

2019 Candlelighters Fun Walk Team Captain Toolkit

Step-by-step instructions to set up your Walk Team for success!

1. **Login Homepage**—watch this page to see where your Team is in the overall fundraising standings! We'll have fundraising and non-fundraising prizes to hand out at the Fun Walk, watch your Team Captain Newsletter emails for more information!

<http://give.candle.org/2019FunWalk>

enter username and password

The screenshot shows the website for the 2019 Candlelighters Fun Walk. At the top is the Candlelighters logo with the tagline 'CHILDHOOD CANCER FAMILY ALLIANCE'. Below the logo is a navigation bar with links: Home, About Us, Event Details, Sponsors, Fundraising, FAQ, Contact, and Donate. A red circle highlights the login area, which includes a 'LOGIN' button, a text field for 'enter username', a password field with masked characters, a 'GO' button, and a 'forgot password' link. An arrow points to the password field with the text 'enter username and password'. Below the login area is a 'FIND US ON:' section with Facebook and Twitter icons. The main content area features four orange buttons: 'START A TEAM', 'JOIN A TEAM', 'REGISTER AS AN INDIVIDUAL', and 'DONATE'. Below these is a section titled 'Calling All Walkers!' with a photo of a group of people in blue shirts. To the right of the photo is a '2019 Fun Walk Goal' section showing a goal of \$160,000 and a total raised of \$4,500, accompanied by a progress bar. Below the photo is text about the event on Saturday, September 7, 2019, at Terry Hershey Park, including check-in and registration times. To the right of the photo is a 'Team Honor Roll' section listing top teams by division: Corporate (Constellation - \$3,300.00, MP2 Energy - \$1,000.00), Family (Ellen O'Neal Team - \$100.00), and Community (Crosby BFC - \$100.00). Below the honor roll is a 'Top Fundraisers' section listing Joellen Snow (\$100.00) and Beth King (\$100.00). At the bottom right is a 'COUNTDOWN TO EVENT' section showing 87 days, 20 hours, 22 minutes, and 42 seconds, and a 'Top 5 Teams' section.

2019 Fun Walk Goal:
\$160,000
Total Raised: \$4,500

Team Honor Roll

Constellation
\$3,300.00

MP2 Energy
\$1,000.00

Crosby BFC
\$100.00

Top Teams by Division

Corporate

1. **Constellation** - \$3,300.00
2. **MP2 Energy** - \$1,000.00

Family

1. **Ellen O'Neal Team** - \$100.00

Community

1. **Crosby BFC** - \$100.00

Top Fundraisers

Candlelighters Family Walker

1. **Joellen Snow** - \$100.00

Community Walker

1. **Beth King** - \$100.00

Corporate Team Walker

COUNTDOWN TO EVENT

87 20 22 42
DAYS HRS MINS SECS

Top 5 Teams

2. Once you are logged in, click **“Visit Participant Center”** which will pop up in the circled area above under **“Welcome [your name]”**.
3. If you need help resetting your password, please contact Kelsey Tarpinian at 713-270-4700 or kelseyt@candle.org

- Once you have clicked **“Visit Participant Center”** this will be your page view. **“What do to next”** will help you set up your personal and Team Page, follow these prompts! Click on the **orange tabs** to navigate through your participant center.
- To update your Personal Goal, click **“Change”** under the current goal listed

The screenshot shows the Candlelighters Participant Center dashboard. At the top, the logo for Candlelighters Childhood Cancer Family Alliance is on the left. On the right, a blue box says "WELCOME BACK KESEY! Visit Participant Center Logout", with "Visit Participant Center" circled in red. Below the logo is a navigation bar with links: Home, About Us, Event Details, Sponsors, Fundraising, FAQ, Contact, and Donate. The main content area has a sub-navigation bar with orange tabs: Home, Email, Progress, Personal Page, and Team Page, all of which are circled in red. Below the tabs is an "Overview" section titled "Your Fundraising Progress". It displays four metrics: "I Have Raised" at \$0.00, "My Goal (change)" at \$100.00 (circled in red), "Percent" at 0%, and "Days Left" at 46. Below this is a "What to do next?" section, also circled in red, which lists four tasks: 1. "Setup your Personal Page" (checked), 2. "Add Contacts to Your Address Book" (checked), 3. "Send an Email" (not checked), and 4. "Thank your Donors" (not checked). Red arrows point from the instructions in the text above to the corresponding elements in the screenshot: from "Visit Participant Center" to the top right button, from "orange tabs" to the sub-navigation bar, from "Change" to the "My Goal" field, and from "What to do next?" to the task list.

