# Tips for Strollathon Participants and FAQs

In just a few quick steps, you can set up your Personal (and Team) Fundraising Page for the Rettsyndrome.org Strollathon program to raise crucial dollars for Rett syndrome research. Just follow the step-by-step instructions below to get started – we've provided some commonly asked questions and answers to help you along.

Step 1: Login / Join

To begin fundraising, click on the **LOGIN/JOIN** button on your Strollathon location's home page and then select one of the following login or registration options:
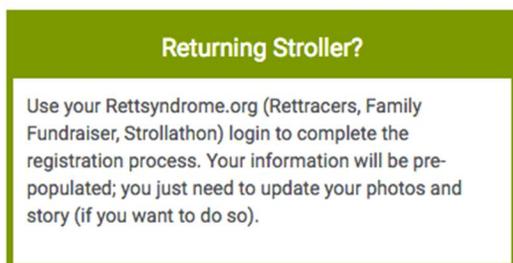
Returning Stroller?

Use your Rettsyndrome.org (Rettracers, Family Fundraiser, Strollathon) login to complete the registration process. Your information will be pre-populated; you just need to update your photos and story (if you want to do so).
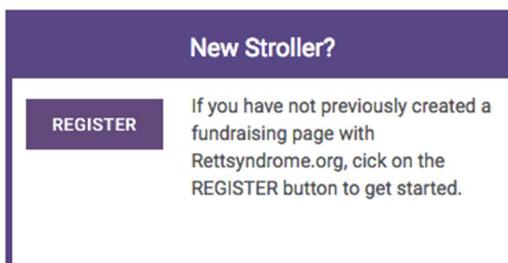
New Stroller?

REGISTER   If you have not previously created a fundraising page with Rettsyndrome.org, cick on the REGISTER button to get started.

**Returning Stroller? Login to start your 2017 Personal Page**

Note: This option is for Strollathon participants who have created a personal page for Strollathon(s) or other Rettsyndrome.org fundraising causes in previous years.

1. Enter your Username and Password for your Rettsyndrome.org account.
2. Please fill out the registration form and click "Next" to proceed to review/confirm your contact information and check the waiver to complete this year's registration. *(Note that all form fields followed by a red asterisk (*) are required.)*

New Stroller? Create a Personal Page and/or Team Page

Note: This option is for NEW Strollathon participants *only* who DO NOT already have a username or password with Rettsyndrome.org.

1. Click on the purple "Register" button.
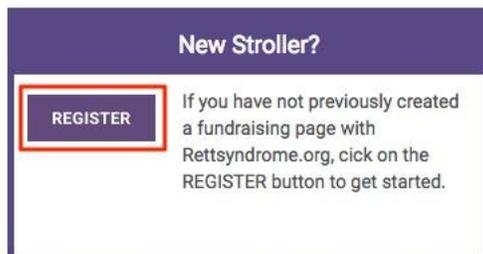
New Stroller?

REGISTER   If you have not previously created a fundraising page with Rettsyndrome.org, cick on the REGISTER button to get started.

2. Please fill out the registration form and click "Next" to proceed to registration step. *(Note that all form fields followed by a red asterisk (*) are required.)*

<u>Frequently Asked Registration Questions</u>

What personal information is required?

To create an account with our website, you must provide your first name, last name, preferred contact email address, mailing address, username, password, and reminder password phrase.

What is a Username?

Your **username** is how you will log in to personalize your fundraising page, send emails, and track your progress. Choose a username that you will remember. If you forget your username, click on the "Forgot Your Username or Password? Click Here" link and enter your email address.

What do I do if I forget my password?

Click on the **Forgot Your Username or Password? Click Here** link and enter your email address. An email will be sent containing information to reset your password.
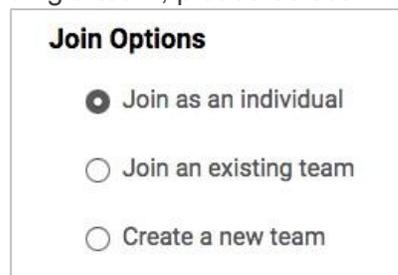

I've already registered, how do I log in?

Click on the **LOGIN/JOIN** button on your location's home page, and enter your username and password. This will take you directly to your dashboard.

