

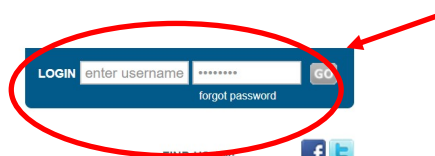
2020 Candlelighters Fun Walk Team Captain Toolkit

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/2020FunWalk>

enter username and password here



Home About Us Event Details Sponsors Fundraising FAQ Contact Donate

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!

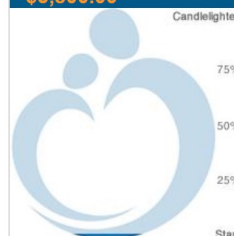


Join us for the 2020 Fun Walk benefiting Candlelighters. Candlelighters serves children with cancer and their families receiving treatment in the Texas Medical Center and provides all of its services and programs at NO COST to these families. Monies raised from the Fun Walk help fund all of Candlelighters 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 - Wheelers walkers (\$100.00)

Team Honor Roll

Team Tarpinian
\$200.00
Wheelers walkers
\$100.00

Top Teams by Division

Community

1. **Team Tarpinian** - \$200.00
2. **Wheelers 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

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.

Candlelighters
CHILDHOOD CANCER FAMILY ALLIANCE

WELCOME BACK KELSEY
Visit Participant Center | Logout

FIND US ON:

Home About Us Event Details Sponsors Fundraising FAQ Contact Donate

Home Email Profile

Thank you for registering! Here are some ideas to get you started!

1. Set a personal and team GOAL!
2. Personalize your participant page with WHY you are walking and upload a picture!
3. Import your email contacts and send emails asking for support!

What to do next?

- ☒ Set up your Personal Page
Customize your Personal Page with a story about why you are raising funds for this cause.
- ☒ Add Contacts to Your Address Book
Add contacts to email from your personal Address Book on our site.
- ☐ 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.
- ☐ Thank your Donors
You have 1 unthanked donations. Thank your donors!
- ☐ Set a Goal
You have reached 20% of your goal. Can you set a

YOUR FUNDRAISER IS CONNECTED TO FACEBOOK!

Use Facebook's fundraising tools to invite friends, share updates, and collect donations. We'll keep track of your progress.

<https://www.facebook.com/donate/2480821196342> Copy

Go to Facebook Fundraiser

Recent Activity

- Melanie Murphy donated \$200.00 May 04
- You joined 2020 Candlelighters Fun Walk 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' page of the Participant Center. On the left, there's a sidebar with 'Me' and 'My Team' tabs. The main content area is divided into several sections:

- Your Fundraising Progress:** A progress bar showing \$200.00 out of \$1,000.00. An 'Edit Goal' button is circled in red with an arrow pointing to it.
- Badges:** A section with the text 'Badges are fun things you can earn.'
- Personal Donations:** A table showing a donation from Melanie Murphy on May 4 for \$200.00. There are 'Add' and 'Download' buttons.
- Personal Page:** This section contains:
 - Personal Page URL:** A link to 'http://give.candle.org/goto/kelseyT'. A button 'Click here to customize your URL' is circled in red with an arrow pointing to it.
 - Title:** 'Welcome to Kelsey's Page'. An 'Edit Content' button is circled in red with an arrow pointing to it.
 - Body:** A text area with a sample message about the 4-year anniversary of Candlelighters Houston and the importance of the Fun Walk. The text is: 'It's Candlelighters Fun Walk time again and I would love for you to support me! This summer marks my 4 year anniversary with Candlelighters Houston and I am consistently blown away by the children and families I get to meet along the way. The Fun Walk raises money for our services and programs which are offered FREE to children with cancer and their families. This past year I got to spend an entire weekend (alongside Taylor Leigh Morey Kelsey Neale Andrew Tarpinian and Jeff Tarpinian) with more than 40 families at Camp CLIFF, a getaway for the whole family. Many camps in Houston offer the child with cancer a getaway, but Candlelighters believes that it is very important for the whole family to come together away from the treatment facilities and their everyday hectic lives. Quality time as a family is essential in their struggle to beat the disease. The cost to send a camper to camp is approximately \$200 and this year we are planning on hosting 250 campers! Whatever you can give, thank you for supporting me and for helping all the children with cancer and their families that Candlelighters serves!'.
 - Photos/Video:** A video thumbnail for 'Camp CLIFF - 2018'. An 'Update Media' button is circled in red with an arrow pointing to it.