- Once you have completed a **“What to do to next”** prompt, the check mark will appear. Continue through these until all are done!

7. To update your Personal Page, click on the orange tab titled **“Personal Page.”**

Here you can update your page by:

- A. Personalizing your **URL** so it's easier to share via email, just copy and paste to share
- B. Personalize your page with **verbiage** on why you are walking
- C. Add a personal picture (portrait layout is best for the website) - to do this click on the **“Photos/Video”** box under the text box you just updated. *Photo must be less than 6,000 pixels*

The screenshot shows the 'Edit Your Personal Fundraising Page' interface. At the top, there are navigation tabs: Home, Email, Progress, **Personal Page** (highlighted with a red circle and an arrow), and Team Page. Below the tabs, the title 'Edit Your Personal Fundraising Page' is displayed with a '(View Personal Page)' link. The main content area is divided into sections. The 'Personal Page URL' section is highlighted with a red circle and an arrow, showing the URL 'http://give.candle.org/goto/KelseyTarp' and a note 'This page is Public'. Below this is the 'Title' section with the text 'Welcome to My Personal Page'. The 'Body' section is highlighted with a red circle and an arrow, showing a rich text editor with various formatting options (bold, italic, underline, font family, font size, text color, background color, bulleted list, numbered list, link, unlink, undo, redo) and a sample text about walking in the Candlelighters Fun Walk. At the bottom left, there is a sidebar with three options: Content, **Photos/Video** (highlighted with a red circle and an arrow), and Components. At the bottom right, there are 'Preview' and 'Save' buttons, with a note 'The Preview will open in a new window, but will not save your changes.'

8. To update your Team Page, click on the orange tab titled **“Team Page.”** (Only Team Captains have access to this page) Here you can update your page by:
- A. Personalizing your **URL** so it's easier to share via email, just copy and paste to share
 - B. Personalize your page with **verbiage** on why you are walking
 - C. Add a personal picture (portrait layout is best for the website) - to do this click on the **“Photos/Video”** box under the text box you just updated.

The screenshot shows the Candlelighters Childhood Cancer Family Alliance website. The top navigation bar includes links for Home, About Us, Event Details, Sponsors, Fundraising, FAQ, Contact, and Donate. A welcome message for Kelsey is visible in the top right corner. The main content area displays the 'Team Page' editing interface. A red circle highlights the 'Team Page' tab in the top navigation. Another red circle highlights the 'Edit Your Team Fundraising Page' header. A third red circle highlights the 'Team Page URL' field, which shows the URL: <http://give.candle.org/go/TeamTarpinian2018>. A fourth red circle highlights the 'Body' text area, which contains a sample fundraising message. A fifth red circle highlights the 'Photo' upload section, which includes a 'Choose File' button and a 'Save/Upload' button. A green message box indicates that the photo information was updated.

