

# 2020 Candlelighters Fun Walk

## Participant Toolkit

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

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

<http://give.candle.org/2020FunWalk>

enter username and password here

**2020 Candlelighters Fun Walk**

**START A TEAM** **JOIN A TEAM** **REGISTER AS AN INDIVIDUAL** **DONATE**

**Walking Alongside Childhood Cancer Families Every Step of the Way!**

Join us for the 2020 Fun Walk benefiting Candlelighters. Candlelighters serves children with cancer and their families receiving treatment in the Texas Medical Center and provides all of its services and programs at NO COST to these families. Monies raised from the Fun Walk help fund all of Candlelighters programs and services for childhood cancer families, including Candlelighters Camp CLIFF – our annual family camp for children with cancer as well as their siblings and parents - *because one day, cancer will be gone, but families will be here forever.*

**Saturday, September 12, 2020**  
**Terry Hershey Park**  
15200 Memorial Drive at Eldridge  
Houston, Texas 77024

Check-In and Registration: 8 AM  
Walk Begins: 9 AM

**2020 Fun Walk Goal: \$200,000**  
**Money Raised: \$3,800.00**

**Days Until Walk: 121**

**Top 5 Teams**

- 1 - Team Tarpinian (\$200.00)
- 2 - Wheeler's walkers (\$100.00)

**Team Honor Roll**

**Team Tarpinian \$200.00**  
**Wheeler's walkers \$100.00**

**Top Teams by Division**

**Community**

- 1. Team Tarpinian - \$200.00
- 2. Wheeler's walkers - \$100.00

**Top Fundraisers**

**Candlelighters Family Walker**

**Community Walker**

- 1. Kelsey Tarpinian - \$200.00
- 2. Lynn Wheeler - \$100.00

**Corporate Team Walker**

**Top Donors**

- Company MP2
- Energy
- David Hartz
- Facebook Fundraiser
- Kelly Diner

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 [kelseyt@candle.org](mailto:kelseyt@candle.org)

4. 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 steps to set up your participant center.

The screenshot shows the Candlelighters Participant Center dashboard. At the top, the Candlelighters logo (CHILDHOOD CANCER FAMILY ALLIANCE) is on the left. On the right, a blue box says "WELCOME BACK KELSEY" with links for "Visit Participant Center" and "Logout". Below this is a "FIND US ON:" section with Facebook and Twitter icons. A navigation bar includes links: Home, About Us, Event Details, Sponsors, Fundraising, FAQ, Contact, and Donate. The main content area has tabs for Home, Email, and Profile. Under the Home tab, it says "Thank you for registering! Here are some ideas to get you started!" followed by three numbered steps: 1. Set a personal and team GOAL!, 2. Personalize your participant page with WHY you are walking and upload a picture!, and 3. Import your email contacts and send emails asking for support!. Below this is a "What to do next?" section with five items, each with a numbered circle and a checkmark: 1. Set up your Personal Page (Customize your Personal Page with a story about why you are raising funds for this cause.), 2. Add Contacts to Your Address Book (Add contacts to email from your personal Address Book on our site.), 3. Send an Email (You have sent no emails to your family or friends. Add them to your Address Book and email them about your fundraising effort.), 4. Thank your Donors (You have 1 unthanked donations. Thank your donors!), and 5. Set a Goal (You have reached 20% of your goal. Can you set a). To the right of this section is a blue box titled "YOUR FUNDRAISER IS CONNECTED TO FACEBOOK!" with text about using Facebook's fundraising tools, a URL (https://www.facebook.com/donate/2480821196342), a "Copy" button, and a "Go to Facebook Fundraiser" button. Below this is a "Recent Activity" section with two entries: "Melanie Murphy donated \$200.00" dated May 04, and "You joined 2020 Candlelighters Fun Walk" dated Apr 22.

5. Once you have completed a **“What to do to next?”** prompt, the check mark will appear. Continue through these until all are done!
6. We HIGHLY suggest at least completing **“Step 1: Set up your Personal Page”**, before connecting your Fun Walk Fundraiser to Facebook. Whatever text you write or pictures you use, etc. will automatically be used on your Facebook connected Fundraiser.

