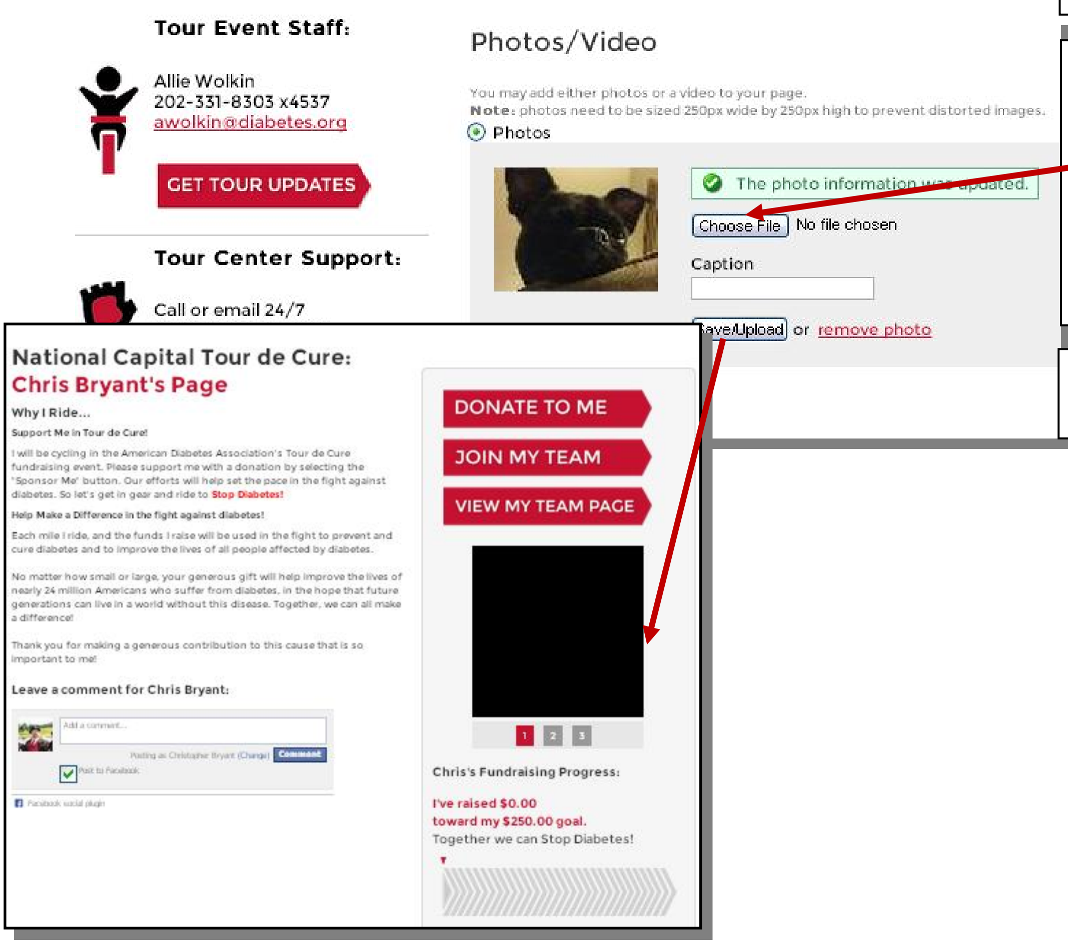


1. Click "Personal Page" to edit your fundraising page.

2. Click "Create my URL" here to personalize your page's web address or to set your page to private. This means that no one will be able to search for your page from the Tour web site.

3. Use the **Add/Edit Photos or Video** link to upload your options.

4. Personalize your page's title and content. Save often while composing your page. Tell your story and reach out to your donors. Once you're done, click "Save".