- 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. To update your Team Page, click on the tab next to **“Me”** that says **“My Team”**.
(Only Team Captains have access to this page)

A. Set a Team Fundraising **“Goal”**

B. Personalize your **“URL”** so it’s easier to share via email—suggested title would be: **TeamName2020**

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.

Now your Team Page is ready to roll!

The screenshot shows the 'My Team' page interface. Red circles and arrows highlight the following elements:

- The **My Team** tab at the top left.
- The **Edit Goal** button in the Team Progress section.
- The **URL Settings** button in the Team Page URL section.
- The **Edit Content** button in the Body section.
- The **Update Photo** button below the photo.

The page content includes:

- Message To Your Team:** A text box with an 'Edit' button and a 'Team Name' dropdown.
- Team Progress:** A progress bar showing \$200.00 raised out of a \$2,500.00 goal, with an 'Edit Goal' button.
- Team Badges:** A section for team badges with an 'Add' button.
- Team Donations:** A section for team donations with an 'Add' button.
- Team Page URL:** A section for the team page URL with a 'URL Settings' button.
- Body:** A section for the team page body text with an 'Edit Content' button.
- Photo:** A section for the team photo with an 'Update Photo' button.
- Team Roster:** A section for the team roster with a 'Manage Captains' button and a download icon.

9. 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)*

A. Toggle back to the **“Me”** tab from your **“My Team”** tab.

B. Scroll up to the top of the page and click **“Connect to Facebook.”**

Follow the prompts to connect with your Facebook login!

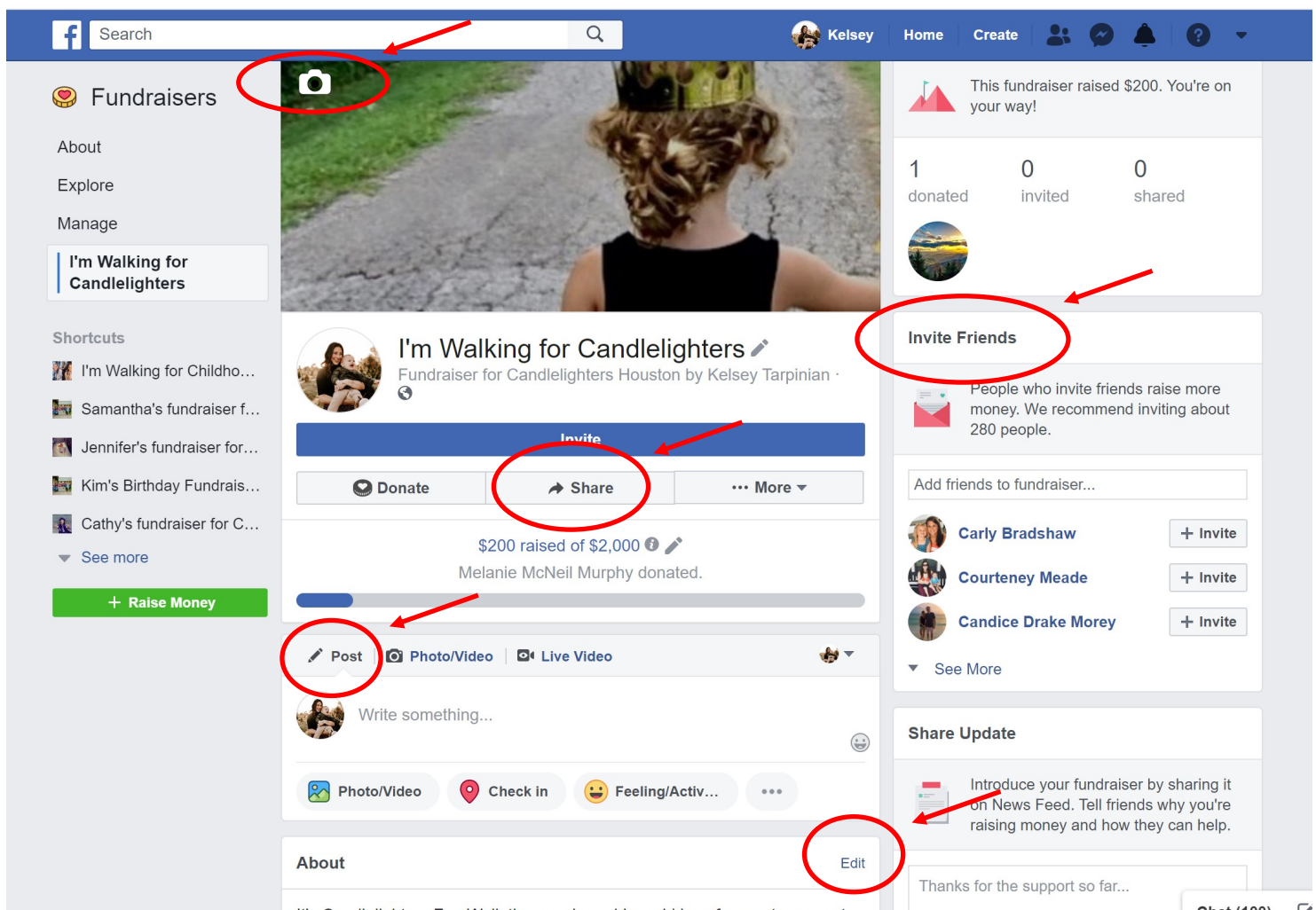
Note: the text in your Facebook Fundraiser will auto-populate to what you wrote on your Personal Fun Walk Participant Center page. If you have not updated this, please go back to step 7. You can update Facebook later but why do the work twice?

