

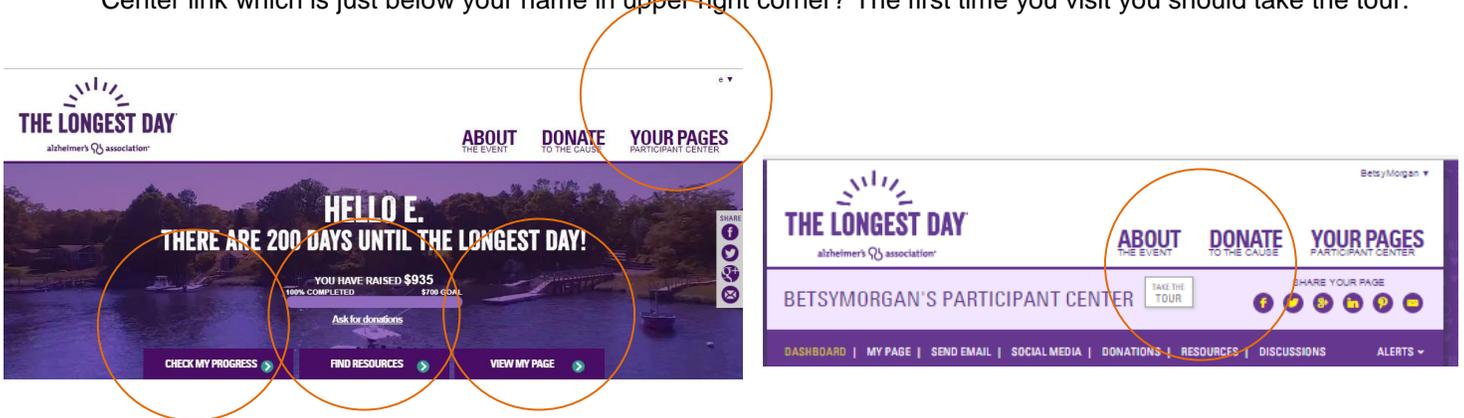
Getting Started On-line Registration

Team captains, event hosts or individual fundraisers: register at www.alz.org/tld by making a \$20 donation. They will get a t-shirt, welcome kit and donation processing forms via mail.

Team members: register to join a team at www.alz.org/tld for free but those that want a shirt MUST ORDER and PAY \$5 while joining. Shirts may not be purchased by team members at a later date.

Longest Day Participant Center & Community

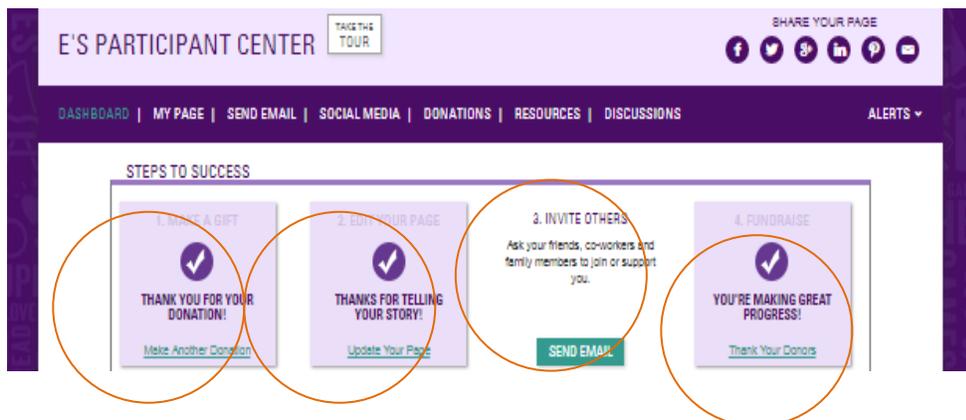
Log in: Login Go to www.alz.org/tld then click login upper right then enter the user name and password that you created when registering. When you see your name in upper right you will be on this landing page. It has quick links to progress, resources or to view your page. To get to the dashboard just click on YOUR PAGES Participant Center link which is just below your name in upper right corner? The first time you visit you should take the tour.