Step 2: Select Your Join Option

1. If you are building an individual fundraising page, please select "**Join as an individual**".
2. If you are joining someone's existing team, please select "**Join an existing team**".
3. If you are building a team, please select "**Create a new team**" and follow the prompts.

4. Set your fundraising goal. The *minimum* fundraising goal is set to $100.00 and *suggested* goal is $250.00.

<u>Join Option Questions</u>

Why are there multiple Join Options?

There are multiple ways to raise funds for Rettsyndrome.org's Strollathon. You can have a personal fundraising page or team fundraising page (with others joining your team), so select the prompt and set your personal fundraising goal.

Step 3: Create Your Personal Fundraising Page

1. Following the completion of your Strollathon registration, you will be directed to your Personal Fundraising Dashboard. To begin setting up your personal fundraising page, click on the "**My Page**" icon.
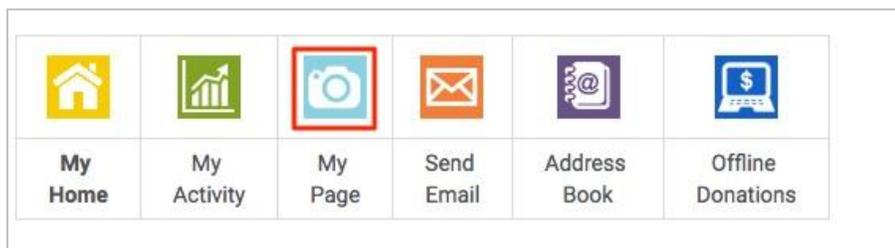
2. Create a friendly URL for your fundraising page. This will be the website address or link that you share with your friends and family when soliciting their support. Once you have entered your URL, click on the checkmark to confirm no one else is using it – and if confirmed, click the "**Apply Friendly URL**" button.
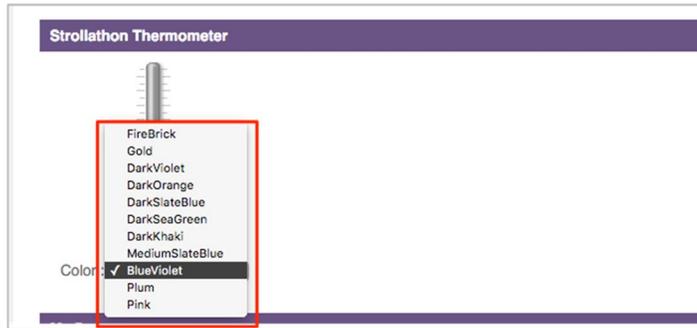

3. Next, click on the "**Edit My Web Page**" button to customize your personal fundraising page.
4. Next, select the color of your Strollathon fundraising thermometer. By default, the thermometer is set to BlueViolet which most closely matches the overall look and feel of our website. If you would like to change this color, select one of the options from the drop down menu.

5. Every personal fundraising page contains a Donor Scroll that displays names of those who have donated to your fundraiser. You can update the name of your Scroller by changing **Title** field underneath "**My Donors**".
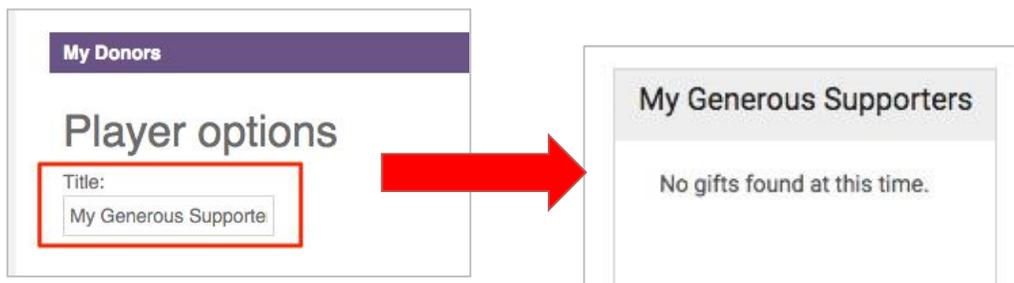