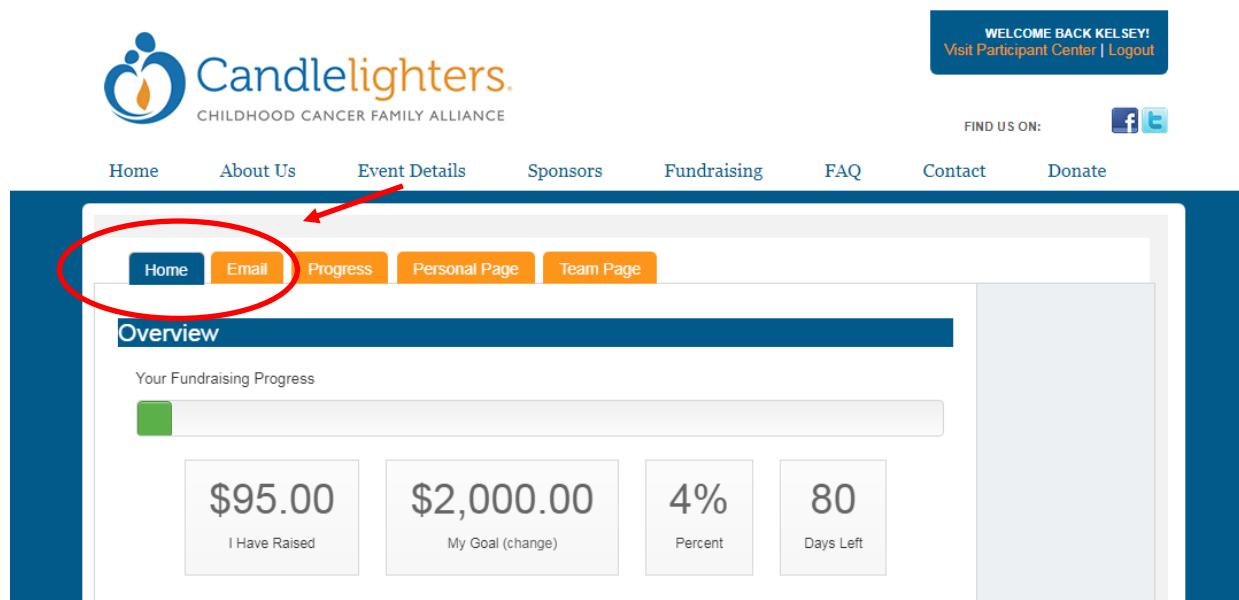
9. To update your Team Goal, click on the orange tab titled **“Progress”** and scroll down to where you can toggle between **“Personal”** and **“Team”** - this is also where you can see donations made to your personal page vs. donations made to the entire Team.

The screenshot shows the Candlelighters website interface. At the top, the logo for Candlelighters (Childhood Cancer Family Alliance) is on the left, and a welcome message for 'KELSEY!' is on the right. Below the logo is a navigation bar with links: Home, About Us, Event Details, Sponsors, Fundraising, FAQ, Contact, and Donate. A secondary navigation bar contains tabs: Home, Email, Progress (highlighted with a red circle and an arrow), Personal Page, and Team Page. The main content area is titled 'View Personal Report' and shows 'Your Fundraising Progress' with a progress bar. Below this are four boxes: '\$0.00 I Have Raised', '\$100.00 My Goal (change)', '0% Percent', and '46 Days Left'. A yellow banner below these boxes says 'Install the latest Adobe Flash Player to view a chart of your progress: Adobe Flash Player Download Center'. The 'Donation History' section shows 'Gift Notifications: On (turn off)' and a link to '(View personal donations or Download personal donation list)'. Below this is a table with columns: Donor, Amount, Notes, Date, and Actions. The table currently shows 'No donations found.' At the bottom left, there is a toggle switch between 'Personal' (highlighted with a red circle and an arrow) and 'Team'.

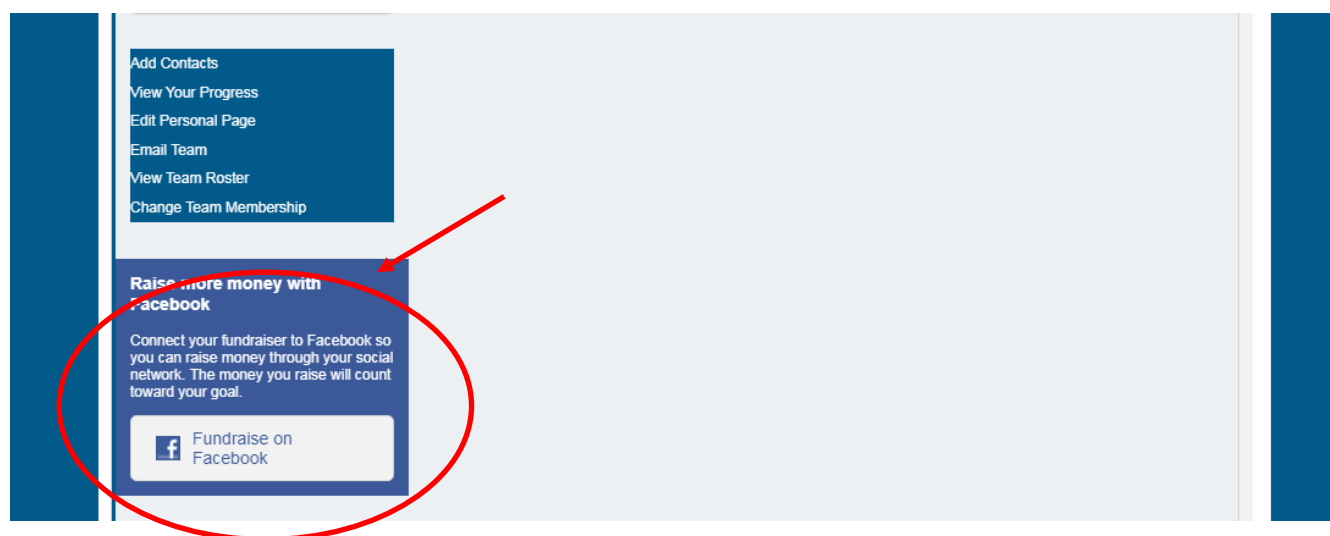
Now your Team is ready to roll!