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”

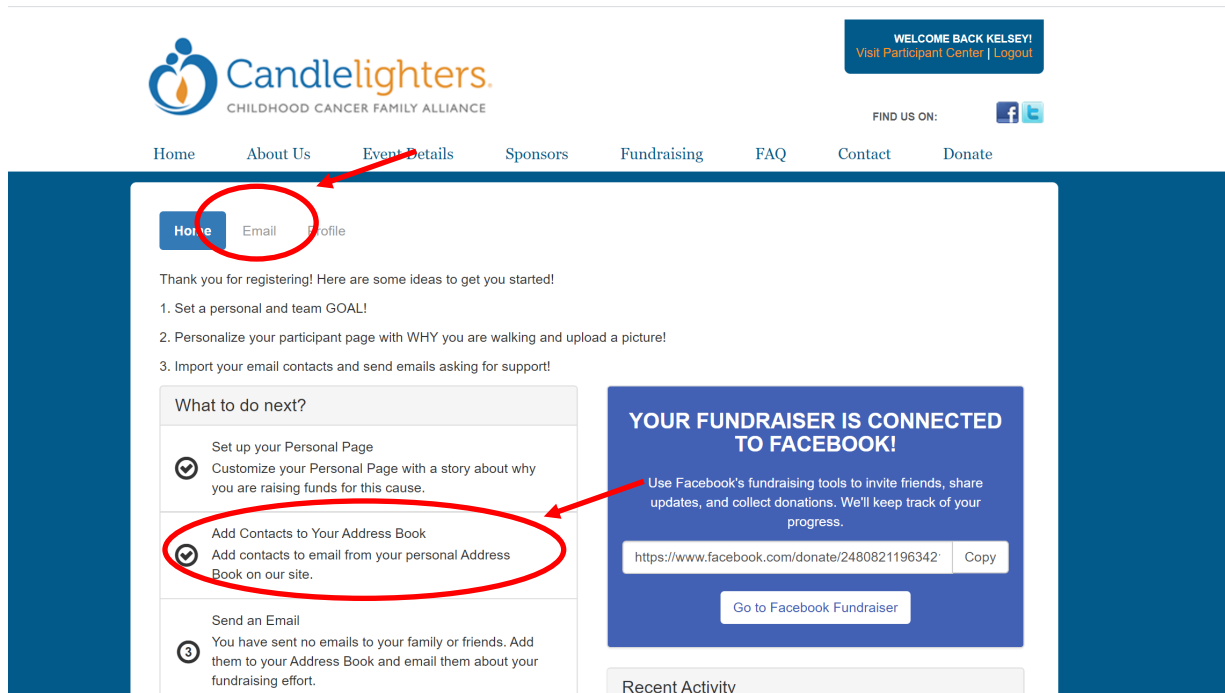
3. Import your email contacts and send emails asking for support!