6. After you have customized your Donor Scroller, you can rename the page title of your personal fundraising page by updating the "**My Page Title**" field. This is the title that is displayed at the top of your personal fundraising page.
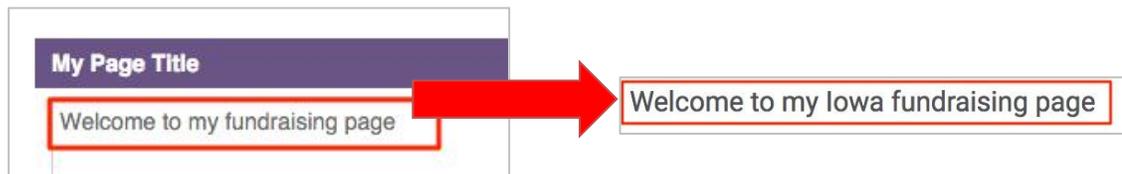

7. To add photos to your personal fundraising page, click into the "**My Photos**" box, press the "**Insert**" tab, and then click on the "**Image**" button.

Next, click on the "**My Photos**" link. Note: If you previously had a personal page, your images already loaded will show in your album.
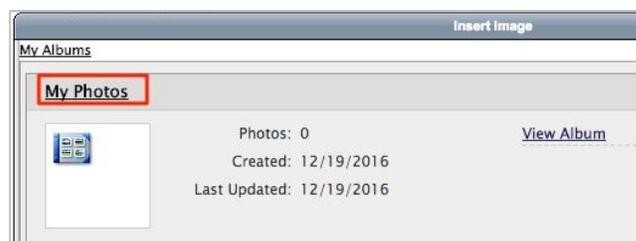
Select the photos from your computer by pressing the "**Choose File**" button and repeating this process for all photos you wish to upload.
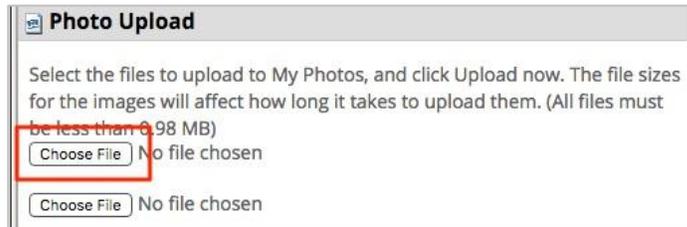

After you have selected all of your photos, scroll down and press the "**Upload Now**" button to upload them to your photo gallery.

Last step! To add a photo to your slideshow, select the image you would like to add and press "**Select Image**" button.
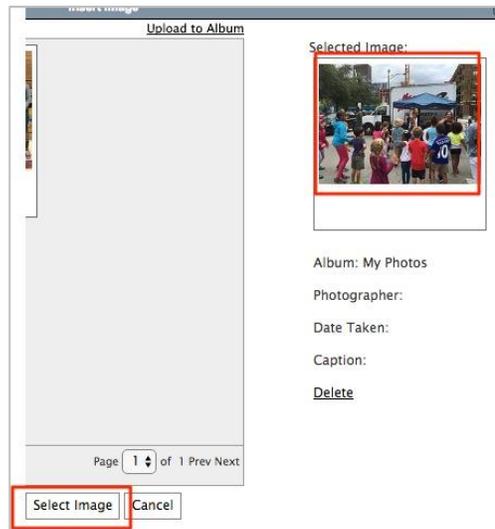

Repeat this process for all photos that you would like added to your slideshow.

