

# 2010 Memory Walk

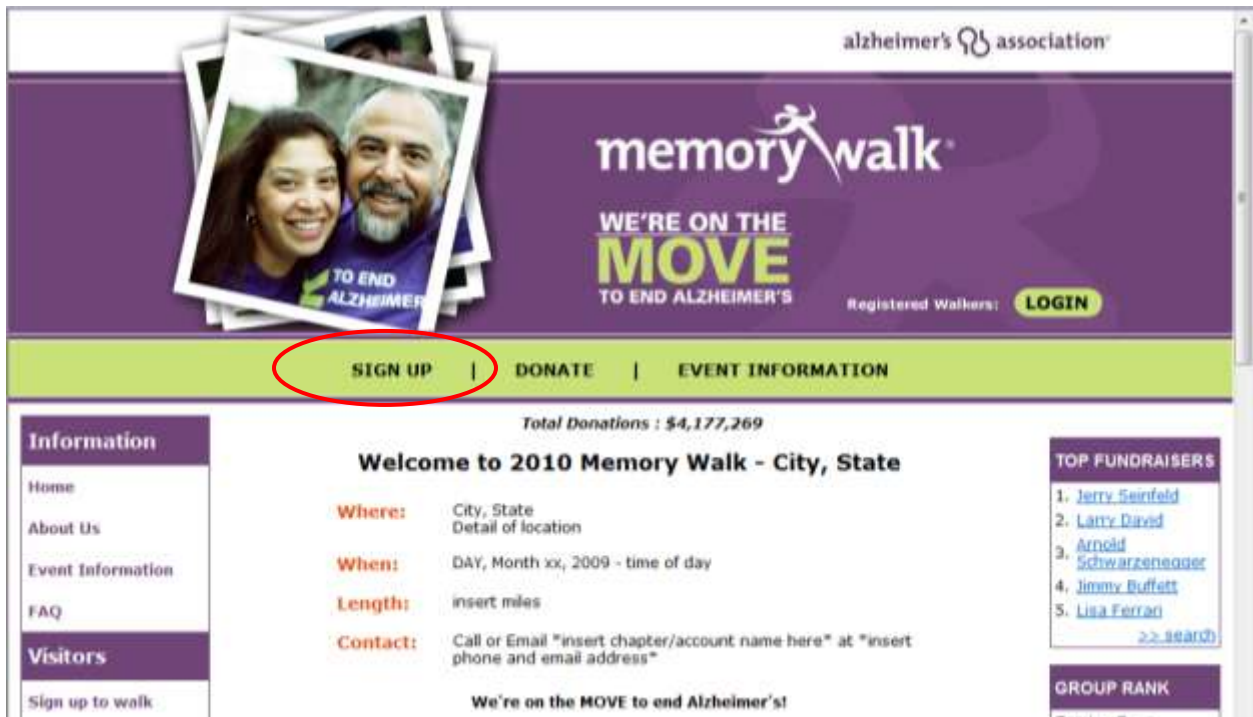
## Online Registration & Participant HQ Instructions

### 1 — Go to [www.alz.org/memorywalk](http://www.alz.org/memorywalk)

- Find your walk using the zip code searcher (you can search by chapter and state too).
- Click on the walk location in your area to be directed to the registration Web site.

### 2 — Register

- Click Sign Up

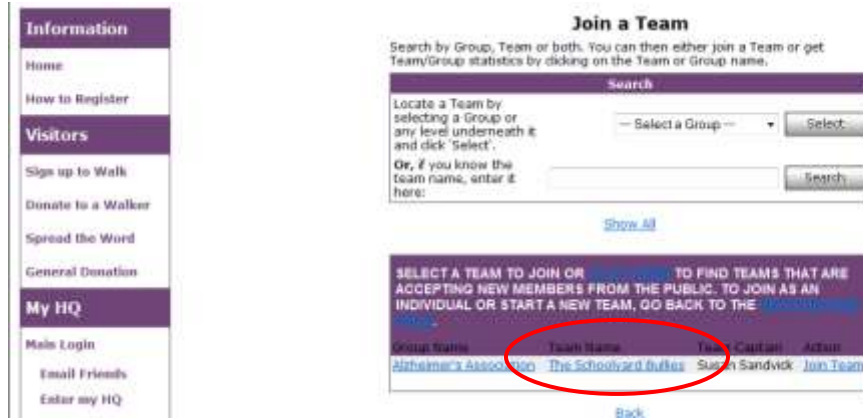


- Read and agree to the participant waiver.
- **To Start a Team:** If you are a Team Captain starting a team, be sure to check if your company/organization is listed under a group. If it is, select that Group and create your team associated with the Group (for example, Group = Genworth, Team = Genworth Striders of Chicago).
  - If you do not see a Group for your team, select Independent Team and type in your team name, and fundraising and recruitment goals.
  - Pick a team fundraising goal (average is \$200/person) and recruiting goal (average is 10-12 team members)

- Then check off the button to display whether or not you are accepting new team members.