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 your Fundraiser
- E. **“Post”** messages in your Fundraiser to encourage others to give and thank those who have.

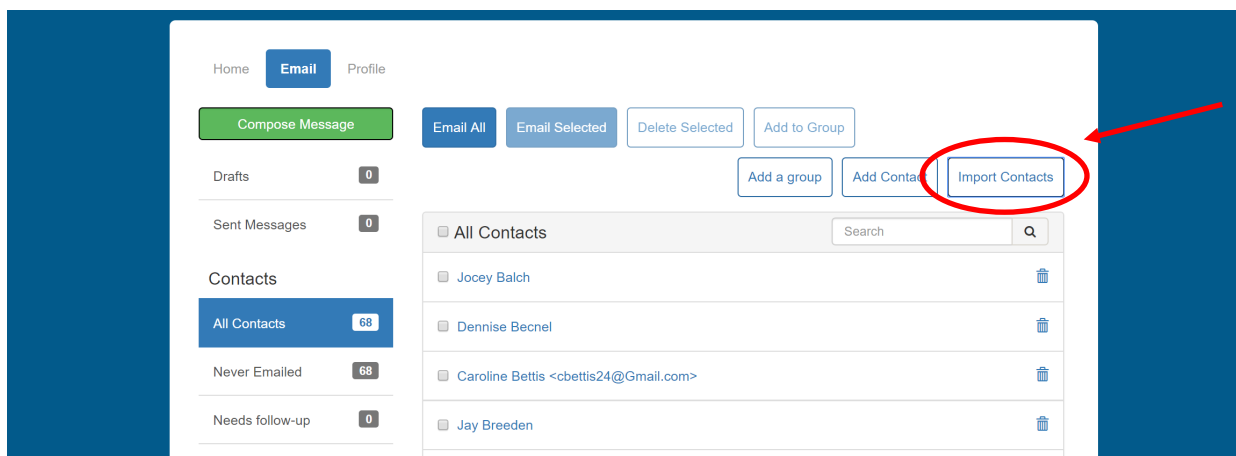


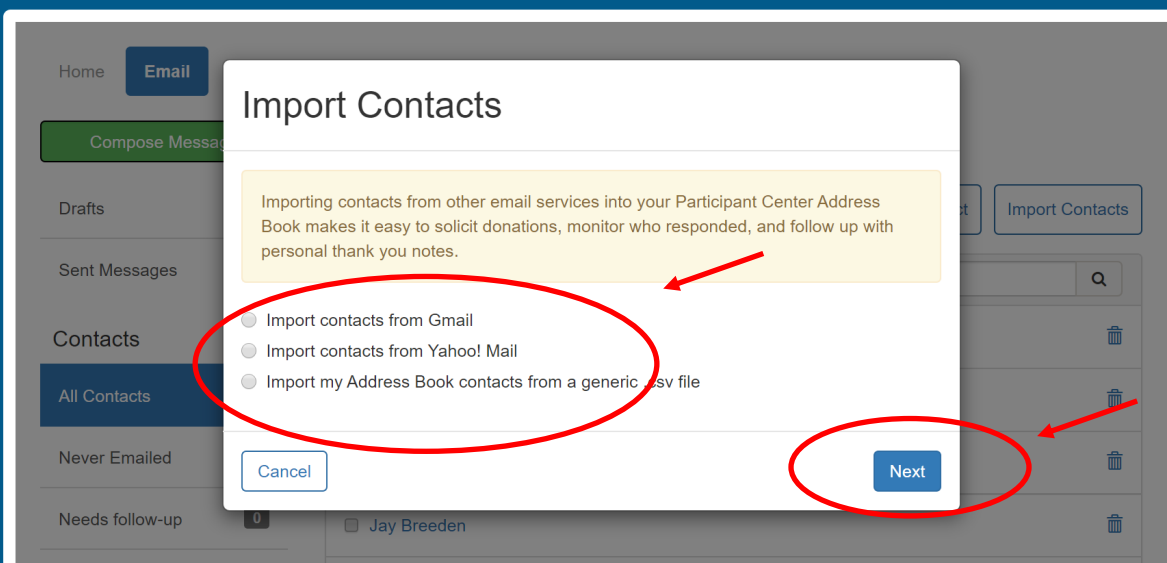
11. Another way to reach people to ask for donations is via **Email**. Head back