Participant Guide





Make a difference in the fight against brain tumors!

The Participant Center (PC) is your communications and fundraising headquarters. Full of great features, this is where you can get up-to-the-minute information about the event, customize your personal fundraising page, upload photos, send messages, and check on your progress.

This guide will provide you with the necessary information to get you started.

In this guide:

- Customizing your fundraising page
- Address book
- Sending email
- Follow-ups
- My Progress



Race for Hope - DC 5K Run/Walk - www.curebraintumors.org
Presented by Cushman and Wakfield
To benefit the National Brain Tumor Society

Make it personal

CUSTOMIZING YOUR FUNDRAISING PAGE

To customize your personal fundraising page, follow these steps:

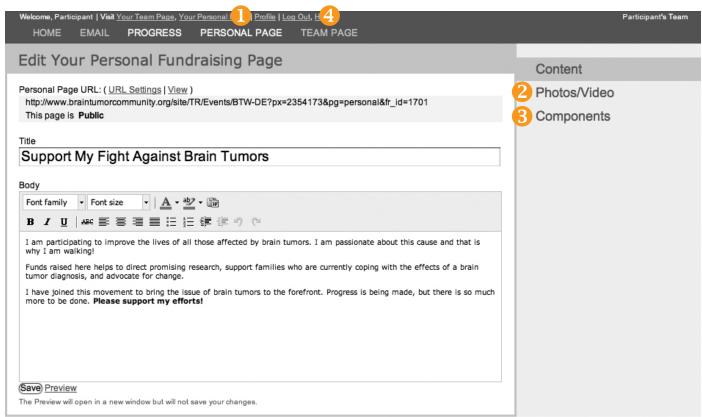
- From your Homepage, click on Personal Page 1.
- Edit body paragraph to include your story and why you're involved. Be sure to save before proceeding to the next step.
- Upload photos or video by clicking on the Photos/
 Video link ② on the right side of the screen. Save.
- In the Components section ③, decide whether you'd like to include the Status Thermometer and Fundraising Honor Roll on your page.

You may preview your page at any time by clicking the Preview link at the bottom of the page.

Please note that previewing the page does not save it - you must press Save.

The Team Captain is the only person who can edit the team page. To customize your team fundraising page, follow these steps:

- From your Homepage, click on Team Page 4.
- Here you can edit the text in the body and upload a photo. Images must be .jpg files.
 Uploaded images will be automatically resized to fit in a 300 x 400 pixel space. The maximum acceptable file size is 4 Mb.



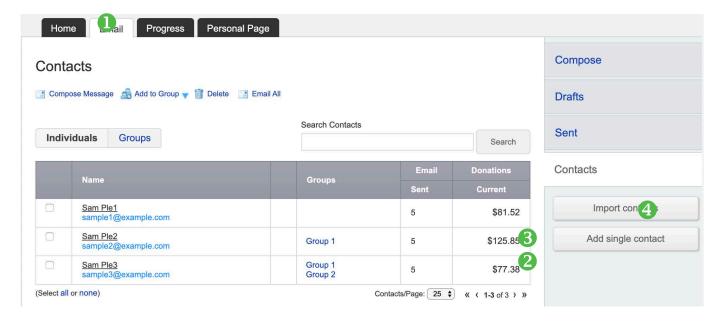
Address Book

CUSTOMIZING YOUR CONTACTS

No need to manually input all your contacts, the PC will help you upload them all in just a few easy steps. Here's how:

- From your PC Homepage, click Email ①.
- Click Import Contacts ② if you use one of the following email providers: Yahoo or Gmail the system will guide you through the process.
- If you do not use one of the providers listed above, you will need to export your contacts as a CSV file. Once you've saved the file, click Upload Contacts **3**.
- To enter just one contact click the Add a Contact button **3**.

The addresses you upload are private and cannot be viewed by anyone but you.



Send an Email

You may write your own email, or, to save time, you can use (or edit) one of several suggested messages.