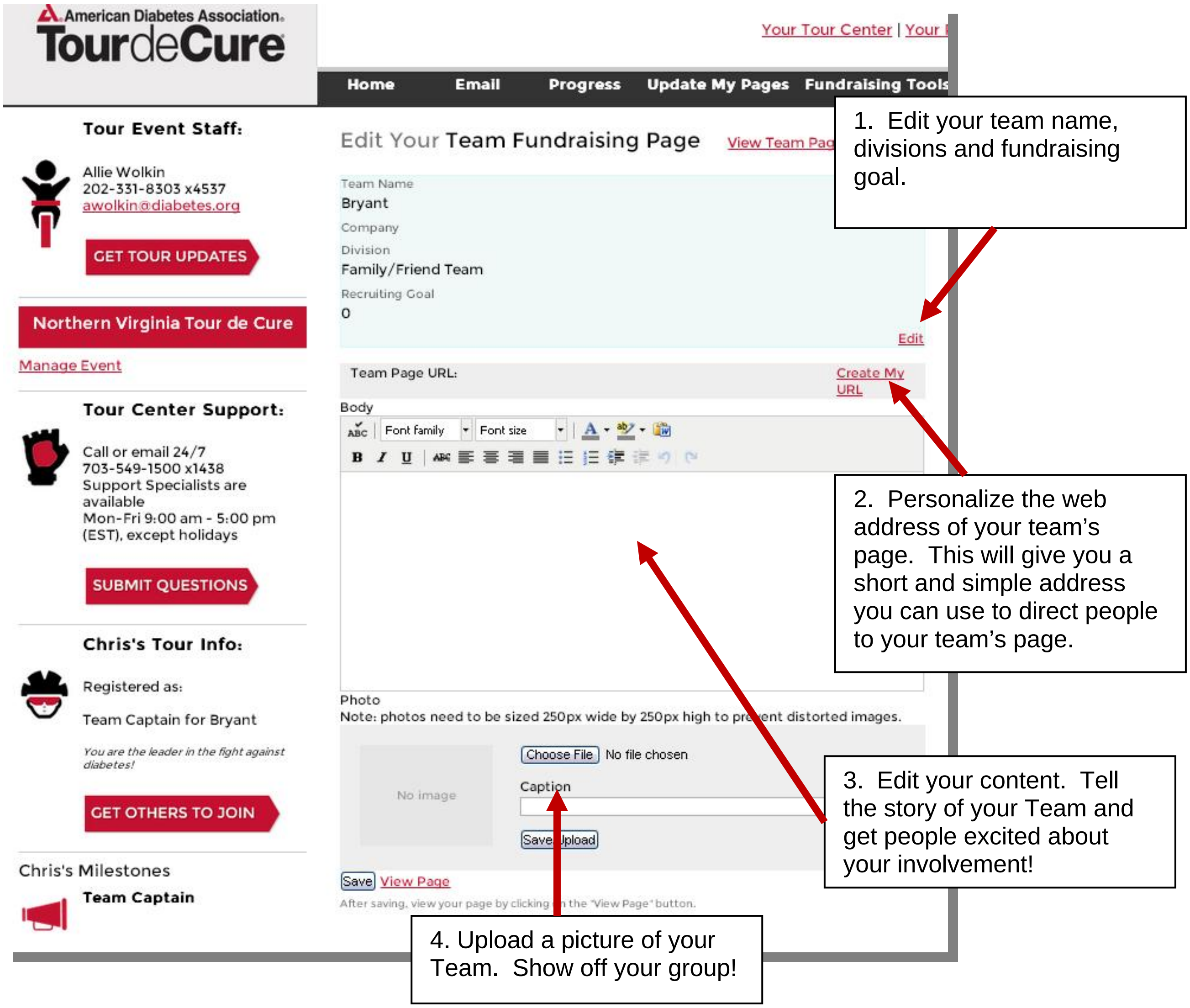
5. On the **Add/Edit Photos or Video** page, you can add an image and/or video that will appear on the carousel on your fundraising page.

You may add one photo and link to one video.

Click "Save" once you've made your selections.

