



Walk Like MADD Support

Getting Started

Thank you for supporting Mothers Against Drunk Driving® (MADD)! With your participation and fundraising efforts in Walk Like MADD, you help to raise mission critical funds to put an end to the 100 percent preventable crime of drunk driving.

As a participant, you now have access to tools to help you spread the word about the cause and invite people to support you through online donations. Here are some fundraising tips to help get you started:

1. **Donate to yourself:** Get the ball rolling by making the first donation toward your fundraising efforts!
2. **Add your why to the email:** We've put together an email template you can use right from your fundraising page. The most important thing you can add to this message is why you are fundraising. Let your family and friends know why this matters to you, that's what they care about most!
3. **Start with your close contacts:** It's always best to start by emailing your close contacts because they are the most likely to donate. Try sending some quick personal messages to your inner circle to build up some momentum. Then use the email template you customized to reach all of your other contacts.
4. **Now move to social media:** Once you've sent your first batch of emails out, it's time to turn to social media. One of the best strategies to use on both Facebook and Twitter is tagging and thanking people that have already donated while you are asking for new donations. This spreads your message further and lets the people you are asking know that people are already getting behind you.
5. **Re-engage with email:** Don't hesitate to send a few follow up emails. Emails are easy to overlook and people often open them up quickly and then forget to go back to them. Use email to keep people up to date with your progress as you hit different milestones (50% raised, 75% raised, etc.) and ask supporters to help you hit the next milestone.
6. **Continue thanking and updating social media:** As more of your network gets behind you, keep thanking them on social media and make sure you continue to share your progress towards your goal.

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Fundraising Portal

#1 – The Task Bar

When you log in, The Task Bar at the top will stay in place – even if you go to another page on our site. This will help you get back to your fundraising tools at any time.

#2 – Dashboard

From the dashboard, you can:

- Ask friends to donate through e-mail or social media
- Personalize your fundraising page
- Download event information
- Register another participant

#3 – Donations

Track who has donated to you and send quick Thank You notes.

#4 - Messages

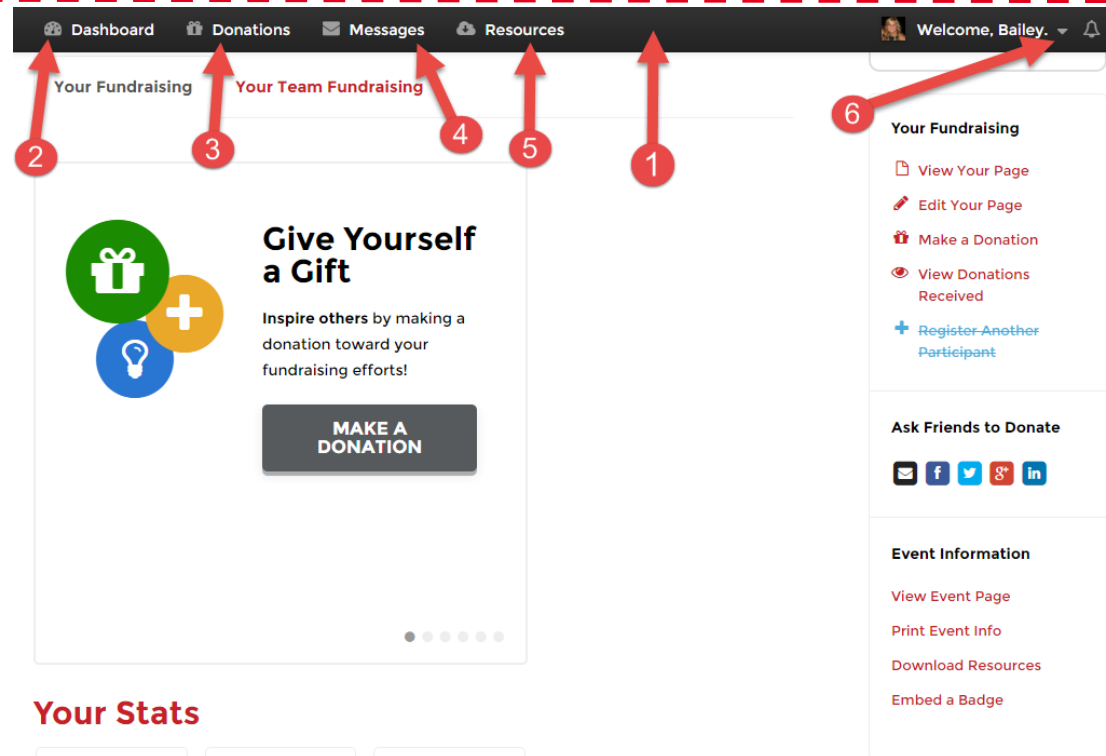
Invite people to donate to you and send fundraising updates. If you are on a team, invite others to join your team or send team status updates.