Main Menu Bar: The Menu has 8 sections. Dashboard, My Page, Send Email, Social Media, Donations, Resources, Discussions Alerts.

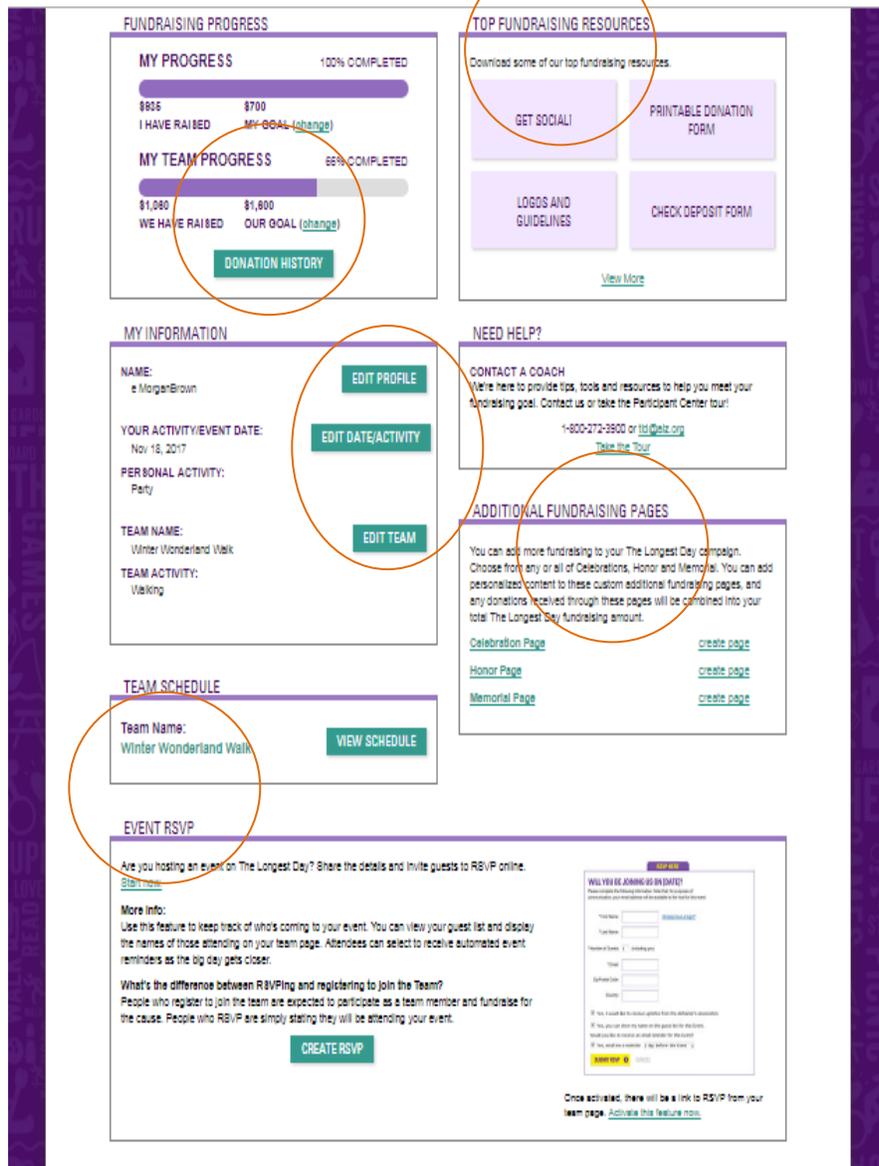
The **Dashboard** is the first screen you will see when logging in, and it provides access to the most important tools and resources available in the Participant Center.