Team Page

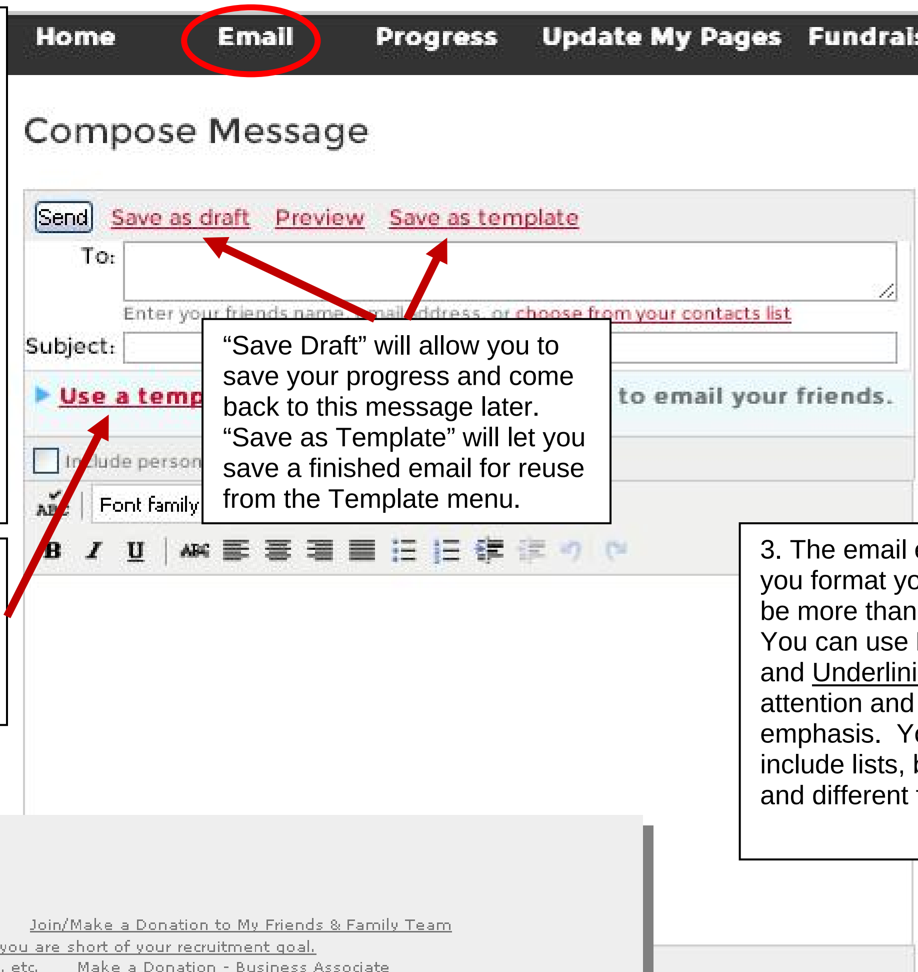
Team Captains will have an additional page which will allow them to access and edit the team's fundraising page. Use this page to tell your team's story, as well as to get people excited and motivated to be a part of your team and help you reach your fundraising goal.



Sending Email

Click “Email” to begin messaging your contacts. The new email system is easier to use and far more versatile.

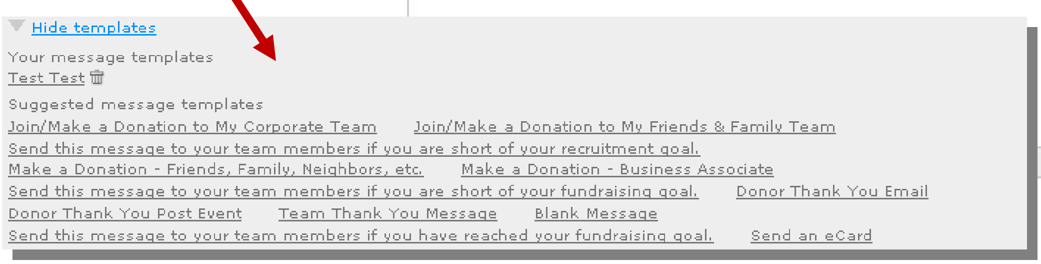
1. You may enter an email directly into the “To” field of the composition page. If they are already in your contact list, then simply type your contact’s name in the “To” field and it will automatically pull up the matching contacts from your address book. You can also type in the name of any group or select your contacts from the “Contacts” page. Use the “Choose from your contacts list” button to switch over without losing any content.



“Save Draft” will allow you to save your progress and come back to this message later. “Save as Template” will let you save a finished email for reuse from the Template menu.

