# Using and Making the Most of Your Participant Fundraising Page on Kintera

## Logging In to Your Page

Go to the event participant headquarters (Athlete & Friend Central/Garden Headquarters, etc).

- Click the appropriate login link on the left of the page (or from the top if enabled in your particular event)
- Enter your user name and password (you can choose the remember me option by checking the box)

You are now at your **HQ** (headquarters) page. Think of this as the control panel of your personal page. From here you can edit your page, send emails, look at reports, change your profile or fundraising goals and edit your page.

You can choose to use the links on the **HQ** page or the tabs at the top of the page (directly underneath the main image). Many participants find accessing their controls and choosing functions easier using the tabs.

## My Webpage Tab

This tab allows you to edit what visitors and donors see when they visit your page. Editable regions include:

- **Header Text**
  The first two lines of text above the picture

- **Do You Want a Video or Image**

  - Select Image or Video from drop down menu

    - **Image Options**

      - Upload an image (recommended size 300x234 pixels, with a file size of no more than 50KB)

        - If you do not have image resizing software Webresizer.com is a free online tool that allows you to edit your pictures
        - You can upload either one or two images
        - Choose from a library image
    - **Video Options**
        - Embed a YouTube video (this can be video someone filmed of you as you were participating in the event (biking, swimming, running, planting your pink tulip garden or celebrating the bloom, or a video you've made sharing your reasons for participating in the event)
- **Choose a Theme**
  Choose a background for your page from our library of backgrounds, you cannot upload a background
- **Caption Under Image**
  Change the caption under the image or video
- **Edit the Text**
  Share your story here, tell visitors what the event means to you, why you're participating, if you're honoring someone or participating in memory of someone

**Preview** the changes to your page (a new window will open). You can continue to make edits until you are satisfied with the changes. Click **Submit** to keep the changes, or **Cancel** to discard all changes and start over.

## Email Tab

Here you can compose emails, import your address book, look at your email log (history), and update your Facebook or Twitter status.

- **Address Book Import**
  Automatic importing of your address book (contact names and email addresses) can be done from Gmail, Windows Live/Hotmail and Yahoo. You will need to provide your login info when prompted.

  If you use an email program such as Outlook, Entourage or Thunderbird you can export your contact list to a .csv file and then select the Comma Separated Values (CSV) option and import your contacts.

- The **Import Wizard Help** link on the page provides a detailed explanation on importing a .csv file from Outlook, or importing contacts from Gmail, Yahoo or Hotmail, as well as Netscape.

- **Delete Contacts from Address Book**
  To delete contacts from your **Address Book**, click the **Address Book** link from the Email tab and select contacts to delete and then click the dark blue box **Delete Selected Contacts**. This cannot be undone so choose carefully.

- **Send Email**
  When first viewing this page you will see two columns, **Greeting** and **Recipient Email.** You can select recipients from your **Address Book** or you can manually enter a **Greeting** and the **Recipient Email**, or you can combine methods.

  - To email from your address book click on the **Address Book** link. You can select the view you prefer, **Main Address Book, All Donors, Recent Donors or Past Donors**. Click on the **Check Box** in front of the person's name you wish to email, if you wish to email all those displayed on that page then click the **Pin** icon with above the first check box.

  - When done selecting the recipients click the dark blue box **Send Email To Selected Contacts.**

  - Enter a **Salutation** if desired (be sure to check the box if doing so), and select **First Name, Last Name, or Full Name** and then click **Save**.

  - To email by manually adding a recipient not in your address book, enter the **Greeting** and then the **Recipient Email**. This will not automatically save them to the address book so it is generally best to add a person to your address book permanently.

  - Select up to **30** people to email to each time. You do not have to change the **Total Recipients** number from the drop down menu if you are using the **Address Book**, it will change automatically, up to 30.

  - Select from one of the sample **Templates** for use as is or customize it, or create one of your own. The subject line is editable as well.

    - If you customize a sample template or create one of your own, you can save it as a **Private Template**. You can save up to six private templates.

- **Highlighted Message**
  This appears at the top of the email, think of this as a heading, lending emphasis to your email.