We have **Four Steps To Success** to get started. Each item will be checked off the list once you complete it. To activate a step for the first time click the aqua button. For future access simply click the hyperlink



- 1) Make your own donation
- 2) Update link and add your story to your page
- 3) Invite others to join your team or donate
- 4) Thank Donors

From the dashboard just below the Steps to Success you can also do the following:



The dashboard is divided into several sections:

- FUNDRAISING PROGRESS:**
 - MY PROGRESS:** 100% COMPLETED. Shows a bar chart from \$636 to \$700. I HAVE RAISED \$700. MY GOAL (change).
 - MY TEAM PROGRESS:** 66% COMPLETED. Shows a bar chart from \$1,090 to \$1,800. WE HAVE RAISED \$1,800. OUR GOAL (change).
 - DONATION HISTORY:** A button to view donation history.
- TOP FUNDRAISING RESOURCES:**
 - Download some of our top fundraising resources.
 - Buttons for: GET SOCIAL!, PRINTABLE DONATION FORM, LOGOS AND GUIDELINES, CHECK DEPOSIT FORM.
 - [View More](#)
- MY INFORMATION:**
 - NAME: Morgan Brown. **EDIT PROFILE**
 - YOUR ACTIVITY/EVENT DATE: Nov 18, 2017. **EDIT DATE/ACTIVITY**
 - PERSONAL ACTIVITY: Party.
 - TEAM NAME: Winter Wonderland Walk. **EDIT TEAM**
 - TEAM ACTIVITY: Walking.
- NEED HELP?:**
 - CONTACT A COACH: We're here to provide tips, tools and resources to help you meet your fundraising goal. Contact us or take the Participant Center tour! 1-800-272-2900 or tld@alz.org. [Take the Tour](#)
- ADDITIONAL FUNDRAISING PAGES:**
 - You can add more fundraising to your The Longest Day campaign. Choose from any or all of Celebrations, Honor and Memorial. You can add personalized content to these custom additional fundraising pages, and any donations received through these pages will be combined into your total The Longest Day fundraising amount.
 - Buttons for: [Celebration Page](#) (create page), [Honor Page](#) (create page), [Memorial Page](#) (create page).
- TEAM SCHEDULE:**
 - Team Name: Winter Wonderland Walk. **VIEW SCHEDULE**
- EVENT RSVP:**
 - Are you hosting an event on The Longest Day? Share the details and invite guests to RSVP online. [Click here](#)
 - More info:** Use this feature to keep track of who's coming to your event. You can view your guest list and display the names of those attending on your team page. Attendees can select to receive automated event reminders as the big day gets closer.
 - What's the difference between RSVPing and registering to join the Team?** People who register to join the team are expected to participate as a team member and fundraise for the cause. People who RSVP are simply stating they will be attending your event.
 - CREATE RSVP**
 - WILL YOU BE JOINING AN EVENT?** Form with fields for: Your Name, Last Name, Number of Items, Title, Surname Last, Address, City, State, Zip, and a **REGISTER ME** button.
 - Once activated, there will be a link to RSVP from your team page. [Activate this feature now.](#)

Check your fundraising progress

- see fundraising progress
- update your goal,
- view full donor history.

View top fundraising resources

Quickly access and print the

- get social guide
- logo guidelines
- your own customized donation form
- the check deposit form

Update your registration Info

- change team name
- change activity
- change event date

Get help and manage schedule

You can get help anytime by emailing

tld@alz.org and use schedule to creating relay event schedules.