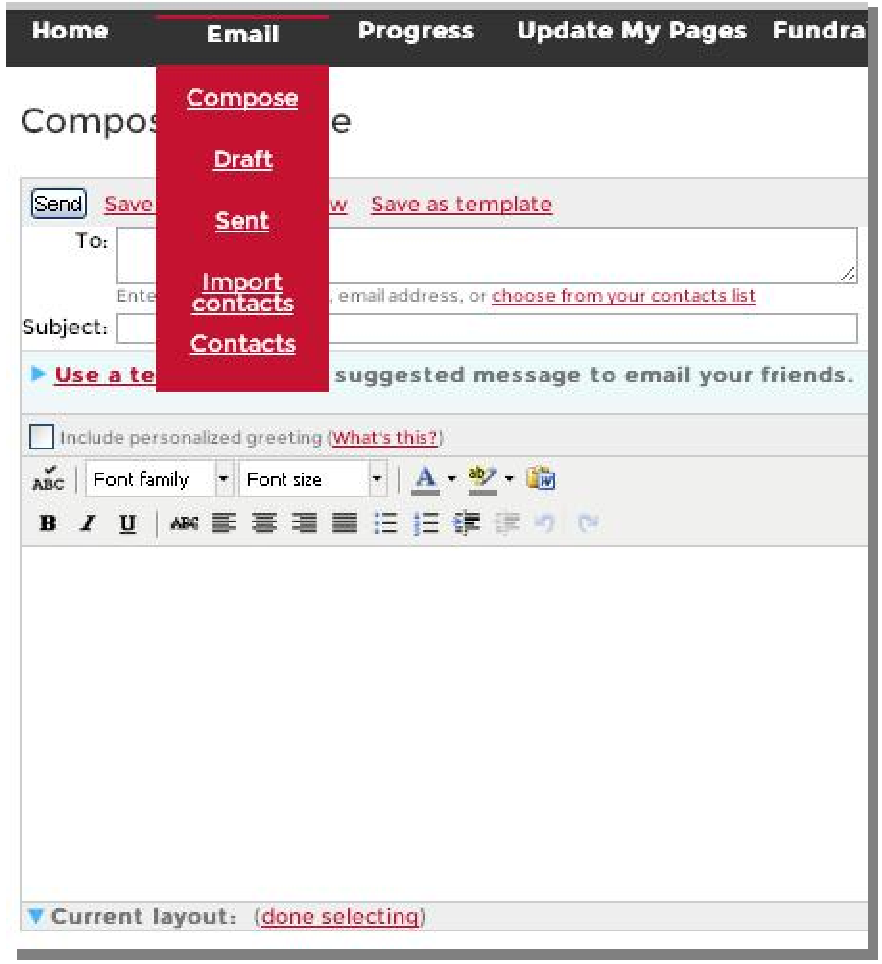
2. Click “Use a Template” to select a default template or one that you’ve saved yourself.

3. The email editor will let you format your email to be more than just text. You can use **Bold**, *Italics*, and <u>Underlining</u> to draw attention and add emphasis. You can also include lists, bullet points and different font colors.



Click “Drafts” to access any unsent messages that you have saved.

Click “Sent Messages” to review any messages you’ve already sent.



Uploading Your Address Book & Managing Your Contacts

Your address book is a quick and easy way to keep track of your contacts. You can create groups, select specific contacts to email, as well as filter your contacts based on how they've interacted with you in the past. Use email groups to create a way to reach out to segments of your address book easily. Create a group for your coworkers, family and friends. We speak to our friends differently than our coworkers and this will allow you to tailor your messages to do exactly that.

