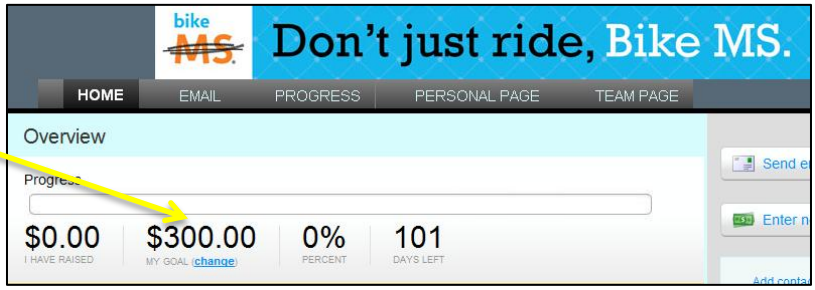
1. GETTING STARTED & UPDATING YOUR GOAL

Once you are logged in to your account, you should see a screen similar to the one below. From here, you can add contacts to your address book, personalize/update your personal page and/or team page, send e-mails to your friends, track donations and more.

- On the homepage of your account, you can up **update your goal**. Just click Change to update it.
- *If you are **not** a team captain, you will not have the link that says "TEAM PAGE" at the top.*



2. ADDITIONAL RESOURCES

Scroll down the page, and you can do even more!

- Click the 'fundraise with Facebook' button to activate Boundless Fundraising. It's an easy way to setup automatic status updates and asks your entire Facebook network to give their support.
- Check out fundraising 101 on mscycling.org for more tips & tools and
- **Track your progress:** See your recent activity at the bottom of the page and follow the suggested next steps. Track your matching gifts and offline donations on the pledge sheet. (PDF or excel doc)

** Note: DO NOT use Causes on Facebook to fundraise. They funds will not directly go to your fundraising account.*

Go beyond the minimum $300 to help City to Shore meet its $5.2 million goal, but more importantly, help your neighbors with MS live better, more independent lives.

***Note: only donations we have received will appear in your total amount raised. Visit the FAQ page for more information on the donation and matching gift process.*

What should I do next?

Set your Fundraising Goal

Update your Personal Page: Did you know if you set up and actively update your personal page you can raise on average two to three times more? Change the page layout, write your own personal appeal, upload a photo and more.

Send out solicitation and reminder emails. It's easy to send emails to friends, family and co-workers about your participation. *If you find that you are unable to save the templates that you have created, please make sure that you disable any pop-up blockers that may be running.*

Track your progress:

>Track pledges and donations

>Send follow-up messages and thank-you emails

>Track your matching gifts on the pledge sheet. Matching gifts are a great way to double your fundraising, reach VIP status and receive prizes. *Note:* matching gifts do not count toward your required minimum $300. Click here more information on matching gifts.

>Update your fundraising goal *as you near your current goal*

Fundraise via social media

Add Boundless Fundraising to your Facebook page. Click the "Fundraise with Facebook" icon below to get started.

fundraise with facebook

Follow us on twitter and

Prizes and awards

The average City to Shore cyclist raises $750. Raise $1,000 and become a VIP cyclist.

Raise $400 by August 1 to receive a commemorative 2012 long sleeve T-shirt.

Click here for all clubs and prizes.

My Account 'How To' Tips

**links & revised how-to-guide coming soon*

>Update Your Goal
>Update your Personal Page
>Create a personalized URL for your page
>Adding/Importing Contacts
>Sending emails
>Save your donor list: these do not carry over to the following year and will not be available after January 25, 2013