over the Fun Walk website and, from your Home Page, either click on Step 2 under **“What to do Next?”** or click on the **“Email”** tab at the top of the page.



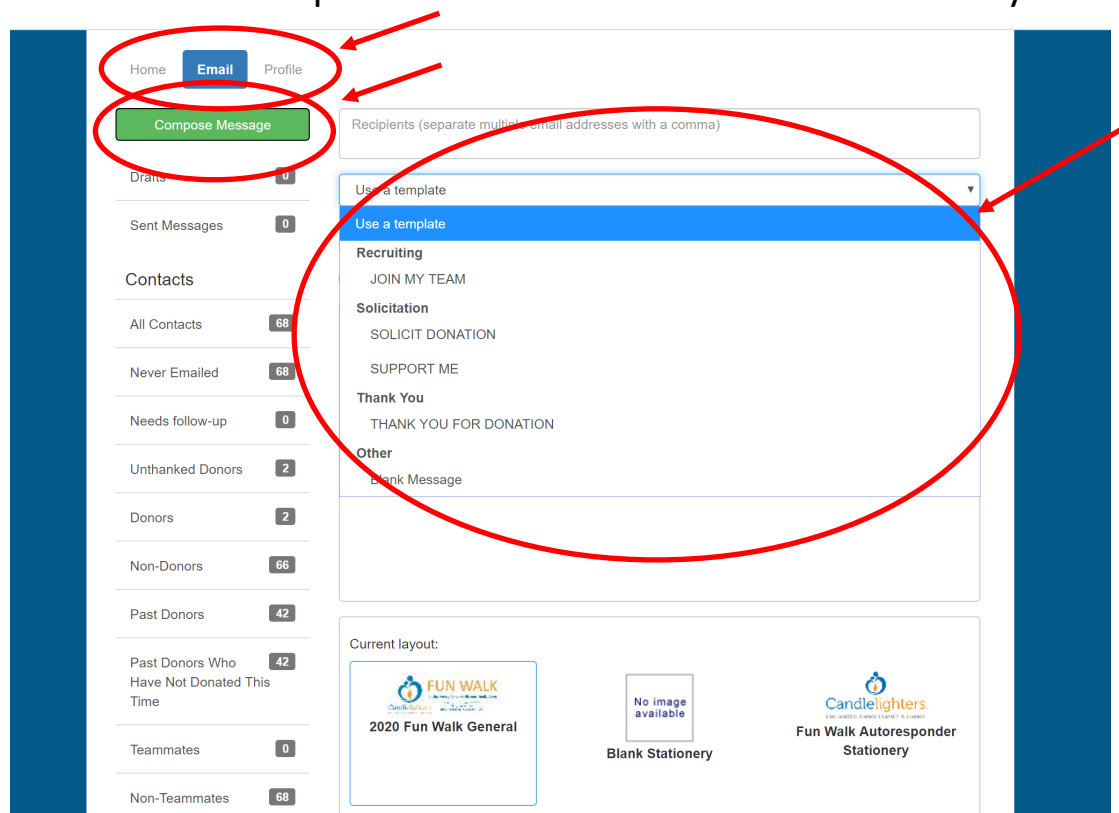
12. Before you can email anyone, you will need to import your contacts. Click on **“Import Contacts”** on the right side of the page.