To send an email:

- From your PC Homepage, click Email 1.
- Click Use Template 2.
- Select from the options provided.
- Edit the message to include your story.
- To enter the email recipients, click choose from your contact list 3. If you did not upload your contact list, enter your contacts manually.
- When you're ready, click send.

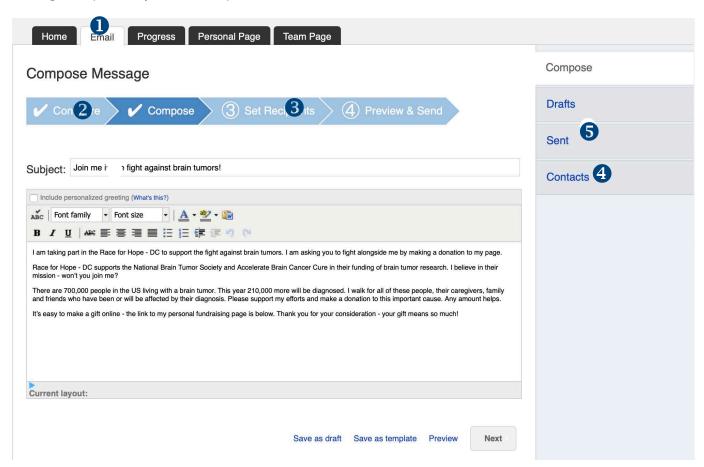
To write your own message, use the blank message template. If you'd like to personalize

each greeting but send the same message, save your email as a template.

Your Participant Center will automatically create groups for you, including, teammates, donors, non-donors, and more! You can send an email to all members of a group by clicking on Groups ④, checking the box next to the desired group(s), and then Send message to selected groups.

Sent messages can be reviewed by clicking Sent **5**. They can also be reused by clicking Forward. When forwarding a message, recipients must be entered manually.

Emails sent through the Participant Center will automatically include a link to your Personal and, if applicable, your Team Pages.



The most effective emails include your personal connection to the cause or the reason why you're participating in the Race for Hope-DC.





Follow-ups

Be sure to thank your donors for their support. We've set up a suggested message to help you do just that.

If sending your thank you emails all at once, you can use the donor group that is automatically created by your PC. If you'd like to thank donors individually, you can view a list of donors by going to the Progress section of your Participant Center.

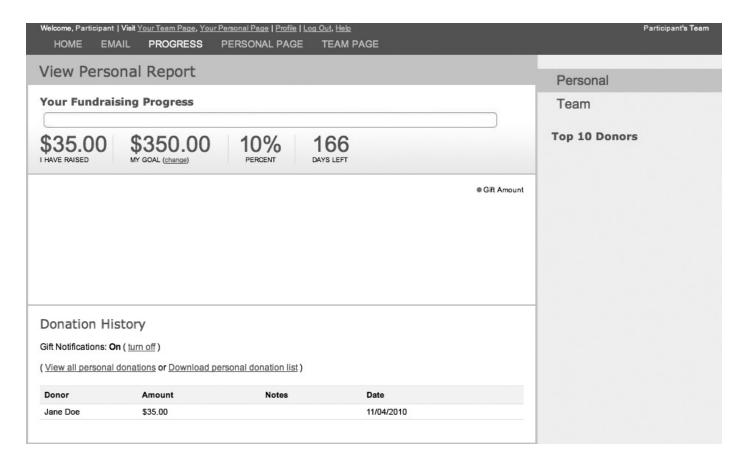


Progress

By clicking on the Progress link you can view both your personal progress and team progress, if you are a team captain.

PERSONAL PROGRESS

This is your go-to page for all things donor related! It will even let you know of any new donors that still need to be thanked!



You may download or print a report of your gift history.

TEAM PROGRESS

Here's where you can check out your team's progress – see how much the team has raised and how close you are to your goal. You can also view the top 10 donors to the team.