10. Enabling **“Fundraise With Facebook”** - this **NEW** feature links your participant center with a Facebook Fundraising page so donations will count and be tracked in both places! Thanks to the everchanging rules of the Facebook News Feed, this helps ensure EVERYONE will see your efforts for the Fun Walk! *(aka copying and pasting your Walk page URL just doesn't cut it anymore)*

- A. At the very bottom of your participant center homepage you will see “Fundraise with Facebook”



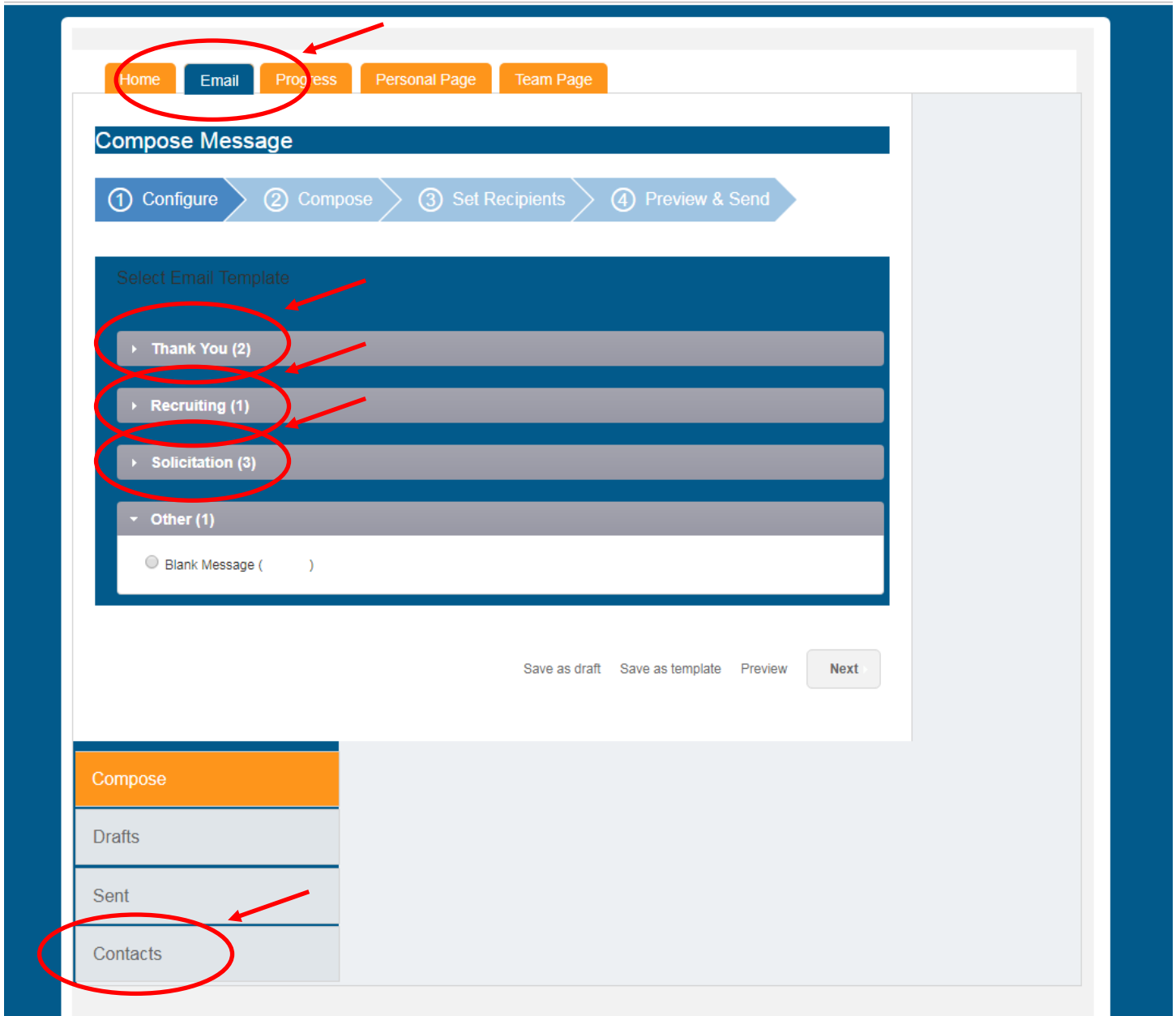
Make sure you are on the HOME page and then scroll all the way down:



- B. Follow the prompts to connect with your Facebook login!

Note: the text in your Facebook Fundraiser will auto-populate to what you wrote on your Personal Fun Walk Participant Center page. If you have not updated this, please go back to step 7. You can update Facebook later but why do the work twice?

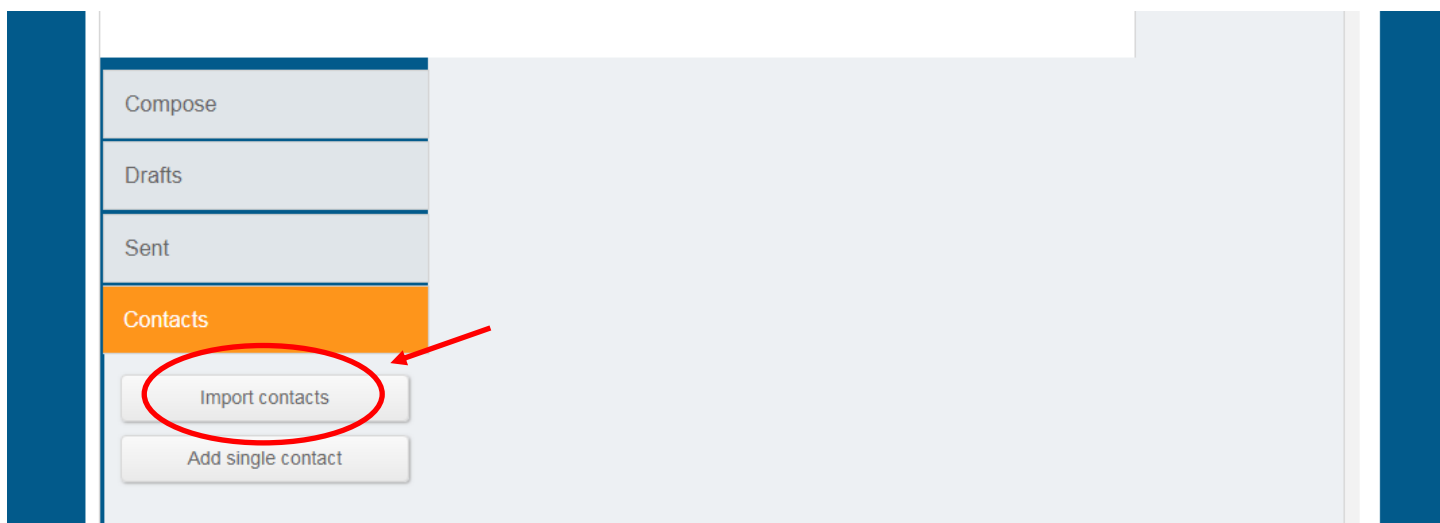
11. Click on the orange tab titled **"Email."** Here you will see the email templates we have created to help you **recruit** team members, **solicit** donations, and **thank** your team members and donors.