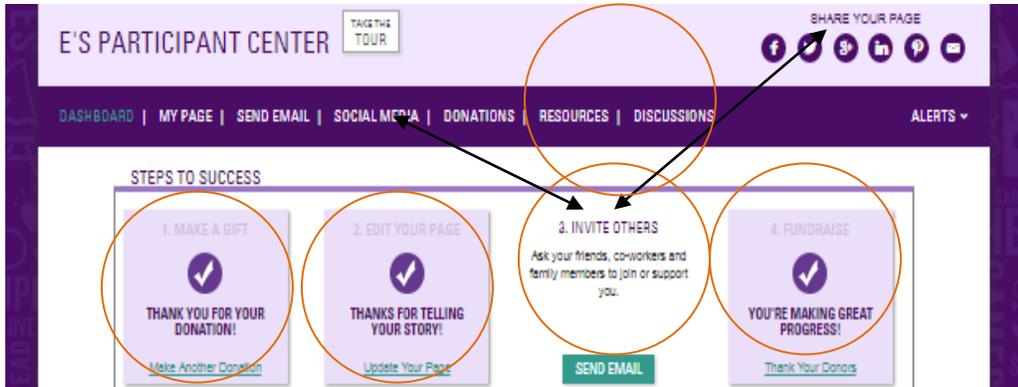
Manage fundraising pages

If you have a birthday or holiday coming, use the new preformatted pages to seek donations in support of your goals.

Manage RSVP's

You can use the RSVP feature to track attendees without requiring them to fully register and join your team.

Let's go over the **Dashboard** and the **Four Steps To Success** in more detail. To activate a step for the first time click the aqua button. To re-access that section in the future simply click the hyperlink.

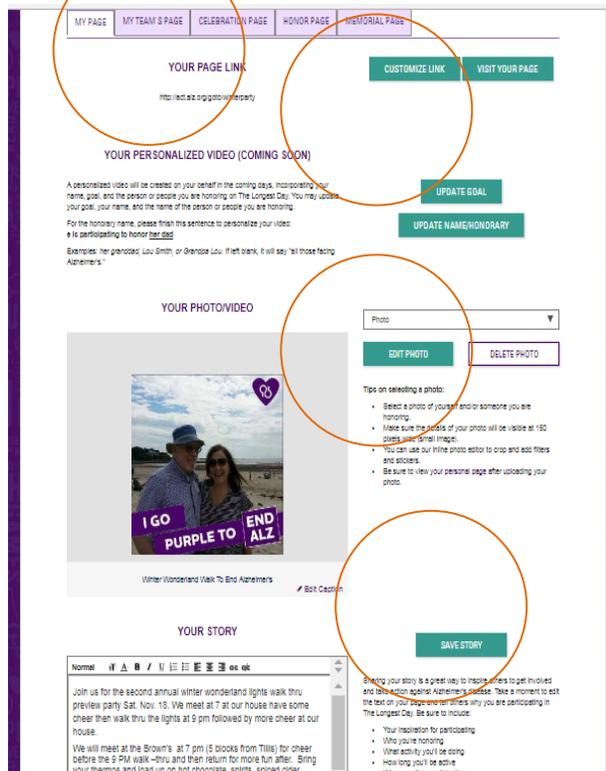


- 1) Make your own donation
- 2) Update link and add your story to your page
- 3) Invite others by email to join your team or donate. You can also use Icons in upper right to share your page on social media
- 4) Track donations and thank donors
- 5) Leverage community resources

1. **Be Your First Donor** -If the first box is not checked, make the first donation yourself!

2. **Update Your Fundraising Page or Pages:** Tell Your Story-Click on Update your page. From this landing page you can create a custom URL, add a personal photo or video, and modify template wording with your own personal tribute story.

- Captains will have two pages- their own page and their team page to update. All team member donations support the team total.
- Team members, event hosts or individual fundraisers will have just one page to update.
- Everyone also has pages they can use for birthday's or holiday, memorials. Use the new preformatted pages to seek donations in support of your goals.
- Incentive prizes are awarded to participants not teams, so you should share personal page links not team links for donations.



Create a Custom Link for your fundraising page to share with your friends and family or use on marketing flyers, business cards or letters. All customized links start with <http://act.alz.org/goto/> Add your name such as Betsy at end so the link would be: <http://act.alz.org/goto/betsy>

Add a photo or video to your page to honor someone, tell a story, or jazz it up. After the new-year, there is also a video you can customize to share as a fundraising tool.

Add your story-make it personal Add to the Longest Day basic text that auto-fills your page. Tell others why you're participating and what you're doing. The most compelling reason people have to donate is YOUR personal story. Your stories are powerful and will inspire others.

