

How to Set-up Your Team Online

Not only can you register online, you can also recruit team members and solicit pledges with easy-to-use template. You can:

- Edit personal information.
- Send emails to Team Members to keep them motivated and informed.
- Ask for pledges online and, as pledges come in, watch the goal thermometer grow!
- Send emails to friends, family, neighbours and co-workers asking them to join the team or support your fundraising.
- View all team members to ensure everyone is registered.
- Create a Team Fundraising Page with a team message and photo and set your Team Online Fundraising Goal.
- And you can also create a personal fundraising page with a personal message and photo and set your Personal Online Fundraising Goal. Your (and your team members') fundraising success will be reflected on your Team page!

Get Started:

- 1. Register.** Go to www.walkformemories.com and click on the Register Now button.
 - i. Choose your Walk:** The first step is choosing where you are going to Walk. Select your community from the drop-down list.
 - ii. Choose participant level:** Next, select "Join our event As A Team Captain." Click "Continue".
***NOTE:** The process for individuals or team members is very similar. Your team members will select "Join our event As A Team Member."*
 - iii. Choose your Team Type:** Decide which category your team falls into: Investors Group Team; Care Facility Team; Support Group Team; Family & Friends; Corporate Team; or if none of the other categories fit you, choose General Public Team.
 - iv. Create your team:** Type in your Team Name. This can be a serious name, or one with a little fun to it. Then explain a little about your team – why are you getting together to *Walk*? Who are you? You will be able to expand on this information on your Team fundraising page once you have completed the registration process.
***CAUTION:** If you uncheck the box labelled "Allow people to find my team when searching for a team to join" people will only be able to join your team by responding to one of your email invitations.*
 - v. Fill in your information:** Now you'll be asked to provide your contact information and personal details. You will need to create a login name and a password that you will use to access your webpage. Choose something that is easy to remember, but that is unique to you. ***NOTE:** Your username can't have any spaces in it, and can only include the following characters: A-Z, a-z, 0-9, !, @, #, \$, ^, *, _, = ?*
 - vi. Confirm your information:** You also have a chance to enter your personal fundraising goal and make a donation to support yourself, if you choose.

- 2. Log in.** Log into your account by clicking on the link in the confirmation email you will receive, **OR** through the sign-in screen at www.walkformemories.com. The confirmation email will have the details of your user name and password that you set up when you registered and will be sent to whichever email address you typed in during registration.

You will arrive at the Fundraising Results page of your personalized webspace. From this page you can use the navigation buttons on the left to check your fundraising results, send emails asking people to support you (Get Pledges), ask someone to walk with you (Tell-A-Friend) or even enter the information for cash and cheque donations you have received (Manage Cash or Cheque Pledges).

You can also go to the TEAM page of your webspace to view your current team members, recruit new team members, email your team members, and set up your TEAM webpage!

- 3. Set up your webpage.** Once you have logged in, you can also click on the "Customize Personal Page" button. When you choose to View your donation page, you will see it as visitors will see it. When you choose to Edit your donation page, you will have the ability to customize the page.

Here you have the opportunity to upload an image of you or your team, decide on the look of your fundraising thermometer and post a personal message. This is the page your donors will see so give it your own touch. Add your own text to tell your story or your team's story and give your reasons for participating in the *Investors Group Walk for Memories*.

Click on "browse" to find a photo on your own computer of you or your team for your webpage. Once you select the image, click "upload" to upload the image to your page. *Images must be in .jpg or .gif format and no bigger than 350KB.*

NOTE: Don't forget to also set up your TEAM webpage with a photo and story as well. This makes it easy for those people who want to make a donation to your whole team! Click the TEAM tab at the top of your fundraising page and select *Customize Team Page*.

- 4. Send emails.** Start an email campaign and invite others to support your fundraising. Messages sent from your personal or Team page will include a link for your recipients to follow back to your page, so that they can read your message and donate to the campaign or join your team.

Click on "Get Pledges" to enter the names and emails of friends and family, draft a personalized message, and send invitations to people you'd like to support you with a donation.

NOTE: *You can either send messages through your own email account, or through the online system. If you decide to use your own email account, you'll be directed to send yourself an email with all of the necessary information, and you can then forward that email on to anyone you want to ask to sponsor you.*

However, if you use our email system, it'll keep track for you of who you have asked. You can use the link on your page to check whether they've responded, and follow up with folks if you want.

To send an email:

- a. **Log in.** Once you have successfully arrived at your home page, click the button marked “Get Pledges” and select Option One or Option Two.
 - b. **Enter recipients’ email addresses.** List your recipients’ email addresses, separating each address with a comma (,) or semi-colon (;), for example: bobsmith@example.com, janedoe@example.com
 - c. **Personalize the Subject.** The Subject is what the person to whom you are sending your email will see in their InBox (e.g. Please pledge me in Walk for Memories 2008!)
 - d. **Add your own Personal Introduction.** We’re already written the basic text of your request. But you might want to add your own introduction, so people know that this request is really coming from you. Tell them a little about why you are involved with the *Investors Group Walk for Memories!*
 - e. **Send the email!** Your completed email will include a link directly back to your page.
5. **Recruit team members.** Click on the tab at the top of your personalized webpage labeled “Team” and then click on “Recruit Team Members.” As with the above process, you will need to enter the names and emails of friends and family, draft a personalized message, and send invitations to people you’d like to have join your team. *And once again, just like above, you can either send messages through your own email account, or through the online system. If you decide to use your own email account, you’ll be directed to send yourself an email with all of the necessary information, and you can then forward that email on to anyone you want to ask to sponsor you.*
However, if you use our email system, it’ll keep track for you of who you have asked. You can use the link on your page to check whether they’ve responded, and follow up with folks if you want.
6. **Encourage your team members.** Click on the tab at the top of your personalized webpage labeled “Team” and then click on “Email Team.” You can quickly and easily send out a quick encouragement to your whole team!
7. **Connect with your team members.** Click on the tab at the top of your personalized webpage labeled “Team” and then click on “Message Board.” This is a private message centre for your team that you can easily use to set meeting dates and times, or post encouraging pictures (no more than 200K) and stories, or discuss your fundraising successes and challenges with your team members!