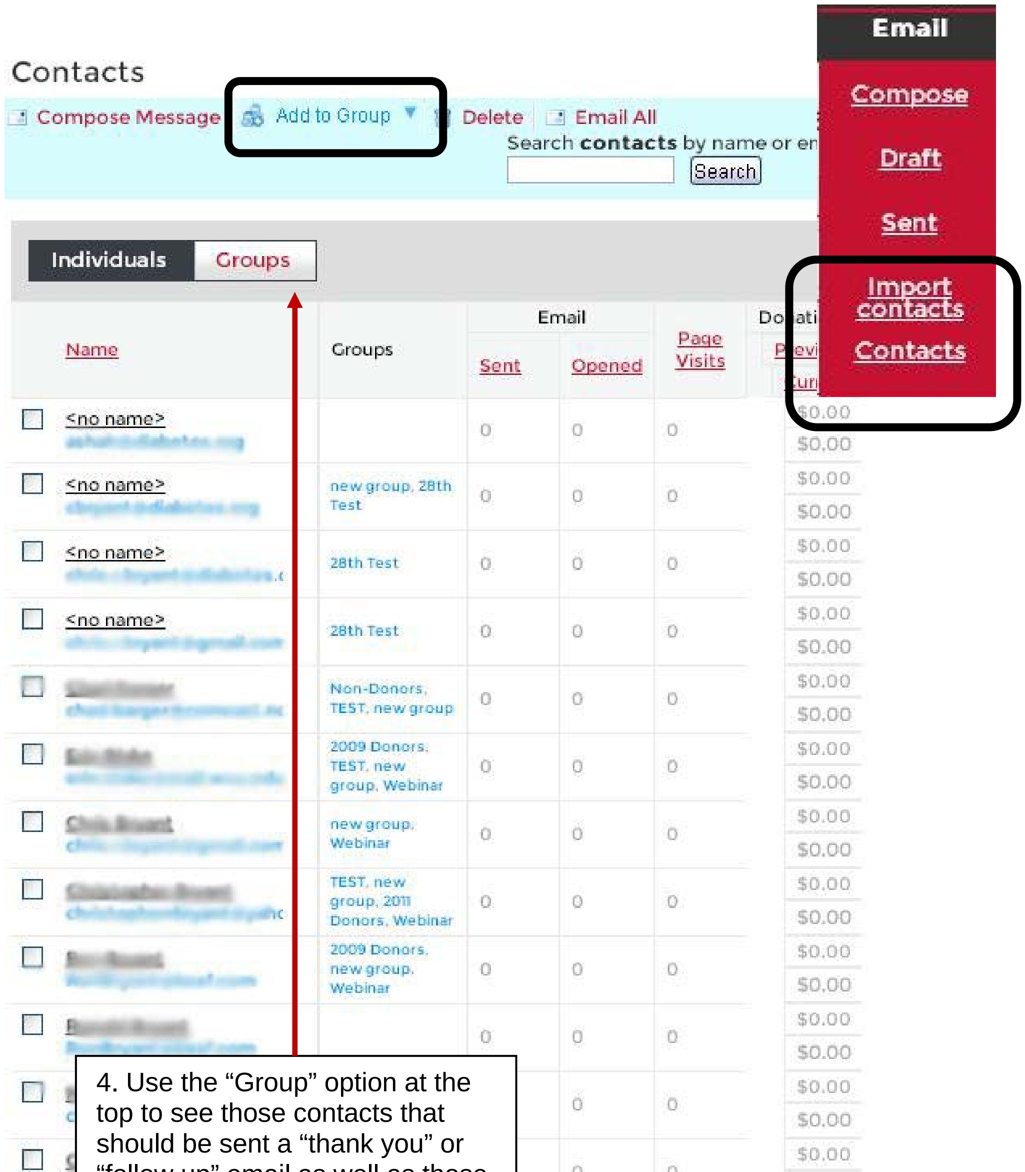
Clicking **Email** and then **Contacts** will allow you to add to, edit and organize your address book.

1. Click **Email** and then **Import Contacts** to add new people. Either by uploading a CSV file or by logging into an online account and copying over that address book.

2. The "Add to Group" feature will allow you to create groups and add in your contacts.

3. Use the check boxes beside each name to add multiple contacts to a group, select multiple contacts to email or to delete multiple contacts at once.

Note: Once you select a contact, you'll need to select an action before you move to the next page (whether adding to a group, composing an email, etc.)



4. Use the "Group" option at the top to see those contacts that should be sent a "thank you" or "follow up" email as well as those that are members of any custom groups.

How to use Groups:

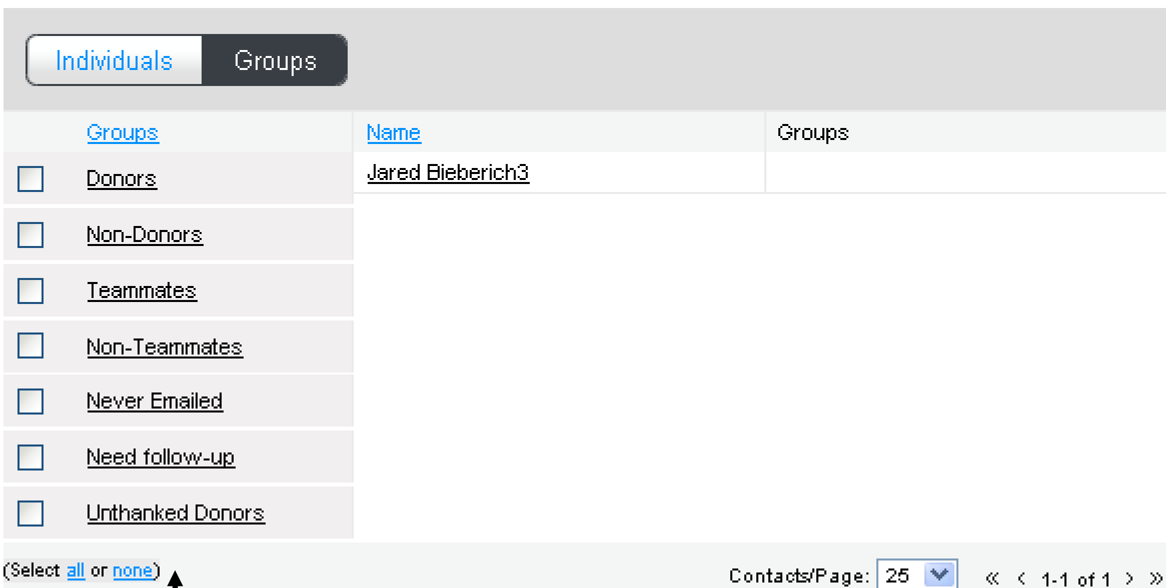
The Contact list can be difficult to handle, especially if you have years of contacts or a lot of contacts entered without email addresses. Setting up some groups in your Participant Center can make things much easier to work with when you get ready to send your emails.

If you have a large contact list with several old and defunct contacts, we recommend creating one large group that is your “Valid Emails” group. You can add all of your good contacts to this group. Then, on your Contacts page, you can use the drop down filter to show only this group to then use this group to add Contacts to other smaller groups.

Once you’ve created a group, you just need to type the name of the Group on the composition page and it will add in all the members when you select the group name. This will prevent you from having to go through multiple pages each time you want to set up an email to go to a large audience.

This feature is exceptionally helpful in keeping track of how you ask different groups of your friends for donations. You can speak to your audiences in different ways by simply writing in different styles for your coworkers versus your family versus your friends, etc. People respond better to support requests when the message is personally relevant to their involvement with you. Make the most of this opportunity.

Managing Groups



Hover over the custom group’s name for an “edit” option to rename the group.

You can also delete groups that you will not be using anymore.

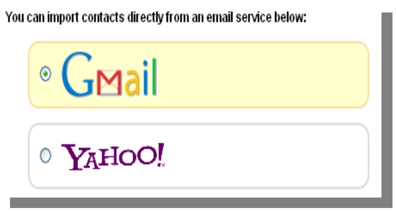
Clicking on the group name will allow you to view your groups’ members. This will apply to all the custom groups you create as well as the default groups.

Removing a Contact:

To remove a contact from a group, click on the contact’s name to enter their profile. On the top will be a grey bar that summarizes their donation history for this event and on the right, lists the groups they’ve been added to. Click the trashcan beside the name of the group you wish to remove them from and they will no longer be pulled up when you use this group.

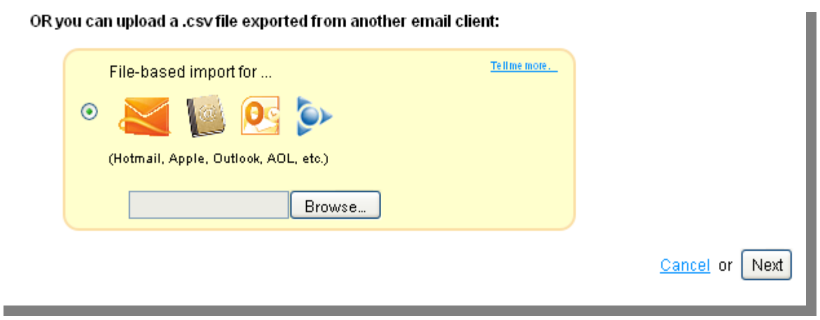
Importing Contacts

No one likes entering all of their contacts by hand! Use this feature to import your existing address books from other sources!



1. Click **Import contacts**. This will open up this new window (left). Choose the source of your address book and click "Next".

2. For an online email account, you'll enter your username and password. You'll then be able to select which contacts from that account you want to copy into your Tour address book.