- Once your changes are made you can **Preview** the email (opens in a new window). You can further edit your email if you wish, just close the window and continue editing. You can edit and preview as many times as you want. When you are satisfied with your changes close the **Preview** window and click **Send Email**.

- **Email History Log**
  This report details the results of your email efforts. The report summary includes the email addressee, email address and date sent. It also shows how many times a person visited your site from a particular email and any resulting donations.

  You have the ability to select any of these individuals and send another email. There are a couple ways to take advantage of this feature. Many participants like to send an email thank you for donations received, this is an easy way to do so.

  Another way to use this feature is to select those that have visited your page but not donated. An email could be sent thanking them for visiting your page and learning more about your participation in the event and inviting them to visit again and to make a donation.

- **Facebook Status**
  Kintera Friends-Asking-Friends software provides a link to update your Facebook status. Follow the steps outlined in the window that displays. If you encounter difficulty posting a link using the tool provided in your headquarters, please follow the steps below to post a link to Facebook.

  **Steps to Post a Link as your Facebook Status**
  For those not familiar with posting links to Facebook, or those new to Facebook, here are the steps to posting a link in your news feed:

  1. From the top of your Facebook news feed page or your profile, click Update Status. Enter the text you want to display with the link in the box that displays.

  2. Type or paste the web address (URL) that you want to share (this would be the link to your page – see notes below), press the spacebar once, this will activate the link below the status box with a preview of the page.

     Note: use the personal page link you created at registration, or log out of your page and copy the URL from your browser window. It is important that you're not logged in when copying the link. If you do not log out first, your Facebook

friends will not be directed to your personal fundraising page. Keep in mind, you will need to login again to manage your headquarters, if your login information isn't stored, you will need to re-enter your username and password.

3. Set privacy for the post if desired.

4. Click the Share button to post your status update with the link.

- **Twitter Status**
  Kintera Friends-Asking-Friends software provides a link to send a tweet on Twitter. Follow the steps outlined in the window that displays. If you encounter difficulty posting a link using the tool provided in your headquarters, please follow the steps below to post a tweet to Twitter.

  1. Twitter allows only 140 characters including spaces, so it is best to shorten your URL. A good website to use is www.bitly.com.
  2. Type or paste the web address (URL) that you want to shorten in the box provided on Bitly (this would be the link to your page – see notes below), then press shorten. Copy the link displayed after it is shortened, you will use it during when you type your tweet.

     Note: use the personal page link you created at registration, or log out of your page and copy the URL from your browser window. It is important that you're not logged in when copying the link. If you do not log out first, your Facebook friends will not be directed to your personal fundraising page. Keep in mind, you will need to login again to manage your headquarters, if your login information isn't stored, you will need to re-enter your username and password.
  3. Return to your Twitter page, type your tweet and paste your shortened URL from Bitly, then press the Tweet button.

- **Bitly Statistics**
  If you are interested in tracking the number of times your link is clicked on and obtaining other useful statistical information, you can sign up for a Bitly account and follow the instructions provided.

Sharing your updates via **Facebook** and **Twitter** bring your story and reasons for participating in the event closer to your friends and family.

## Reports Tab

Think of this as your financial report section, it starts with the current event and shows your goal, donations made (broken down by online and offline) with greater detail at the bottom of the page.

Clicking on the **Past Events** link allows you to pull up data from other Maine Cancer Foundation events you've participated in.

## Tools Tab

The default landing page for the Tools tab is your **Profile** page.

- You can change any of your contact information, change your fundraising goal and elect to be notified (or not) by email when someone donates to you.

- You can print your **Donation Form** if you want to include paper copies in any letters sent via the postal service or for other times you might want to hand paper copies out.

- You can also edit your **Login** information, user name, password or security question/answer.

## Volunteer Projects Tab

This tab is generally not used for Maine Cancer Foundation events.

## Gadgets Tab

There are two snippets of html code on this page, one for the honor roll and one for the thermometer. The code can be inserted into the html of a web site, or some social page profiles or any other page that accepts html code.

Many MCF participants have business or corporate websites and choose to place the code there for vendors and customers to see their progress. The code also includes a link to your personal page where donations can be made.