- **To Join a Team**

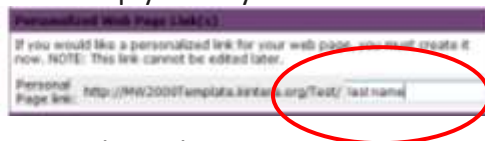
- If your company/organization is listed under a group, search for your team under that Group (for example, Group= Genworth, Team = Genworth Striders of Chicago).
- If you are not a part of a group, search for your team name in the second box
- Once you search for the team it will pop up below the purple box.



- Click on the team and then click Join Our Team
- Sign the waiver again
- Sign up to participate

- **To Join as an Individual** simply click Join as an Individual

- **If you have registered online for a Memory Walk event in the past, click on the autofill link at the top of the page** (*this will populate the fields with your contact information*).
- During registration you will be asked to **create a personalized web page link**. This will be the web link you send to friends and family while doing your fundraising. Our suggestion is you keep this simple and simply write your last name or team name.



- Now that you are registered, you have your own Personal Donation Page to customize and use to begin fundraising! Team Captains also have their own Team Page.
- You will get an email confirming your registration. Keep this registration in a safe place. It will contain a link to your HQ, your username and password, and is validation that you have signed up for Memory Walk.

# Fundraising is easy and enjoyable when using your Memory Walk Personal Headquarters!

Now that you have registered online for Memory Walk, you have access to your very own personal headquarters! Once you are logged into your HQ you can follow the directions below to email friends and family for support, view your fundraising success, email statistics, run donation reports, and even join or start a team if you haven't already!

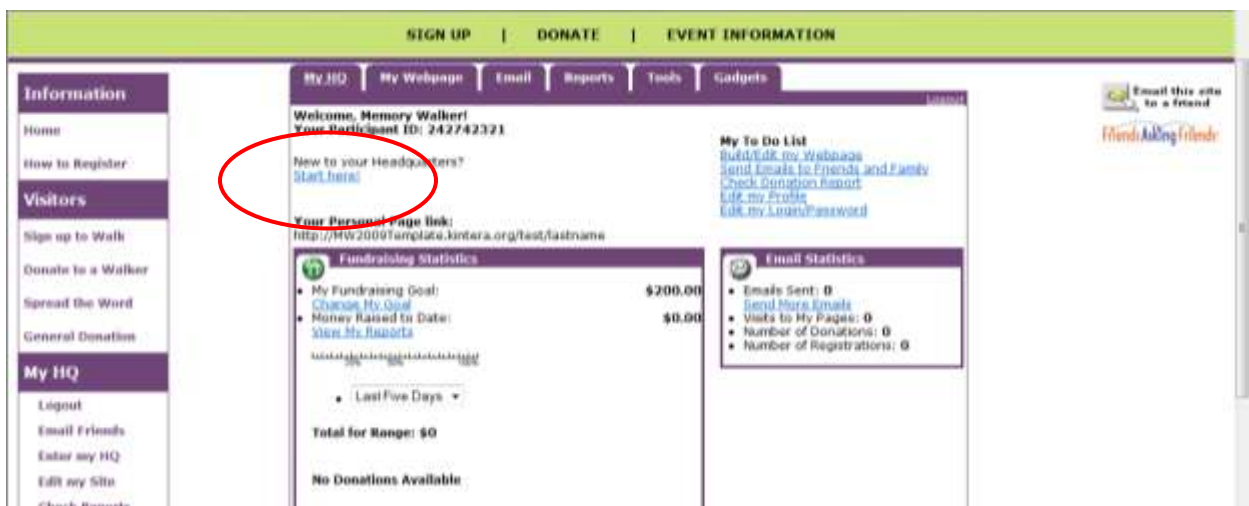
## 1 — Getting started!

- ❑ Via your confirmation email, click "Follow this Link" to get you to your local Memory Walk site.
- ❑ Click on the green **Login** button at the top of the screen



- ❑ Enter your login name and password.