7. Simply scroll down on the home page of your Participant Center (the page with all the prompts) to update your **Personal Page**.
  - A. Set a personal fundraising **"Goal"**
  - B. Personalize your **"URL"** so it's easier to share via email—suggested title would be: **YourName\_CandleFunWalk2020**
  - C. Personalize your page **"Title"** and **"Body"** text by clicking **"Edit Content"** with why you are walking and raising funds for Candlelighters

The screenshot shows the 'Me' tab of the Participant Center. On the left, there's a 'Your Fundraising Progress' section with a progress bar from \$200.00 to \$1,000.00 and an 'Edit Goal' button circled in red. Below it is a 'Badges' section. Further down is a 'Personal Donations' table with one entry: Melanie Murphy, May 4, \$200.00. On the right, the 'Personal Page' section is visible. It includes a 'Personal Page URL' field with a 'Click here to customize your URL' button circled in red. Below that is a 'Title' field with the text 'Welcome to Kelsey's Page' and an 'Edit Content' button circled in red. The 'Body' section contains a long text area with a sample message about the 4th anniversary of Candlelighters Houston. At the bottom, there's a 'Photos/Video' section with a video thumbnail titled 'Camp CLIFF - 2018' and an 'Update Media' button circled in red. Red arrows point to each of these four buttons.

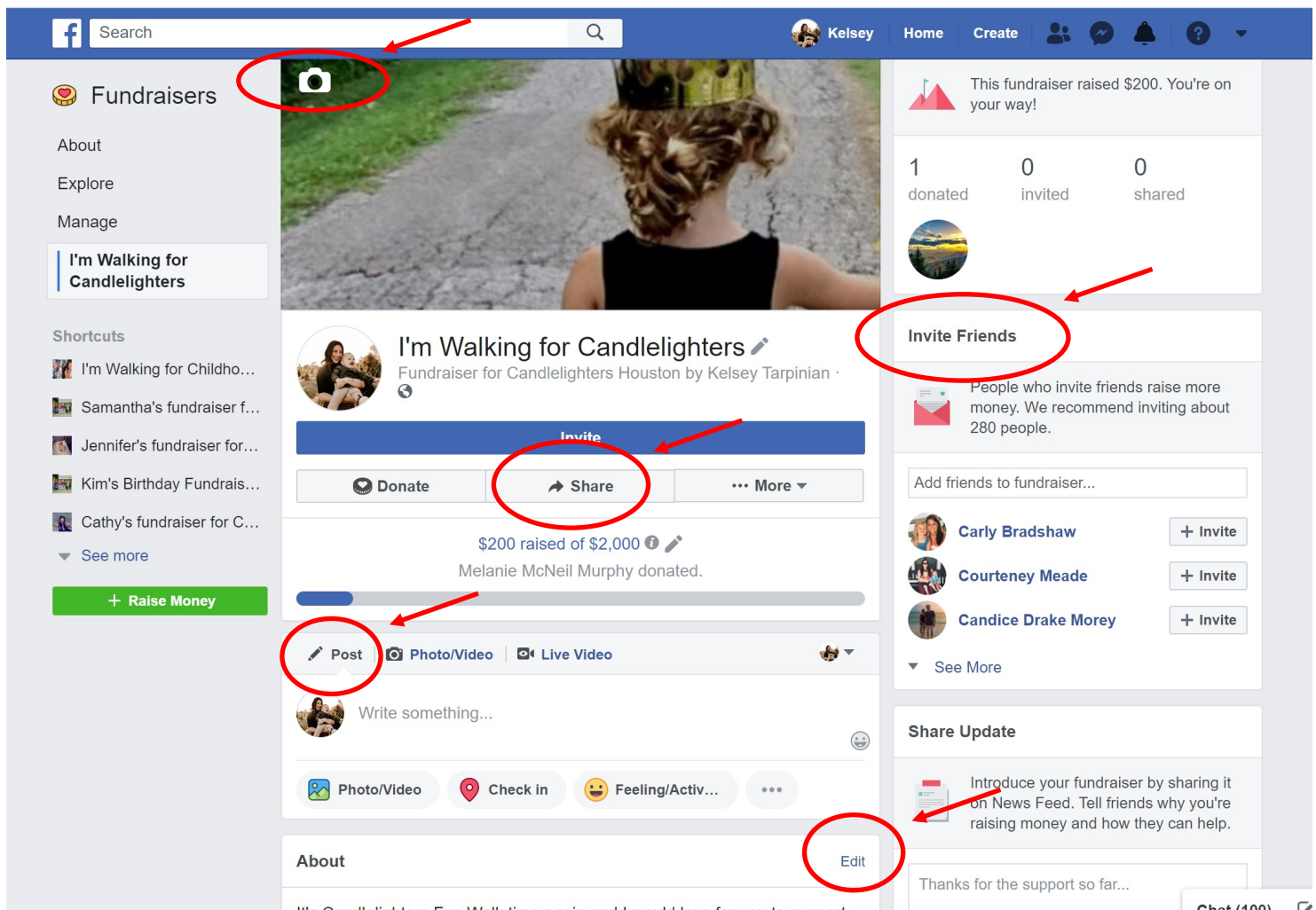
- D. Add a personal picture or video (portrait layout is best for the website) - by clicking **"Update Photo/Media"**.  
*Photos must be less than 6,000 pixels*