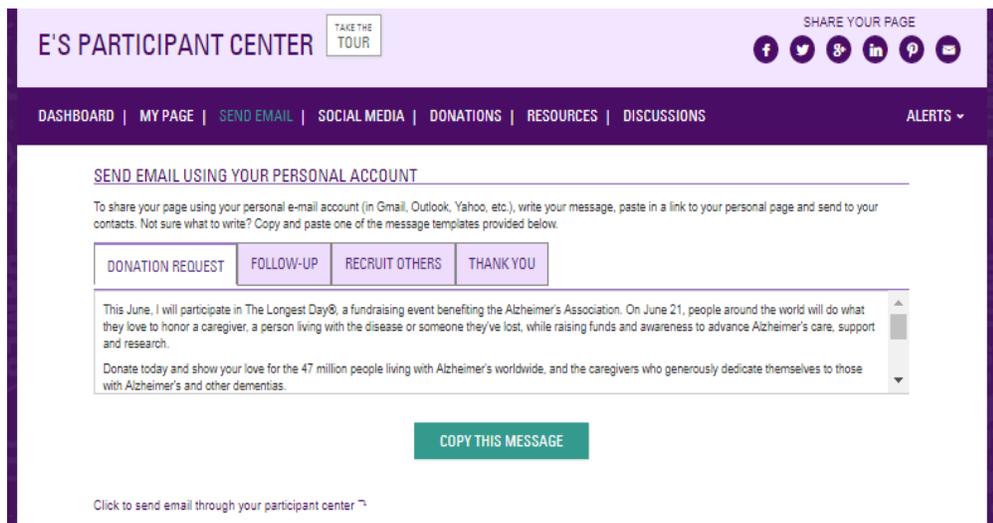
TIP- Always save then check the visit your page link to be sure it looks they way you wanted it too.

TIP- Don't cut and paste from word etc. Use Notes

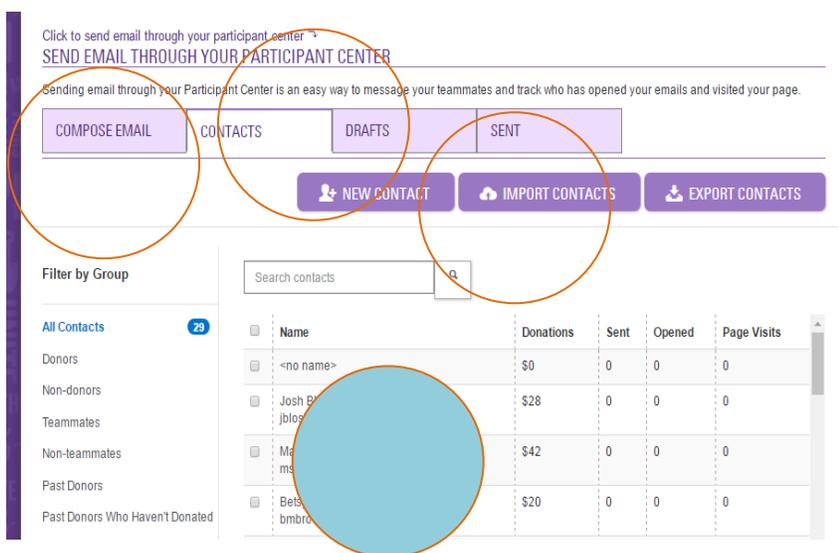
TIP – From your “live” page donors can download your custom donation form to use to mail in a donation.