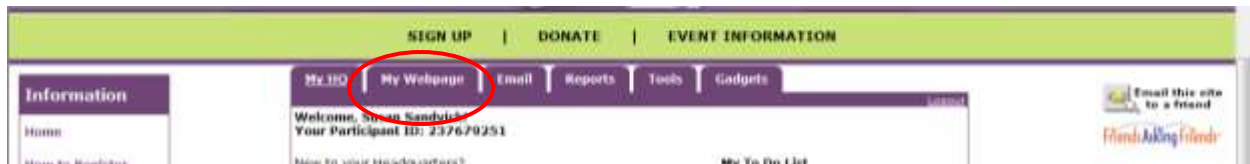
You now have access to a menu of options including email, tools and reports. Use these tools to update your profile, increase your fundraising goal, and more! If you are new to Memory Walk, click "Start Here" for a brief introduction.



## 2 — Creating your personal Web page

There is no better way to spread the word about your commitment to Memory Walk and ask for support in reaching your fundraising goal than emailing your personal Web page to friends and family. Your personal Web page can tell the story of why you are involved.

To access your personal Web page, login to your HQ and click the “My Web page” Tab.



Once you are in “My Web page,” you can edit the text, image and theme of your page.

### Web page Image

You can add an image from the image library to your Web page by clicking “select” under the Web page image header. You can also add a personal picture by clicking “upload.” (All images must be in .jpg or .gif format and not larger than 50kb. The recommended size is 300x234 pixels.)

Don’t forget to title or explain your image by editing the text in the “Caption under image” section. Once you have selected an image, click “submit” at the bottom of the page.

### Web page Text

To tell your story of why you are participating in Memory Walk you can edit the text portion of the Web page or you can choose from one of the already existing templates by clicking the “select” button under the Web page text header. Also remember to click submit at the bottom of the page after making any changes.

### Choose a Theme

Select a theme for your personal Web page by making a selection in the drop down box under the “Choose a Theme” header. Once your theme is selected, click “submit” at the bottom of the page.

### Preview Your Personal Web page!

As you make changes, you can see what your personal page will look like by clicking “View Personal Page” under the “My Web page” tab.

### 3 — E-mailing your personal Web page to friends and family

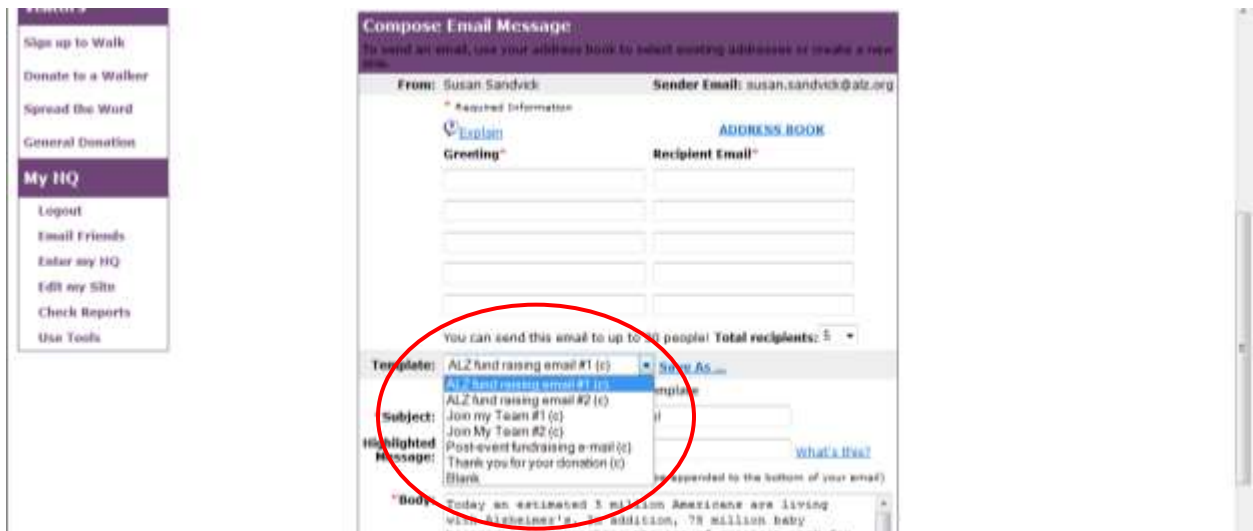
By using the email section of your HQ you can email friends and family requesting donations or you can build your team by asking people to register to walk with you. The email message will automatically include a direct link to your personal Web page where people can easily donate to your fundraising efforts or join your team.