8. Connecting your **“Fundraiser With Facebook”** - this feature links your participant center with a Facebook Fundraiser so donations will count and be tracked in both places! Thanks to the everchanging rules of the Facebook News Feed Algorithm, this helps ensure EVERYONE will see your efforts for the Fun Walk! *(aka DO NOT copy and paste your Walk page URL into Facebook—only use that for email)*
9. Scroll up to the top of the page and click **“Connect to Facebook.”** 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? Note: if you share a computer with a spouse or anyone in your house, make sure your Facebook account was the last logged into before clicking “Connect to Facebook”

The screenshot shows the Candlelighters Participant Center dashboard. At the top, there's a navigation bar with links: 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 is titled 'What to do next?' and lists several tasks: 1. Set a personal and team GOAL!, 2. Personalize your participant page with WHY you are walking and upload a picture!, and 3. Import your email contacts and send emails asking for support!. Below these are five numbered steps: 1. Set up your Personal Page (checked), 2. Add Contacts to Your Address Book (checked), 3. Send an Email (3 items), 4. Thank your Donors (4 items), and 5. Set a Goal (5 items). On the right, a blue box titled 'YOUR FUNDRAISER IS CONNECTED TO FACEBOOK!' contains a Facebook donation link and a 'Go to Facebook Fundraiser' button, which is circled in red with an arrow pointing to it. Below this is a 'Recent Activity' section showing two entries: 'Melanie Murphy donated \$200.00' on May 04 and 'You joined 2020 Candlelighters Fun Walk' on Apr 22.

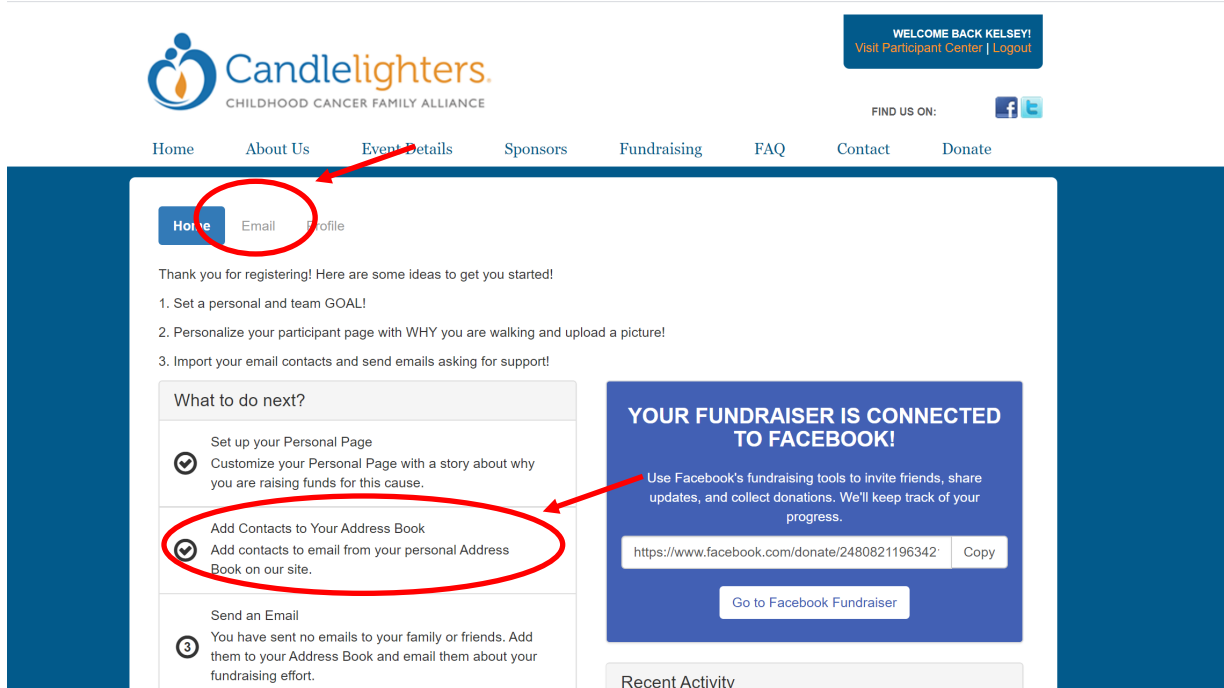
10. Once connected to Facebook, you can do the following:

- A. Change your Fundraiser **Photo** by clicking on the **“Camera Icon”** in the top left corner of the photo header
- B. Make **“Edits”** to the **“About”** section—or WHY you are Walking and raising funds
- C. **“Share”** to your page—here your friends will see your Fundraiser show up in their News Feed *Tip: do this sporadically up until Fun Walk Day!*
- D. **“Invite”** Friends to see your Fundraiser
- E. **“Post”** messages in your Fundraiser to encourage others to give and thank those who have.



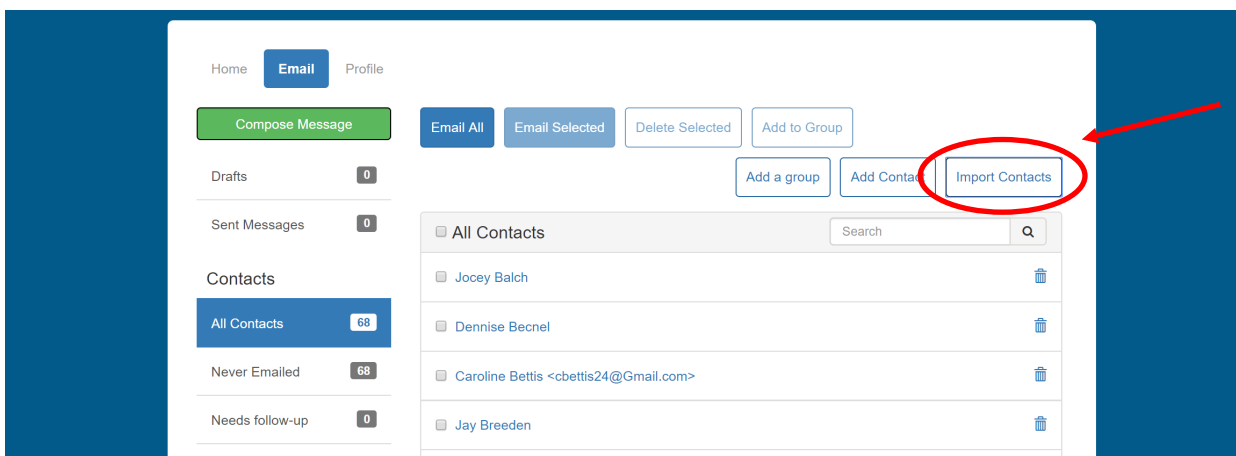


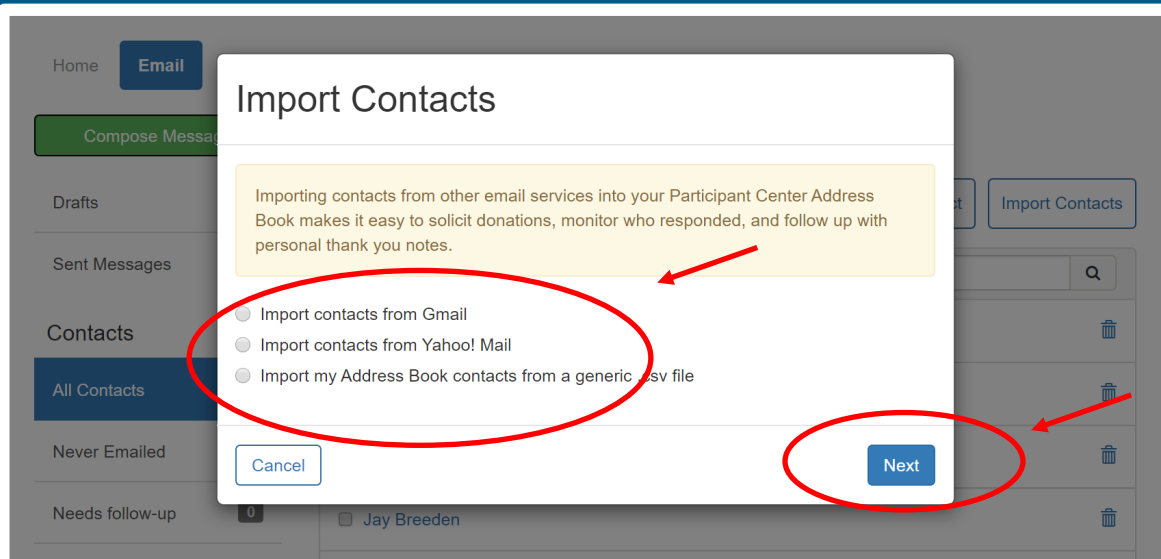
11. Another way to reach people to ask for donations is via **Email**. Head back over the Fun Walk website and, from your Home Page, either click on Step 2 under **“What to do Next?”** or click on the **“Email”** tab at the top of the page.



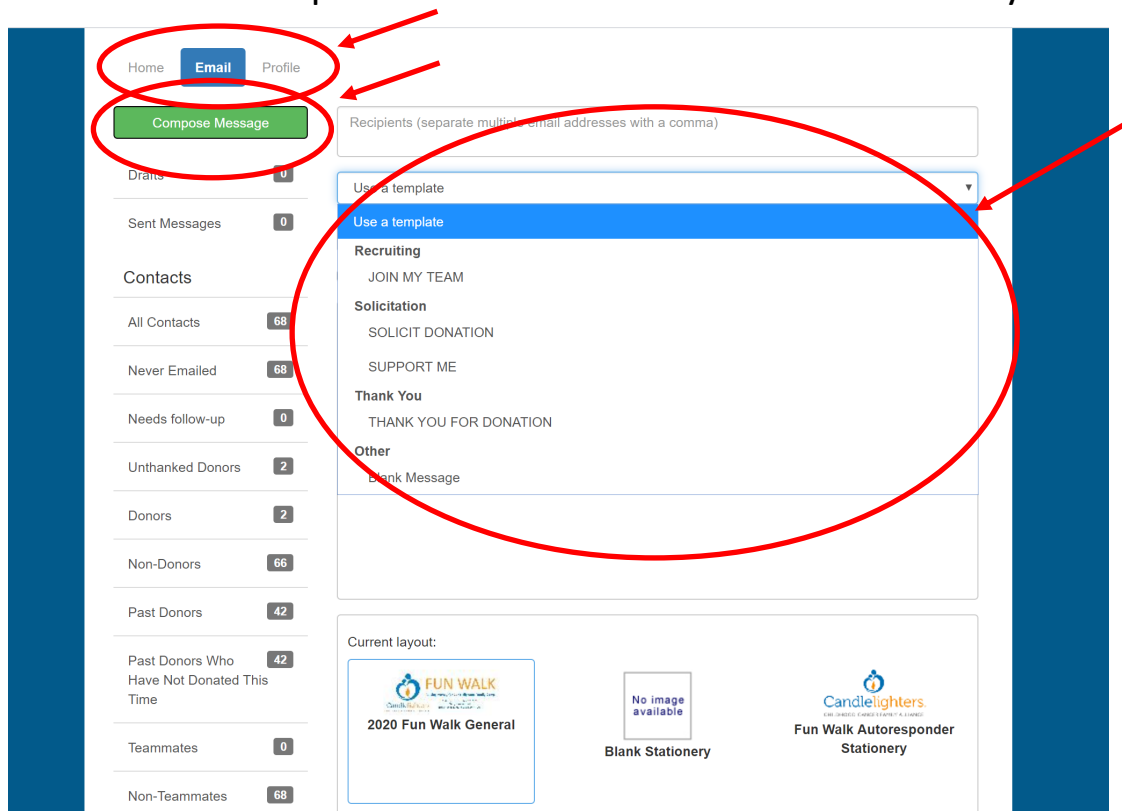
12. Before you can email anyone, you will need to import your contacts. Click on **“Import Contacts”** on the right side of the page.