3. Invite Others to Join or Support your Efforts via Email & Social Media

- **Invite others via email from your communications hub.** Form here you can send **email**, manage contacts, and track messages. These tools are here to help you personalize your messages and you can see who has opened the message and visited your page. You have two options. You can send email from your personal email or through your participant center.
- **Send email from your personal email :** We recommend creating a draft in your participant center from the samples (Donation request, Follow up, Recruit others, Thank you) and then copying and sending through your own email to avoid spam filters. Use the copy this message button

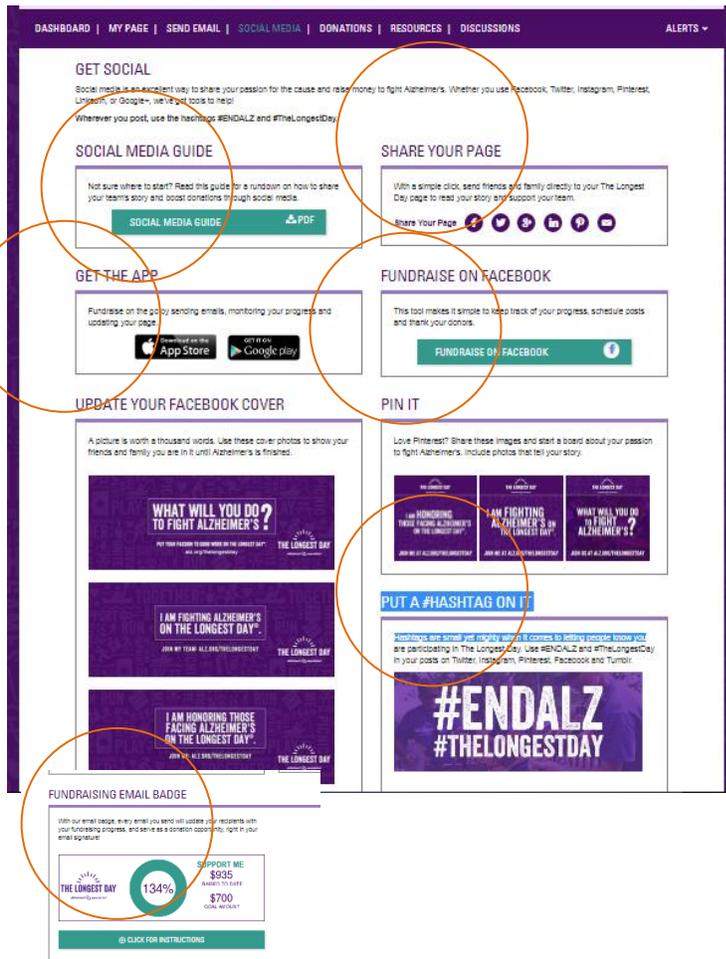


- **Send email through your participant center by clicking the link below the copy button.** From there you can manage your contacts, add or import contacts, see draft emails, see who donated and send thank yous, track email messages sent. Click on a recipient or subject to get more details.



- **See Alerts:** Click on alerts on Dashboard to see recent activity on your page (s).

- **Invite other via your Social Media hub.** Another important way to connect with friends, family and potential donors is via social media. Click on Social media on the dashboard for access to numerous resources and links to share your pages on social media. From here you can:



Download the Social Media Guide

Learn how to give your fundraising a boost with the ultimate social media playbook.

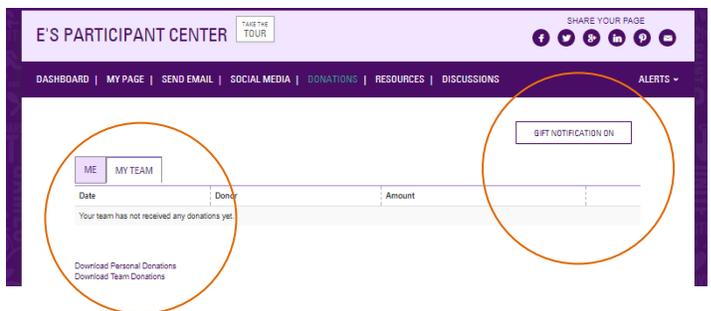
Share Your Page Anytime you see the Facebook, Twitter, Google+, Linked in, Pinterest or email icons- click to share.