#### Sending e-mails in six easy steps:

1. Login to your HQ and click the “Email” tab.



2. Enter a greeting, for example: Julie, Dear Julie, Mr. and Mrs. Jones, Hello Julie.
3. Enter an email address in the “Recipient Email” field or click “address book” to select an email address from your records. (Directions on how to build your address book are below.)
4. Select an email template from the “Template” drop down box. There are several template choices and a blank e-mail that you may customize and save for future use.



5. Preview email.
6. Send email.

**Remember:** a link to your personal Web page will automatically be included at the bottom of all your e-mail messages.

## Your Address Book

You can add build your address book by adding addresses one at a time or by importing contacts from a data file.

### To add contacts one at a time:

1. Login to your HQ and click the “Email” tab.
2. Click “Address Book.”
3. Click “Add New.”
4. Enter first, last name and email address, then click “submit” if you are finished or click “submit and new” if you need to add another contact.

### To import contacts:

1. Export contacts from your e-mail program to a comma separated values, or CSV, file (.csv). Save this file to your desktop for easy retrieval.
2. Login to your HQ and click the “Email” tab.
3. Click “Address Book Import” underneath the “Email” tab.



4. Select the type of data file you are importing from the “Where is the data coming from” selection box.
5. Select the file to import.
6. Verify the fields are imported into the correct corresponding field.

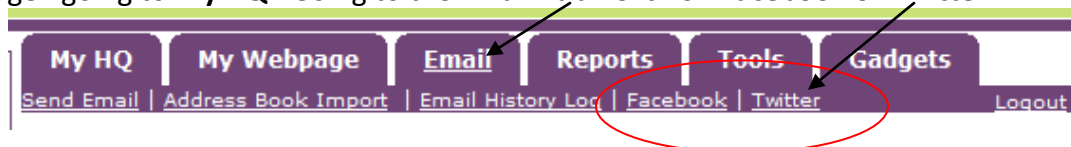
## Email History Log

You can review your sent emails by accessing your email history log.

1. Login to your HQ and click the “Email” tab.
2. Click “Email History Log” under the “Email” tab.
3. The screen will now show who you have emailed and how they have responded.
4. To re-send emails to individuals, check the box next to their names and click the link at the bottom.

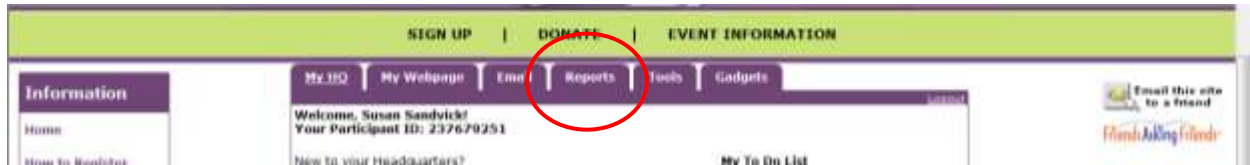
## Facebook or Twitter

Update your Facebook and Twitter status from the Memory Walk websites by logging into their MW page> going to **My HQ**> Going to the **Email Tab**> Click on **Facebook or Twitter**



## 4 — Reports

**Reports:** In your HQ, click on the **Reports** tab. This is your area to view your totals, donor list, and see how close you are to meeting your goal!



To e-mail your donors, select names and click the send button.

To change the fields that currently appear on the donor report, select “choose columns”, select the fields of your choice and then click “ok.”

To export the donor list into an excel spreadsheet. Click “Export XLS.”

To print the donor list, click “Printable.”

## 5 — Tools

There are a number of Tools available to you to make your online Memory Walk experience even greater! From the tools section of your HQ you can enter in offline donations, print donation forms, and edit your personal profile and login information.

### Print Offline Donation Form

You can print donation forms to take with you wherever you go, and give to people who do not want to donate online by logging into your HQ, clicking the “Tools” tab and then selecting “Print Offline Donation Form.”



### Edit Profile

You can update your personal contact or event information at any time by logging into your HQ, clicking the “Tools” tab and then selecting “Edit Profile.” Items that you can update include:

- Personal fundraising goal
- Team fundraising and recruitment goals (Team Captains only)
- Team name (Team Captains only)
- Turn on or off Email notifications (when someone donates to you or joins your team)

### **Edit Login**

You can change your username and password by logging into your HQ, clicking the “Tools” tab and then selecting “Edit Login.”

## **6 — Gadgets**

View your donation honor roll or goal thermometer on your personal web page. Simply copy the code on the Gadgets tab and paste in on your community page.