#5 – Resources

Any resource materials added for you to view will be located here.

#6 – Profile

Change your profile photo, download receipts for any donations you've made and logout.



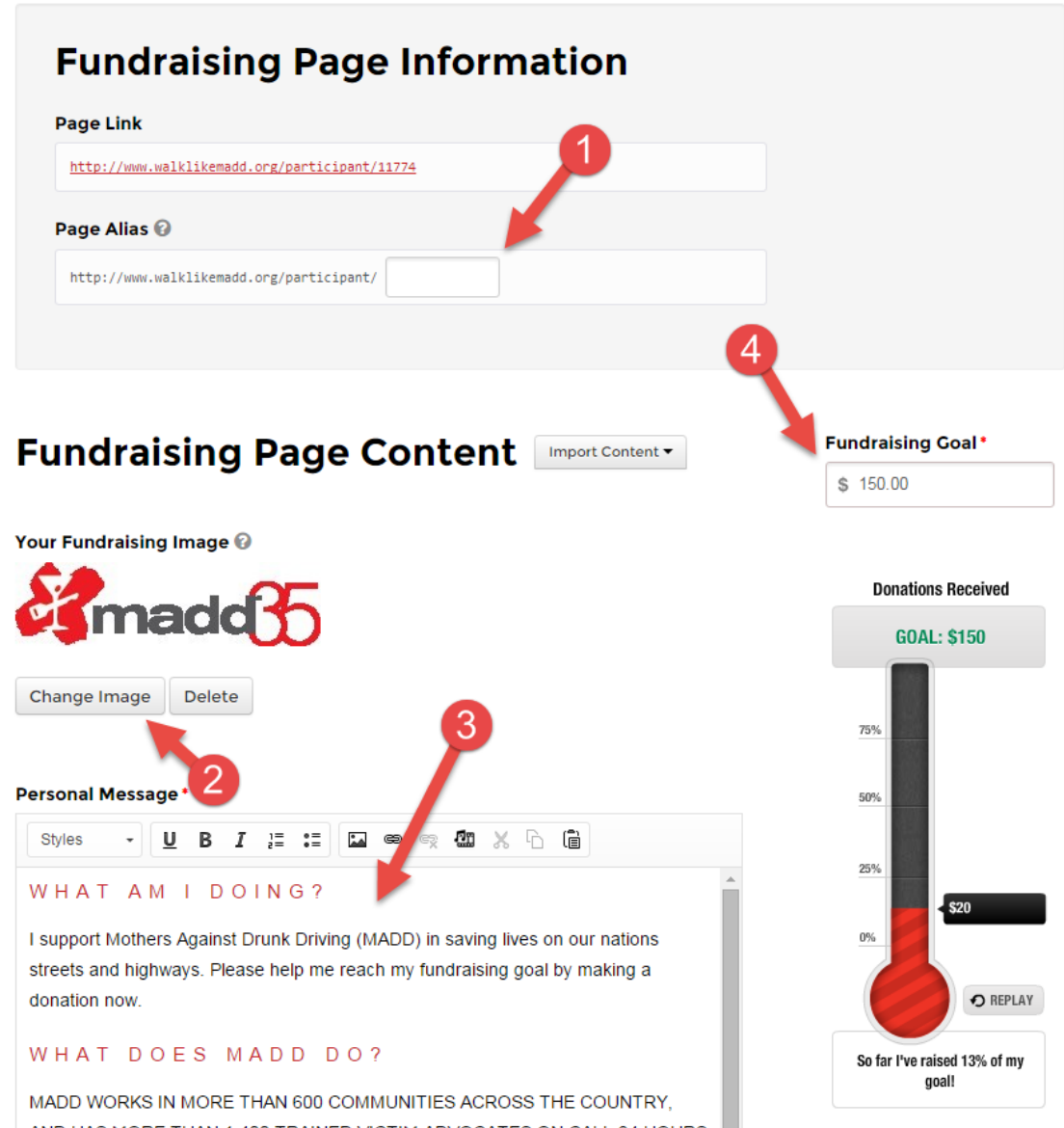
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Dashboard:

How to Edit Your Fundraising Page

Use your page to tell your story:

1. Create an easy-to-remember custom link for your fundraising page.
2. Upload a personal photo
3. Add a personal message
4. Set your fundraising goal




Fundraising Page Information

Page Link
 1

Page Alias [?]
 4

Fundraising Page Content Import Content ▾

Fundraising Goal ^{*}

Your Fundraising Image [?]