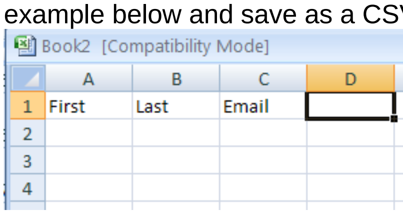
3. For an offline address book, select "Other" and click Next. You will need to export your address book to a CSV file first.

4. Edit your saved CSV file to make sure that only the First Name, Last Name and Email columns are included.

5. Select the file from your computer.

6. Click "Next" to upload your address book.

CSV File Format: The Upload Contacts button will allow you to create a generic CSV file with the headers of: "First", "Last", and "Email". This format is recommended if your offline contacts are stored in a format not available in the drop down mentioned above. Set up your excel file to look like the example below and save as a CSV file to use this feature.

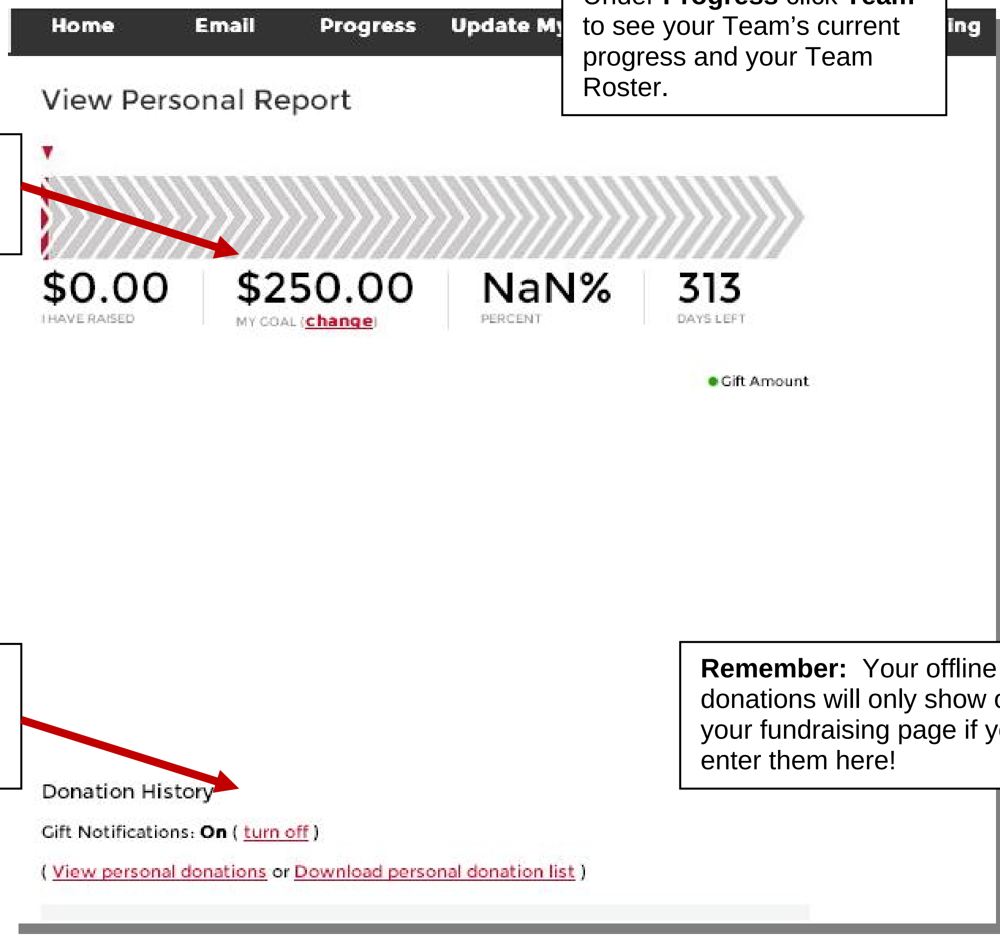


Progress

You can come here to see who has donated to you so you can send them an email thanking them for their generous donation.

Under **Progress** click **Team** to see your Team's current progress and your Team Roster.

Check your progress and update your personal fundraising goal.



Check your donation history and turn your gift notification emails on or off.

Remember: Your offline donations will only show on your fundraising page if you enter them here!