*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!*

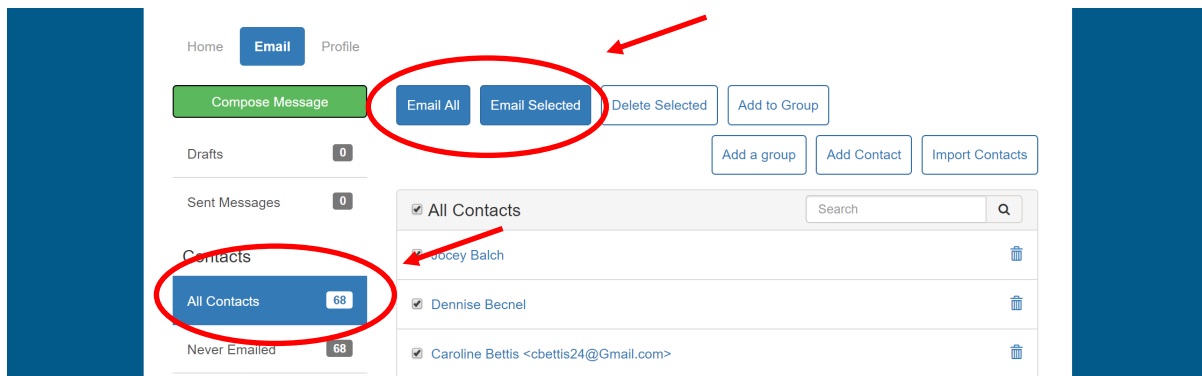




13. You will then be brought to this page where you can easily link your **Gmail** or **Yahoo** account, and/or **upload a file** that has your contact list. Choose your desired contact database and click **“Next.”**
14. Follow the prompts until contacts are uploaded. *You may repeat this step for multiple accounts.*
15. Once you’ve completed your contact upload, click on the tab titled **“Email”** if not redirected there automatically.
16. To send any email, click “Compose Message” from here you’ll be given a drop down list of email templates we’ve taken the time to write for you!



17. Start an email by selecting contacts you'd like to email. **"All Contacts"** **"Email All"** or **"Email Selected"**

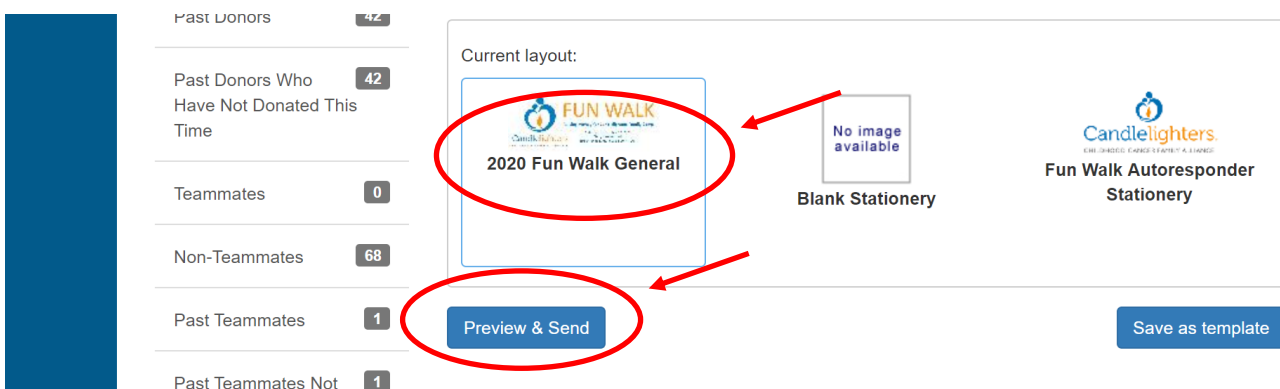


18. Once your contacts are chosen, choose your message to send—click on **"Use a Template"** and choose from the following:

- A. **"Recruiting: Join My Team"** - your Team Captain will mostly use this email template to ask friends, family and coworkers to Walk with your Team but you can help as well! Tip: *Think about who in your circle would possibly donate AND ask people in their circle to as well!*
- B. **"Solicitation": "Solicit Donation" or "Support Me"** - these are sample emails to send when asking friends and family to make a donation
- C. **"Thank You: Thank You for Your Donation"** - send this to friends and family after they make a donation to your efforts

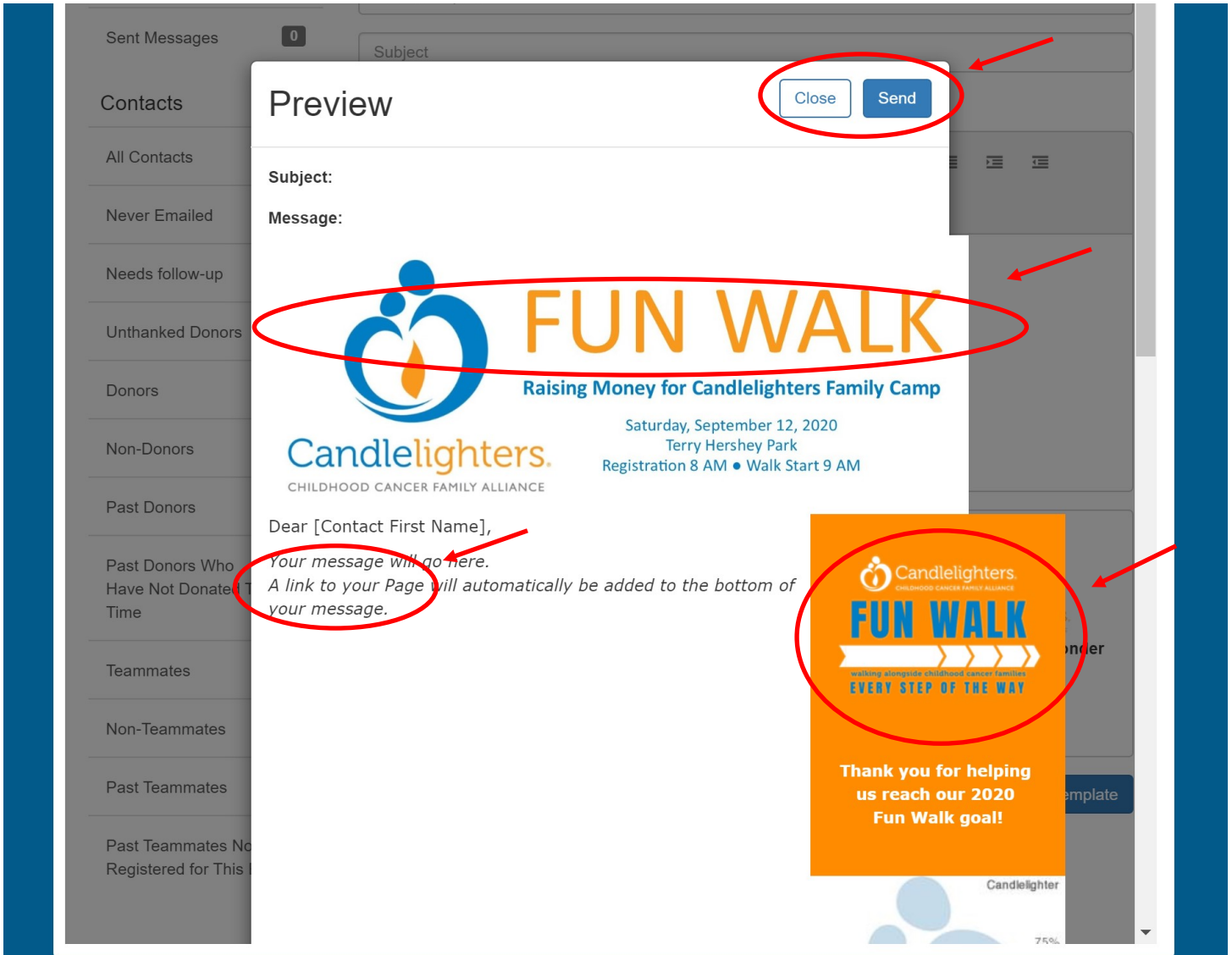
19. Make sure to select **"2020 Fun Walk General"** under **"layout"**—this has an event thermometer and pictures that will help your email look custom