Personal Message ^{*} **2**

Styles ▾ B I ^{*} **3**

WHAT AM I DOING ?
 I support Mothers Against Drunk Driving (MADD) in saving lives on our nations streets and highways. Please help me reach my fundraising goal by making a donation now.

WHAT DOES MADD DO ?
 MADD WORKS IN MORE THAN 600 COMMUNITIES ACROSS THE COUNTRY,
 AND HAS MORE THAN 1,400 TRAINED VICTIM ADVOCATES ON CALL 24 HOURS

Donations Received
 GOAL: \$150
 75%
 50%
 25%
 0%
 \$20
 REPLAY
 So far I've raised 13% of my goal!

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How to Register Another Participant

1. Select the participant's relationship to you from the drop down menu
2. If you will be managing this participants fundraising portal, click on the bubble next to 'I will manage this registrant's account'. If this participant will be managing their own fundraising portal, click on the second bubble and note that they must have a different email address from you
3. After you click 'Continue To Next Step' you will fill out all 5 steps of the registration process, just like you did when you registered yourself.

Fort Worth Walk Like MADD

Your Events ▾

October 24, 2015 Fort Worth, TX / Team: [MADD National](#) Captain: You

Register Another Participant

Create a Registrant

Relationship to You* [Select...]

1

- Account Access*
- I will manage this registrant's account.
 - This registrant will manage their own account.
(Registrant must have their own unique email address)

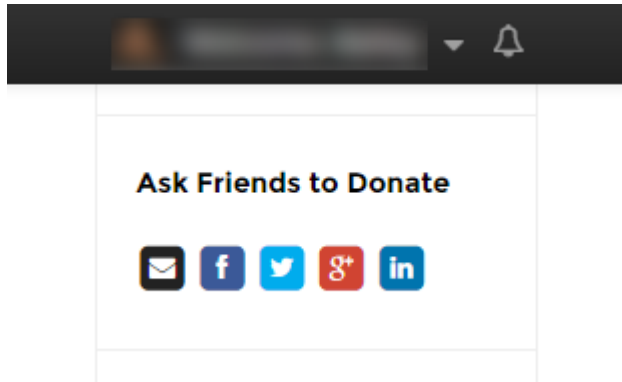
2

CONTINUE TO NEXT STEP

CANCEL

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Sharing on Social Media



Facebook: Post an update that will appear in the News Feed and ticker to all your friends. A link back to your fundraising page or team page will be posted

Twitter: Post an update that your followers will see. Make sure you keep the link back to your fundraising page or team page in the post.

LinkedIn: Post an update that your LinkedIn connections will see. A link back to your fundraising page or team page will be included. You can also post the update to your LinkedIn groups.