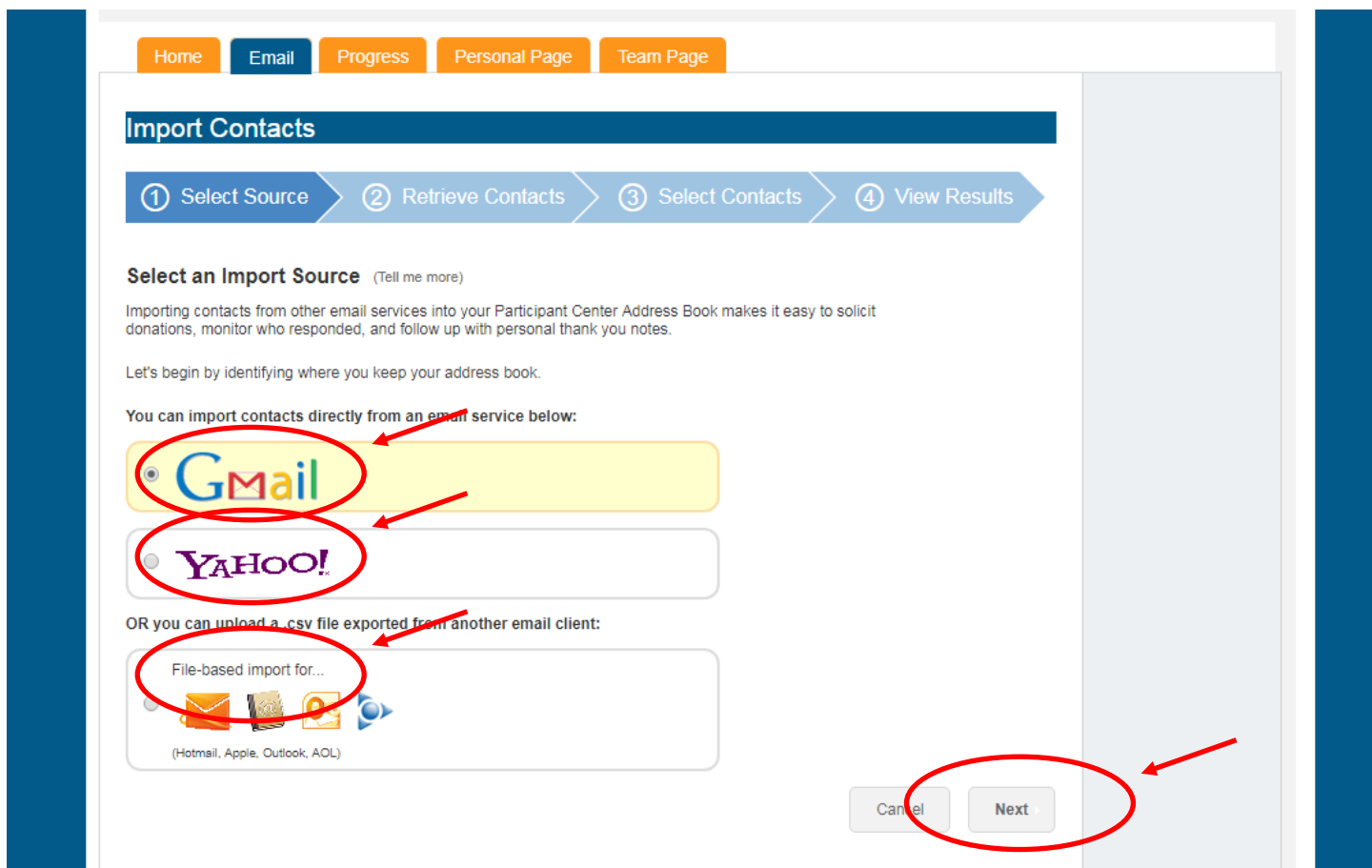
12. Before you can do any of this though, you will need to import your contacts. Click on **"Contacts"** in the box at the bottom of the page.

*If you plan on using your personal email you can simply go back to either your Personal Page or Team Page and highlight, copy, and paste, your personalized URL to share and skip this step. You can highlight and copy and paste the template emails into your personal email as well if you would just like to use them as examples. **The benefit to using this email tool is that once someone donates to your page they are uploaded into your contacts on the site and readily available for next year's walk!***

13. At the bottom of this page you will see **“Import Contacts”** click here.



14. You will then be brought to this page where you can easily link your **gmail** or **yahoo** account, and/or **upload a file** that has your contact list. Choose your desired contact database and click **“Next.”**



15. Follow the prompts until contacts are uploaded. *You may repeat this step for multiple accounts.*

16. Once you've completed your contact upload, click on the orange tab title **"Email"** if not redirected there automatically.
17. To begin recruiting Team Members click on **"Recruiting"** and select **"Join My Team"** and then click **"Compose"** and then **"Next."**