20. Select **"Preview & Send"**





21. Here you will see the final preview of your email.
22. With the layout “2020 Fun Walk General” selected, you can see this is branded with a Fun Walk header, and logo as well as our event thermometer of \$\$ raised to date. This is another perk of using our system! It also clarifies that a **link to your page** will automatically be added to the bottom of the email so they are directed straight to your page to make a donation!



23. If you see any edits you need to make click **“Close”** and go back and do so, if not, you’re ready to **“Send”**!

24. **Congratulations!** You've sent an email! *Statistics show that participants who utilize the online fundraising components (like Facebook and email) 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!
25. Here are a few other talking points and FAQ's you may have along the way:
- A. We will not be doing **Walk T-Shirts** this year for walkers who raise \$100. With the current economic crisis this is an expense we cannot afford at this time. We will be selling Walk T-Shirts and encouraging Walk Teams to do the same for their own Team.
  - B. In light of the **COVID-19 pandemic**, we hope to gather for the annual Fun Walk on September 12, but we are also preparing for different scenarios. Whether we will be walking with our Candlelighters families, friends, and supporters at Terry Hershey Park, or walking in our own neighborhoods, local parks, or favorite trails, we encourage you to register and "Walk with Candlelighters" this year as we continue to walk alongside childhood cancer families every step of the way. As local protocols are changing almost weekly, we will continue to adapt and update our walkers in order to raise the much needed funds for our programs and services for childhood cancer families AND keep us all safe.
  - C. If you are collecting **cash and check donations**, please download the Donation Form from the website and track each donation up until Walk Day. You can then mail all donations together to our office, or drop them off in person on Walk Day.
  - D. **Why Walk?** In the US, cancer is the number 1 killer of children by disease. On average, each day 43 children in the US are diagnosed with cancer—in Houston, this is around 8 children a day. Candlelighters provides all of its programs and services at NO COST to any and all childhood cancer families receiving treatment in the Texas Medical Center. Programs and services also extend to families off-treatment as well as bereaved families. These programs and services are the direct result of the vision of Candlelighters founding families: "We have faced childhood cancer and we want to make the journey easier for those who come after us." For 27 years, Candlelighters has been walking daily alongside childhood cancer families.
  - E. **Virtual Fundraising Ideas:** maybe you've shared your Fundraiser multiple times via and email and Facebook and you've hit a wall—try a couple of these ideas!
    - **Post a Video**—videos are some of the most seen "content" on social media—take a walk and tell friends why you're doing it, switch up what you're posting to stay visible on social media!
    - **Post-It Palooza:** write numbers 1-50 on Post-It notes and stick them on a wall. Take a picture and ask friends and family to pick a number (or 2) to donate! This is a visual way to get people involved and encourages those who can only give \$5 to do so!
    - **Chance to Win:** encourage friends and family to donate by saying every one who donates gets a chance to win \_\_\_\_\_. Even a couple \$5 Starbucks gift cards work!
    - Host a **ZOOM Call** and ask for \$10 donations to join—cooking, arts & crafts, game nights—the possibilities are endless!
    - **Sell something!** Has the pandemic inspired you to bring out your inner creative side? What can you make? Sell something and offer social distancing approved pick-up or drop-off options to go towards your fundraiser.
26. With any questions along the way, please don't hesitate to reach out to Kelsey Tarpinian at [kelseyt@candle.org](mailto:kelseyt@candle.org)

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