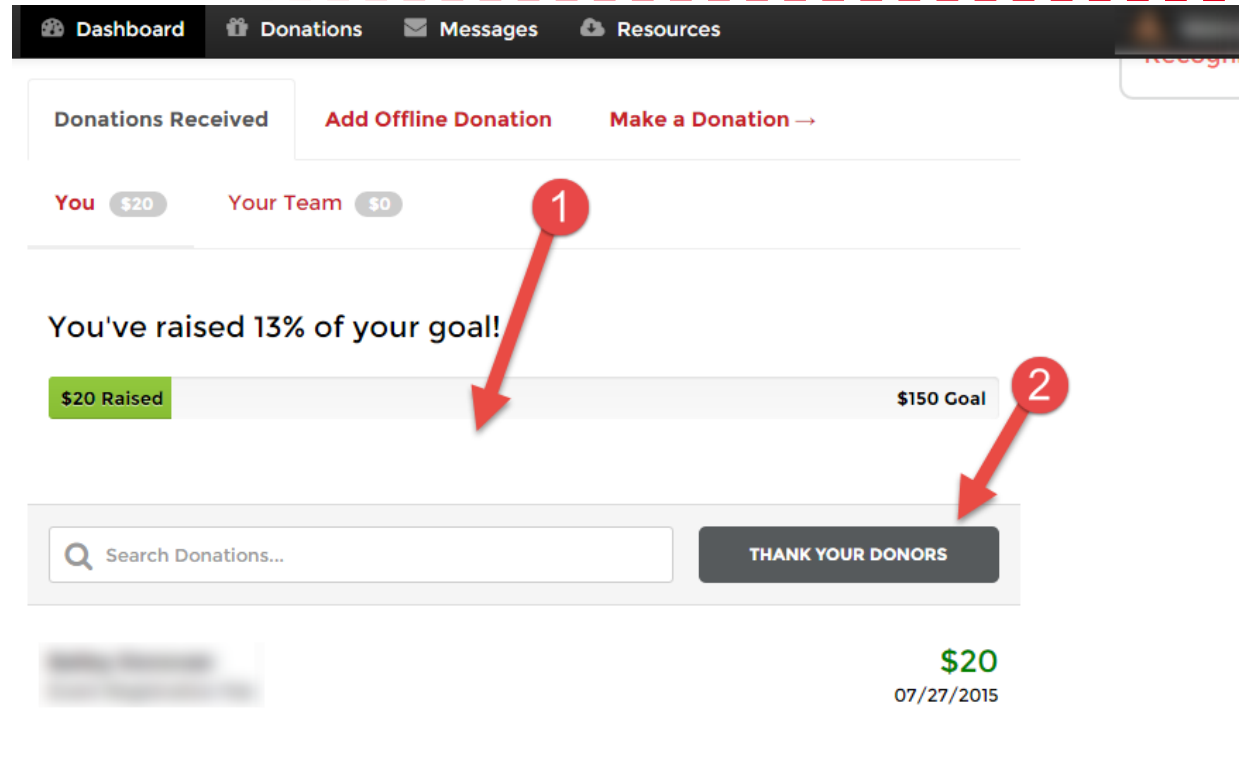
Google+: Post an update that will appear in the Home tab for anyone in your circles.

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Donations

#1 – When someone makes a donation to you, their name and donation amount will appear in this list. You can also search your donations.

#2 – After someone donates to you, you can send a quick 'Thank You' note to them to show your appreciation. To send a 'Thank You' note click on their name and click Send Thank You.



Dashboard Donations Messages Resources

Donations Received Add Offline Donation Make a Donation →

You \$20 Your Team \$0

You've raised 13% of your goal!

\$20 Raised \$150 Goal

Search Donations... THANK YOUR DONORS

\$20
07/27/2015

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Messages

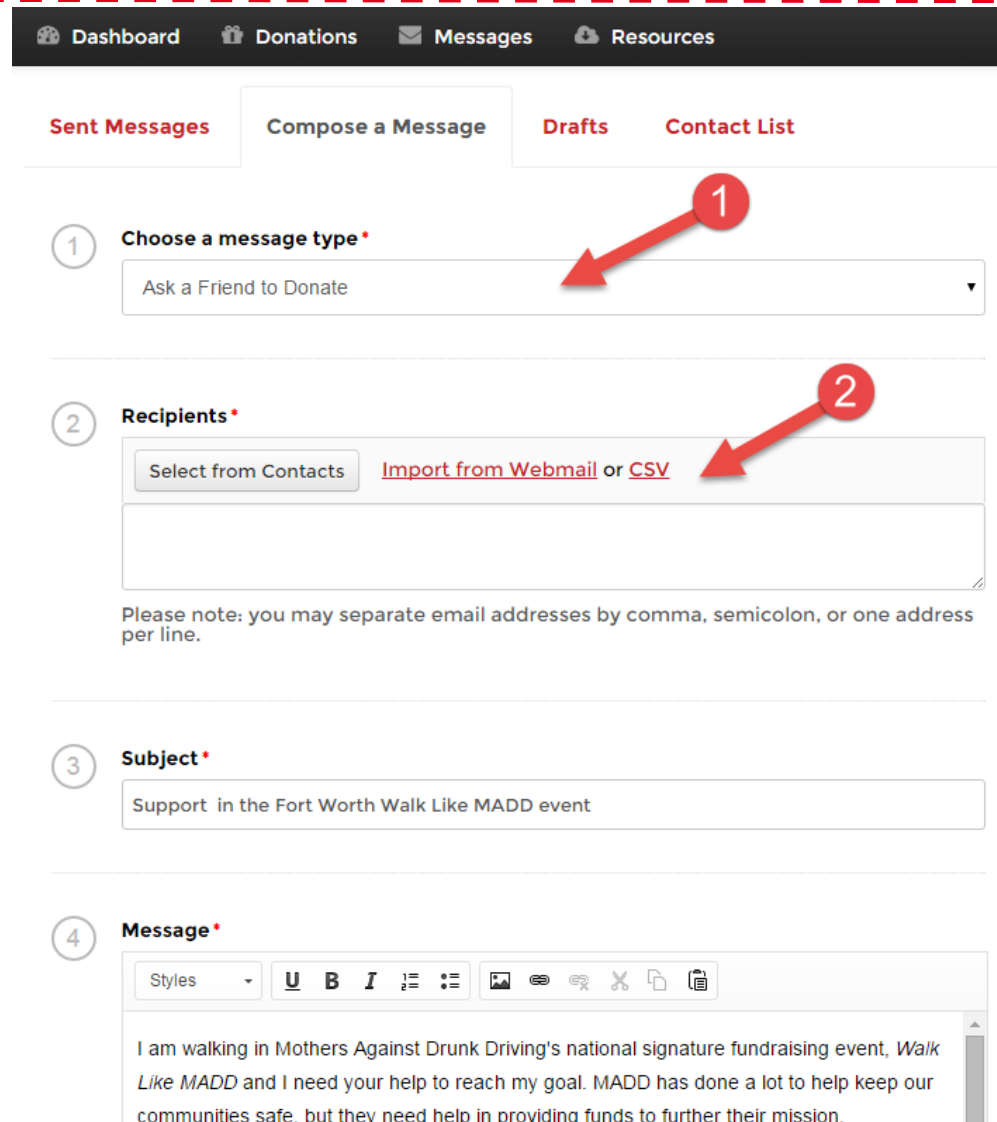
#1 – Choose a message type:

You can choose from a template to invite friends to donate, join your team, or just general updates on your efforts

#2 – Recipients:

Choose people who should receive your message

- Select contacts you've already uploaded to your Contact List
- Import contacts from webmail like Gmail, Yahoo, AOL, Hotmail, etc.
- Import from a CSV text file



The screenshot shows the 'Messages' section of the Walk Like MADD website. At the top, there is a navigation bar with 'Dashboard', 'Donations', 'Messages', and 'Resources'. Below this, there are tabs for 'Sent Messages', 'Compose a Message', 'Drafts', and 'Contact List'. The 'Compose a Message' tab is active. The form is divided into four numbered sections:

- 1 Choose a message type***: A dropdown menu with 'Ask a Friend to Donate' selected.
- 2 Recipients***: A section with a 'Select from Contacts' button and a link for 'Import from Webmail or CSV'. Below this is a large text area for pasting email addresses, with a note: 'Please note: you may separate email addresses by comma, semicolon, or one address per line.'
- 3 Subject***: A text input field containing 'Support in the Fort Worth Walk Like MADD event'.
- 4 Message***: A rich text editor with a toolbar (bold, italic, underline, list, link, image, etc.) and a text area containing the message: 'I am walking in Mothers Against Drunk Driving's national signature fundraising event, *Walk Like MADD* and I need your help to reach my goal. MADD has done a lot to help keep our communities safe. but they need help in providino funds to further their mission.'

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Resources

Here you will find any resources added for you to view:

File Name		
<u>Fundraising Portal Guide 2016</u>	docx,	Download File
(14.8 KB)		
<i>How to navigate your fundraising portal</i>		
<u>How to Save Content</u>	docx, (1642.9 KB)	Download File
<i>how to save your fundraising page content</i>		
<u>Turnkey Recognition Program 2015</u>	pdf,	Download File
(1483.7 KB)		