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!

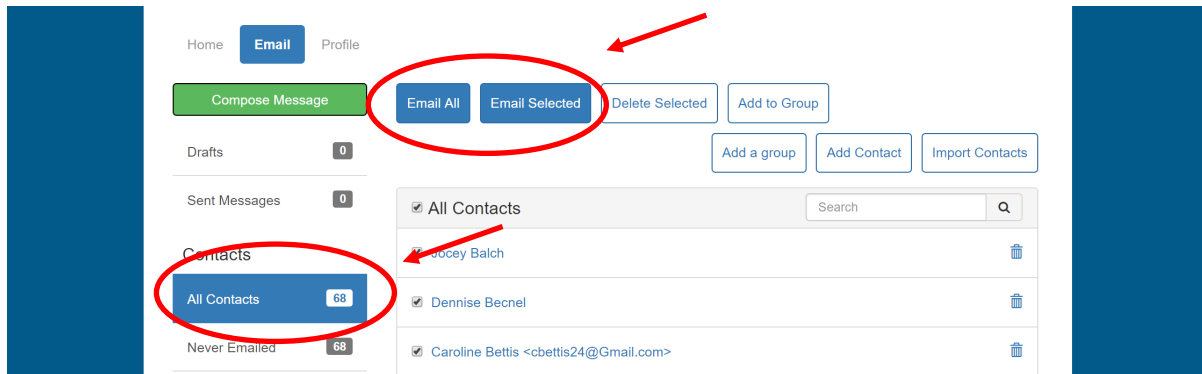




13. You will then be brought to this page where you can easily link your **Gmail** or **Yahoo** account, and/or **upload a file** that has your contact list. Choose your desired contact database and click **“Next.”**
14. Follow the prompts until contacts are uploaded. *You may repeat this step for multiple 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"**

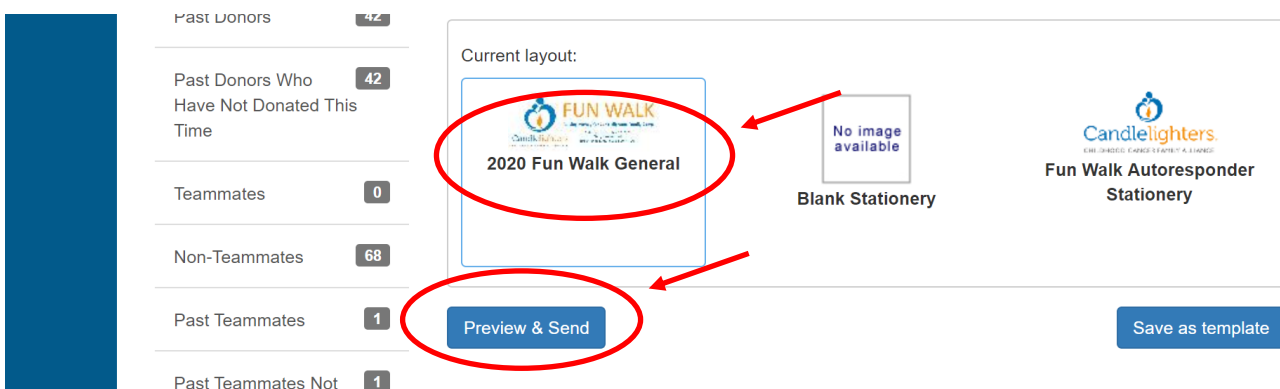


18. Once your contacts are chosen, choose your message to send—click on **"Use a Template"** and choose from the following:

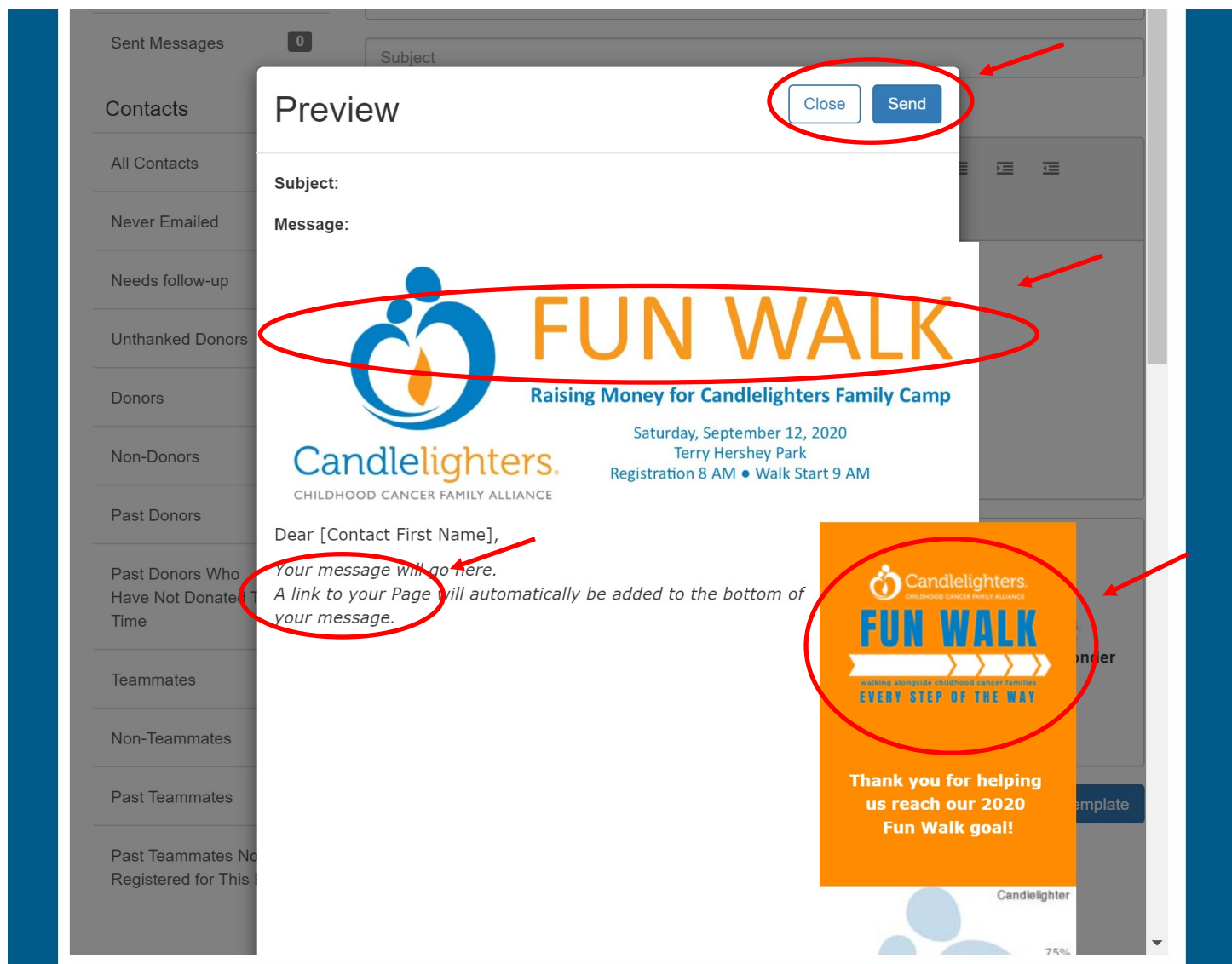
- A. **"Recruiting: Join My Team"** - as a Team Captain, we want you to ask friends, family and coworkers to Walk with you! Tip: *Think about who in your circle would possibly donate AND ask people in their circle to as well—these are the perfect people to ask to join your team*
- B. **"Solicitation": "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

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