Take The Longest Day with you wherever you go. With our iOS and Android apps, you can fundraise, send emails, monitor your progress and edit your page from anywhere, any time.

Install this Face book app and see your fundraising efforts grow Track your progress, schedule posts, thank donors automatically.

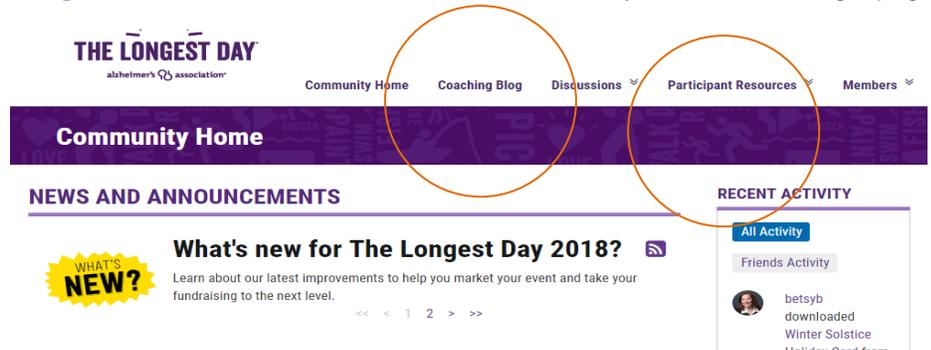
Use our Tags and Covers: Update your Facebook, Pinterest, Twitter with our covers and use our hash tags when posting. Or use the email badge to silently fundraise with every email you send.

4. Donations: Track Your Progress: Check how close you are to reaching your goal or your team goal. See a list of all personal or team donors. Download your donor information so you can easily send thank you messages. Set the alert to notify you when a donation is made.



5. Access ALL Resources by clicking Resources or Discussion on Dashboard. If you land on the login page reenter user name and login to

- Access resources on
 - Alzheimer's
 - Fundraising
 - Marketing
 - Planning
- View blog posts
- Join discussions board chats



Tips for Getting Started Fundraising

LOCAL EXTRAS:

- Visit our chapter website at line at: https://www.alz.org/greatermissouri/in_my_community_105089.asp go to the participant corner section for more resources: View fundraising ideas and resources and some local resources like flyer templates, pledge forms, in kind donation request template etc.
- Join the greater Missouri Longest Day Face book Group to stay informed and share information on local events, news and contests! <https://www.facebook.com/groups/tldgmo>
- Add your events on the face book group page yourself and email bmbrown@alz.org to discuss sharing your story online and with media.
- Find unique items to buy/sell at www.shopalz.org
- 2018 Team Support Open House Dates St. Louis Office May 18 and July 9; Springfield & Columbia TBD Check face book group page for updates <https://www.facebook.com/groups/tldgmo>