Resources 1-3 of 3

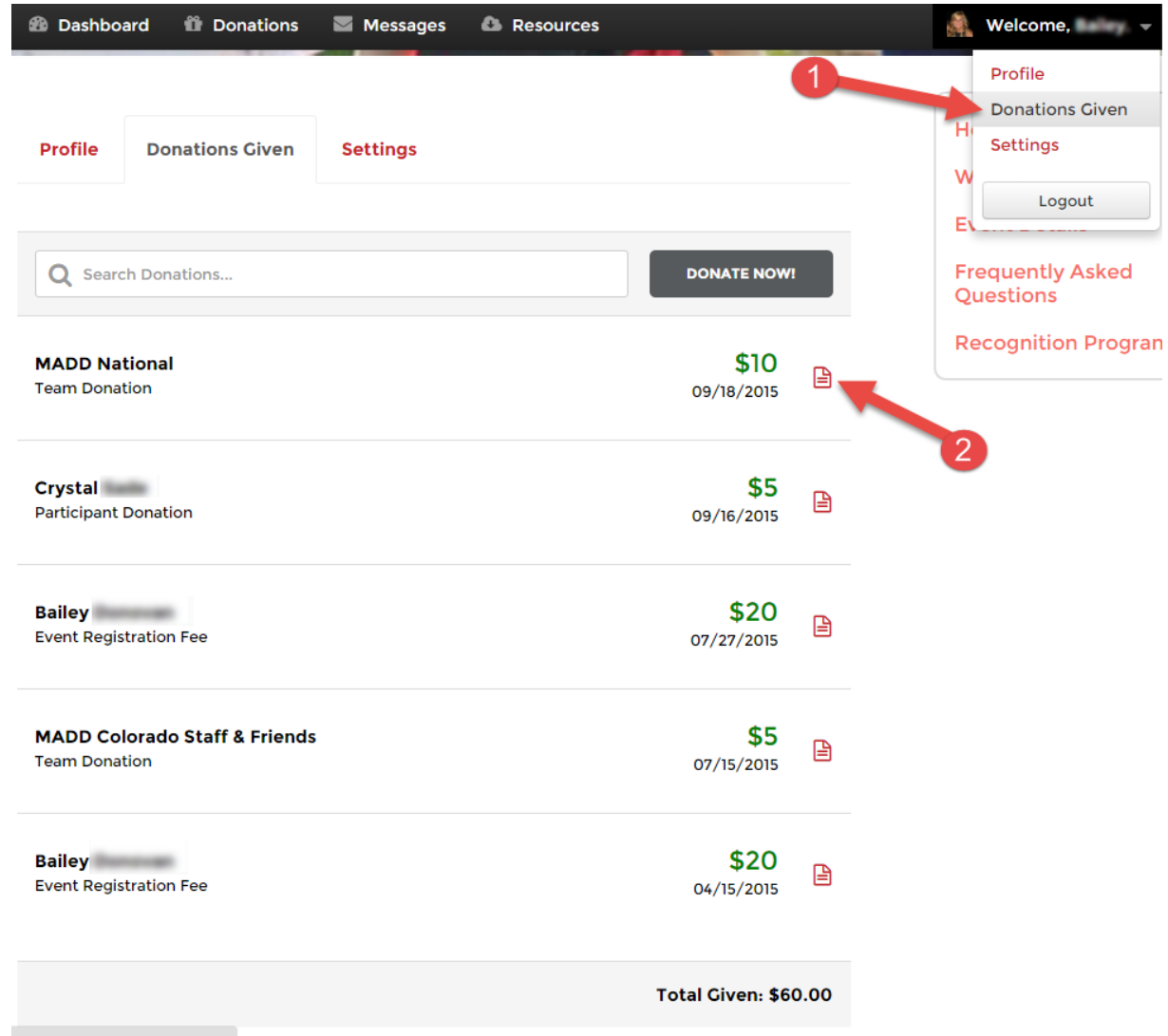
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Profile

How to Download your Donation Receipts

#1 – Hover over your name and then click Donations Given. This will allow you to see all of the donations you have made.

#2 – To download your receipt, click on the file icon next to the donation you want the receipt for. Then click Download Receipt.



The screenshot shows the user profile page for 'Bailey'. The navigation bar includes Dashboard, Donations, Messages, and Resources. The user is logged in as 'Bailey' and has a dropdown menu open with options: Profile, Donations Given, Settings, and Logout. The 'Donations Given' tab is selected, showing a list of donations. A search bar and a 'DONATE NOW!' button are at the top of the donation list. The donation list includes:

Donation Name	Amount	Date	Action
MADD National Team Donation	\$10	09/18/2015	Download Receipt
Crystal Participant Donation	\$5	09/16/2015	Download Receipt
Bailey Event Registration Fee	\$20	07/27/2015	Download Receipt
MADD Colorado Staff & Friends Team Donation	\$5	07/15/2015	Download Receipt
Bailey Event Registration Fee	\$20	04/15/2015	Download Receipt
Total Given:			\$60.00

Red arrow 1 points to the 'Donations Given' option in the user dropdown menu. Red arrow 2 points to the file icon next to the first donation entry.