8. After you've created your slideshow, you can customize the story displayed on your fundraising page by editing the "**Personal Story**" field. You can share your personal connection to Rett syndrome, or if you'd prefer to keep your story private, leave the field blank and/or leave the default general text.
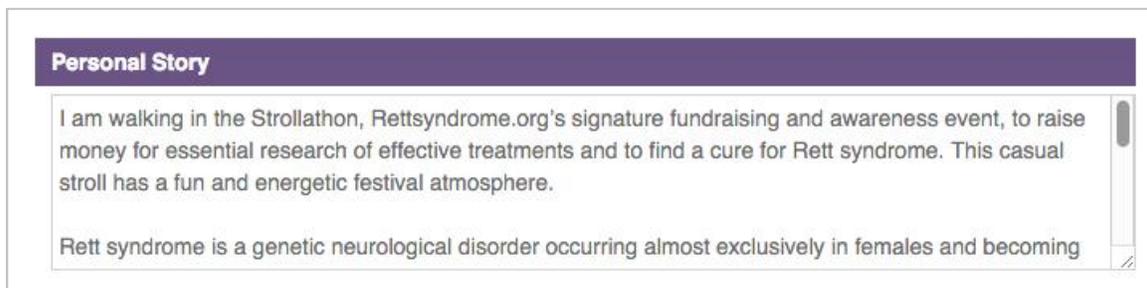
9. Create a Title for your **Comments Board**. By default, we've set the title to "Comments Board". To change this title, highlight the text and replace with your title.
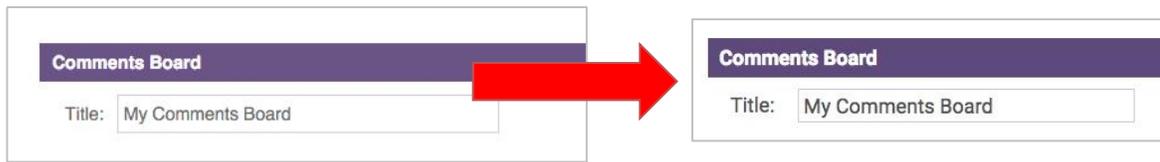
10. If you are on a fundraising team, your personal page will contain a link for donors to view your fundraising team page. You can customize the language of this link by updating the text within the "**View My Team Page**" section.

11. Once all edits have been made to your page, please press the "**Save Changes**" button. If your edits have saved successfully, you will be returned to the "My Web Page" screen.
12. Now that you have customized your personal fundraising page, you can click on the "**My Home**" button to return to your dashboard, or to make any additional edits to your personal page, click on the "**My Page**" button and edit your page as previously instructed.
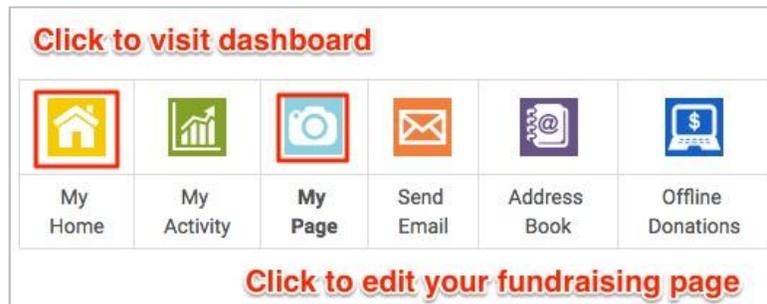
<u>Personal Fundraising Page Setup Questions</u>

What is a Personal Page?

A Personal Page is a page you customize and ask your friends and family to visit when soliciting donations. Once you register, by default you will have a Personal Page created for you. You have the option of personalizing the image, text and layout on your page.

What is a dashboard?

The dashboard is a tool for you to use to track your fundraising progress. You can personalize your Personal Page (webpage), invite people to visit your Personal Page and support you, see who's supported your fundraising efforts, thank your supporters, track the emails you sent and chart your progress.

What is a friendly URL?

A friendly URL allows you to have a personalized connection to the Rettsyndrome.org Strollathon program! By adding your name to the end of our website URL, you have an affiliation with our website. You can use this friendly URL (e.g. www.strollathon.org/johnsmith), across social media sites like Facebook, Twitter and LinkedIn, to help increase awareness of Rettsyndrome.org and your support of our organization.

What is a Message Board?

Message boards allow visitors to your personal page to leave a comment or note of inspiration. Visitors can choose to post the message to your site or mark it as private so that only you will be able to see their message.

## Step 4: Solicit Support from Your Friends

1. Once you have customized your fundraising page, click on the "**Send Email**" button to email your friends and family for their support.