1. **SEEK SUPPORT** – It's time to draft your appeal and ask people to join your team or donate to your page. Remember to personalize your appeal by sharing why this is so important to you. We've got draft emails, fundraising tips, tools and resources to help you prepare. Go to www.alz.org/TLd Login and go to Your Pages Participant Center. From Dashboard MENU Click on Invite Others.
2. **SHARE YOUR PAGE:** The easiest way to ask people to join your team or donate is to share your page by clicking on the icons in the top right of YOUR PAGES Participant Center where it says Share Your Page. These icons allow you to share your page via facebook, twitter, email, linked in, pinterest etc. Once you receive that first donation, the excitement will propel you forward! Maintain the momentum by asking more and more people to support you. More guidance on marketing and using social media tools is available in your participant center by clicking Get Social on the dashboard Menu.
3. **VIEW ONLINE DONORS** Go to www.alz.org/TLd then in the upper right corner click on login using username and password and then click on **Your Pages Participant Center** just under your name. From Dashboard MENU Click on Donations. You can see donations to the team and personal page. You can download these lists to excel and they include contact details if available. All donors (Except Cash) will appear in Thanks to Donor boxes on the Live Team Page and Your Personal Page. This is also where you can print/download pre-filled team and personal page PDF donation forms.
4. **GET AND SHARE IDEAS:** You can also view more ideas in the online community pages. You can get to the community via your participant center by clicking Resources or Discussion on the dashboard Menu. Once there click resources for a full list of resources at your disposal. There is a coaching blog, discussions and tools here such as sticker templates, letter to seek sponsors or to seek donations such as food or prizes or auction items for your fundraising event.
5. **FUNDRAISING TIPS**
 - Visit our chapter website at line at: https://www.alz.org/greatermissouri/in_my_community_105089.asp and go to participant corner to download the local fundraising guide with lots of tips and ideas.
 - Start fundraising early and give donors a deadline of when you would like to reach your goal.
 - Ask everyone! Don't decide for a potential donor by not including him or her in your ask.
 - Ask big. If you ask for \$10, you'll receive \$10 — when maybe some would have given more.
 - Challenge your donors to be the first to give or to match your donation.
 - Ask often and use a variety of tools, snail mail, Face-book, email, face to face. We are all busy but most people do want to help. It often takes 3- 5 "shares" before someone stops to donate.
 - Monitor your personal and team fundraising progress. When you get close, increase the goal. You never want a donor to NOT donate because you've already met or exceeded your goal.
 - Follow up with potential donors. A follow-up email is an effective way to make another ask. Team Captains can include fundraising to date, plans for the day, personal stories and more.
 - Say "Thank you!" to your donors immediately and update and thank them again after the event.



How to Process Longest Day Donations

1. **TLD DONATIONS ARE PROCESSED VIA NATIONAL** Donations for Longest Day should not be sent to the Local Alzheimer's Chapter. They are credited back to our chapter based on the zip code of the Team Captain, Event Host or Individual fundraiser.

DONATION MAILING ADDRESS

The Longest Day
PO BOX 6804
Hagerstown MD 21741-8604.

2. **ONLINE CREDIT CARDS:** All donors online will receive a tax receipt. This is the easiest way to manage donations. All these donors will appear on your participant pages under the donations tab of the dashboard.
3. **CHECKS:** Checks should be payable to The Alzheimer's Association. If a check is made payable to you, you can endorse it on the back and mail it in with your donation form for proper credit. Each check you receive will need to be mailed in to TLD and itemized on the check deposit form you received in your welcome kit. The check deposit form is also available in your participant center dashboard resources section and the chapter website at: https://www.alz.org/greatermissouri/in_my_community_105089.asp You will need to list all checks and donors then mail with the form to address above. All check donors that provide address will receive tax receipt letter by mail. Each participant also has their own customized PDF form on your live webpage that individual check donors can complete and mail in with their own check to be credited to you. The form and check should be sent to TLD.
4. **CASH FUNDS COLLECTED AT EVENTS:** Convert any cash collected to a cashier's check, bank check or money order. Then there are two options depending on if receipts are requested or not.

A) **No Receipt Needed/Mixed Donations:** Submit the cashier's check or money order and list on check deposit form as "anonymous" under donor so no tax letter is issued.

B) **Receipt Needed:** if you have cash donors that want a receipt, they must complete the top half of the cash Receipt form and return it to you. They keep the bottom as a receipt until we mail the official letter. You can download the cash receipt from the Resources Section in the online community or the chapter website at: https://www.alz.org/greatermissouri/in_my_community_105089.asp. Then simply list each donor and their donation amount on the check processing form. The total should equal the amount of the Cashier's check.

Web Support

If you have any questions about the website navigation or issues with the longest day website, participant pages, your donation pages, or the online community contact tld@alz.org.

Fundraising Support

For help locally with fundraising ideas, resources, or donation processing, contact Betsy Brown 314-801-0445 or via email at bmbrown@alz.org.

2018 Team Support Open House Dates

- St. Louis Office May 18 and July 9
- Springfield & Columbia TBD
- Check face book group page for updates <https://www.facebook.com/groups/tldgmo>