The screenshot displays the 'Compose Message' interface. At the top, there is a navigation bar with tabs: 'Home', 'Email', 'Progress', 'Personal Page', and 'Team Page'. The 'Email' tab is highlighted. Below the navigation bar, a progress bar shows four steps: 1. Configure, 2. Compose, 3. Set Recipients, and 4. Preview & Send. The 'Compose' step is currently active. Under the 'Select Email Template' section, there are several categories: 'Thank You (2)', 'Recruiting (1)', 'Solicitation (3)', and 'Other (1)'. The 'Recruiting (1)' category is expanded, showing a single option: 'JOIN MY TEAM ()'. Below the template selection, there are buttons for 'Save as draft', 'Save as template', 'Review', and 'Next'. The 'Next' button is highlighted. On the left side of the interface, there is a sidebar with a list of items: 'Compose', 'Drafts', 'Sent', and 'Contacts'. The 'Compose' item is highlighted.

18. These are the same steps you will follow to send emails to solicit donations and thank donors.

19. On this page you can **personalize/update the email subject and body of the text** for your email. Copying and Pasting your Team Page link into your emails is highly recommended. Once the email text is ready, click **“Next.”**

The screenshot shows the 'Compose Message' interface. At the top, there are navigation tabs: Home, Email, Progress, Personal Page, and Team Page. Below these is a progress bar with four steps: 1. Configure (checked), 2. Compose (active), 3. Set Recipients, and 4. Preview & Send. The 'Subject' field is circled in red and contains the text 'Join my Candlelighters Fun Walk Team'. Below the subject field is a rich text editor with a toolbar. The text in the editor is circled in red and contains the following content: 'It is time for the 2018 Candlelighters Fun Walk and I would love for you to join my walk team! I walk in honor and memory of all the childhood cancer families that Candlelighters helps each day right here in Houston. The money raised at the Fun Walk helps send families to their annual family camp, Camp CLIFF (Children Loved In Families Forever) – a weekend camp where the whole family gets to take a vacation from childhood cancer. I would love your support! There are two ways to support me in my efforts 1. Please come and walk with me on Saturday, September 8 at Terry Hershey Park - join my team and register online and start raising money alongside me! 2. Make a donation to my team - online or send to the address below Thanks so much! [ENTER YOUR NAME]'. Below the text editor, there are buttons for 'Save as draft', 'Save as template', 'Preview', and 'Next'. The 'Next' button is circled in red. On the left side of the interface, there is a sidebar with buttons for 'Compose', 'Drafts', 'Sent', and 'Contacts'.