2. If you do not want to manually input your supporter email addresses, click on the "**Address Book**" button to import your contacts from Microsoft Outlook, or a Microsoft Excel *CSV* file from other email clients like Gmail, Yahoo, or MSN Hotmail. Otherwise, you can click on the "**New Recipient**" icon within "**Recipient Options**" to begin your email solicitation.
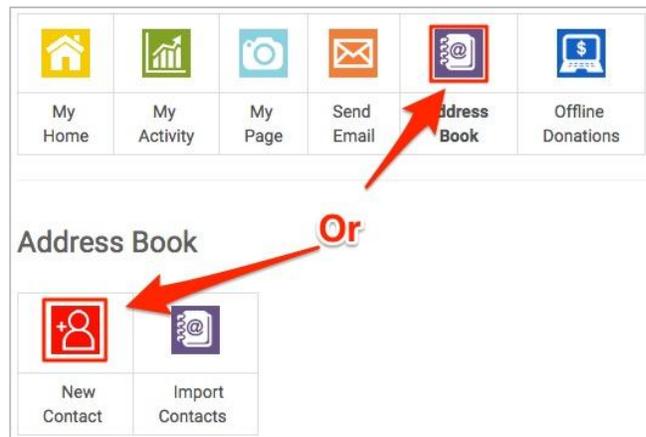
3. Choose the **email type** you would like to send to your recipient (Please Support Me, Join My Team, etc.), and then type your personal message into the "**Your Message**" field.
4. If you would like to preview your email before sending, press the "**Preview**" button.
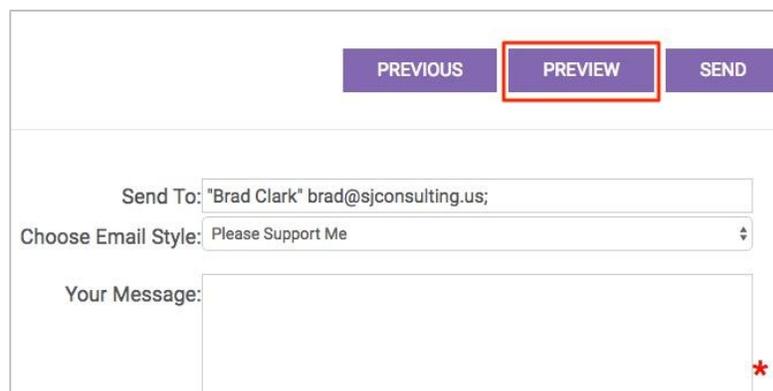
NOTE: Your browser may automatically block the preview window as a pop-up.
For example, if you use Google Chrome, you will see a small icon notification in the browser URL field that you need to click for your browser to allow Strollathon pop-ups to appear.

5. Once you have allowed pop-ups, click on "**Preview**" to review your email.
6. If the email matches your expectations, click the "**Send**" button to complete the email process.
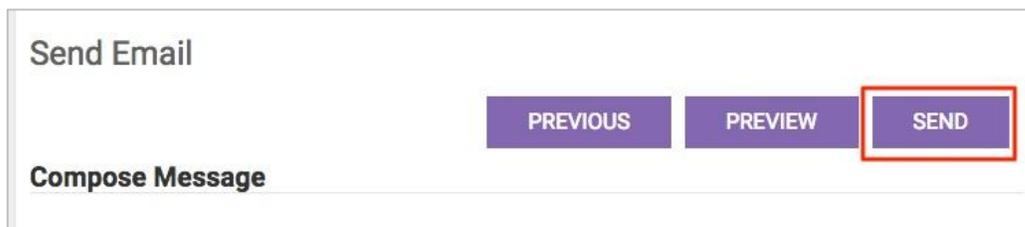
7. If you would like to receive an email notification when someone supports you, click on the check box next to "**New Donation Notification**" within the "My Email Notifications" section of your **dashboard**.

Email Setup Questions

How do I send a personalized e-mail to potential donors?

We've created templates to help you get started. On your **Dashboard** you will find an icon that says "**Send Email**". Click on this icon and follow the steps provided to personalize the e-card options.

We Have More Answers!

The following information should answer any additional questions that you may have.

What is the best way for people to support me?

Online donations are by far the best method. Our website is secure, and your donors will receive an email acknowledgement of their gift immediately. Your personal page will reflect the new donation as soon as one has been made online.

How can I see who has supported me?

On your Dashboard, you will see "**My Progress Summary**" - click on "**View My Activity Log**" for a detailed list of donations to your page and your email appeals. You will also be notified via email when someone sponsors you through your personal page.

How is my credit card number handled/protected?

During the donation processing, your credit card is encrypted using 128-bit encryption. After the donation process, only the last four digits of your credit card are stored in our website's database in order to aid in donation communications with you.

What to do if you can't find a fundraiser or team using the search?

Leave the search box blank and click **Search**. This will list every personal page owner registered for your location. Still having difficulties? Check back with your friend to ensure they have officially registered.

Still need answers?

Contact us at events@rettsyndrome.org.