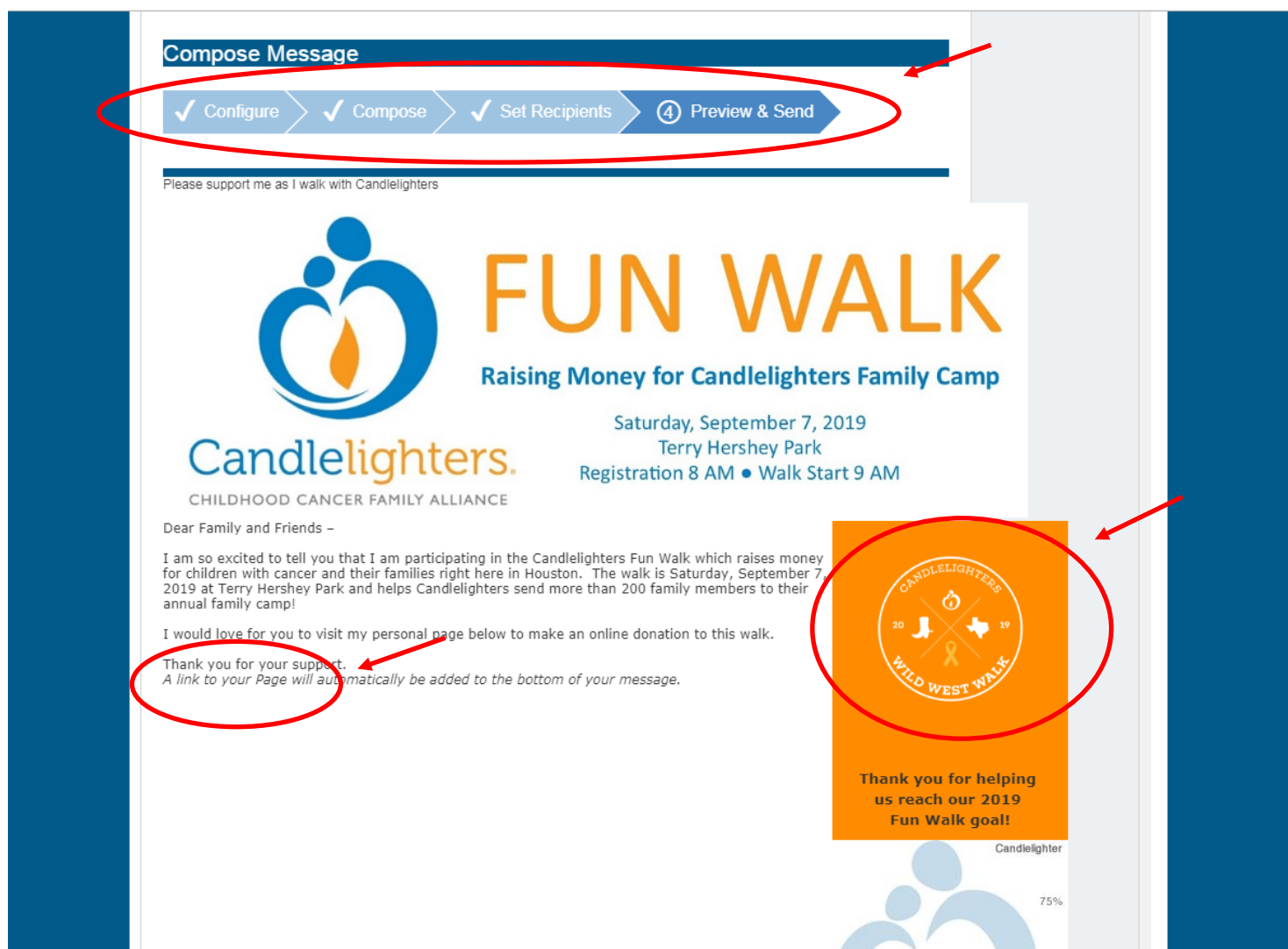
20. On this page you can select which contacts you've uploaded to send this email to. You will also see that you can add contacts here either one at a time (**Add Contact**) or multiple (**Import Contacts**).
21. To select to send a contact, **click the box** next to their name.
22. To select all contacts, **click the box a at the top left of the grey box next to "Name" and "Email."** Once selected they will all appear in the box on the right, **"Recipient List."**
23. Once your **"Recipient List"** is ready, click **"Next."**

The screenshot shows the 'Compose Message' interface with the following elements highlighted:

- Buttons:** 'Add Contact' and 'Import Contacts' buttons are circled in red.
- Available Contacts:** A table with columns 'Name' and 'Email'. A checkbox in the top left corner of the table is circled in red.
- Recipient List:** A table with columns 'Name', 'Email', and 'Actions'.
- Next Button:** A 'Next' button is circled in red.

The interface also includes a progress bar with steps: 1. Configure, 2. Compose, 3. Set Recipients (current step), and 4. Preview & Send. At the bottom, there are links for 'Save as draft', 'Save as template', 'Preview', and 'Next'.

24. Once your Recipient List is final you will see the final preview of your email. **To go back and edit any step of the process, select the step you'd like to edit in the blue arrow along the top of the page.** You can see from this example you may want to edit the spacing in the body of the email, to do this you would select **"Compose"** on the blue arrow line.
25. You can see this is branded with your **Wild West Walk** image as well as our thermometer of \$\$ raised to date. This is another perk of using our system! By clicking on the Wild West Walk image in the right margin, your email recipients will automatically be taken to the Fun Walk website. It also clarifies that a **link to your page** will be added to the bottom of the email!



26. Once your email has been reviewed and is final, scroll to the bottom of the page and click **“Send.”**



27. Congratulations! You’ve sent an email! *Statistics show that participants who utilize the online fundraising components can raise up to 11 times MORE than walkers who don’t. Thank you for going above and beyond to help Candlelighters provide every day needs AND unique experiences for families of children with cancer in Houston.*
28. With any questions along the way, please don’t hesitate to reach out to Kelsey Tarpinian at 713-270-4700 or kelseyt@candle.org

**THANK YOU FOR WALKING WITH US AND RAISING FUNDS
FOR CHILDHOOD CANCER FAMILIES!**