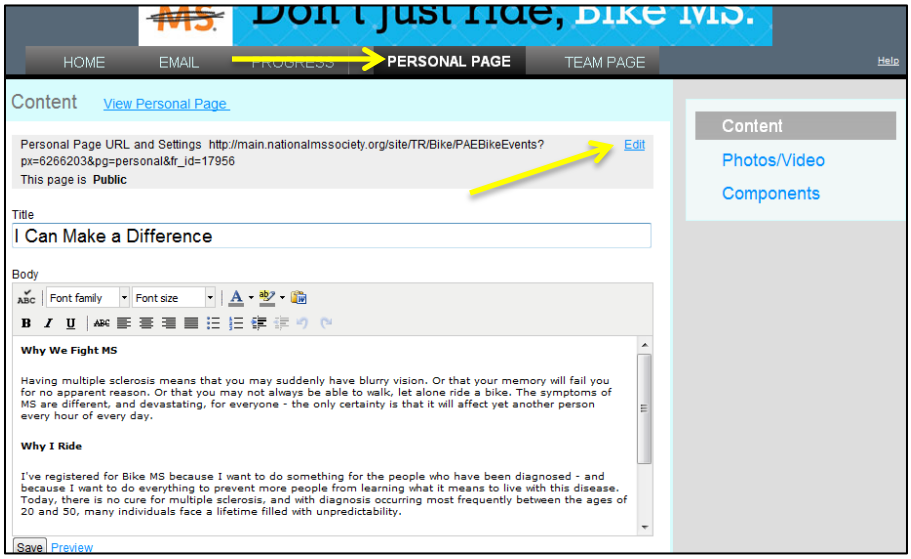
Tip: Draft & save your email/personal page content in a word document, then simply copy and paste into My Account.

Still having trouble?
>Click here to watch a video tutorial
>Read the complete how-to guide (pdf)
>Email us or call 1-800-445-BIKE

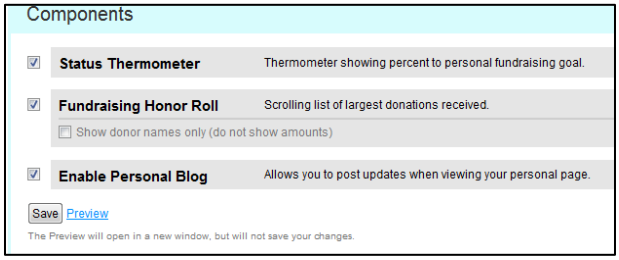
3. UPDATE YOUR PERSONAL PAGE & CREATE A PERSONAL URL

Did you know if you set up and actively update your personal page you can raise on average two to three times more?

- To do that, click "**PERSONAL PAGE**" at the top.
- **Create your own personal URL.** Click the 'Edit' link at the top and type what you would like your URL to be. Then click 'Save.' Your updated URL will be displayed so you can copy and paste it into e-mails or social networking sites.
- **Update the title and body.** You can change the content of your page, font styles, sizes and colors with the toolbars provided. Use this space to explain why you're riding and why people should support you. Click 'Save' to save your changes. *(You may also want to draft & save your content in a Word doc, then Copy and Paste here)*



- Click 'Photos/Video' on the right, to upload an image or a video to your profile. Two photos are the maximum. JPGs only. *(We recommend uploading **only one photo**. Two photos throw the alignment off.)*
- Click on 'Components' to choose which content you like on your personal page. Be sure to click Save after you make any changes.



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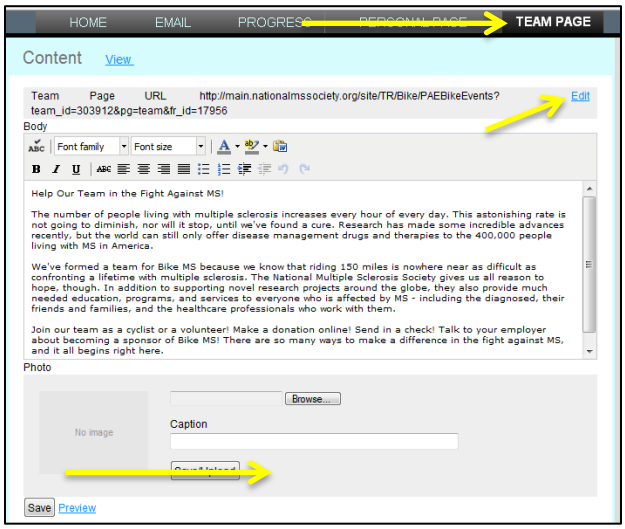
4. PERSONALIZE YOUR TEAM PAGE

You have the same editing abilities for your team page as you do your personal page; listed above in step #3.

- Click on '**TEAM PAGE**'
- Create your own **team URL.** Click the 'Edit' link at the top and type what you would like your URL to be. Then click 'Save.'

There are only a few differences:

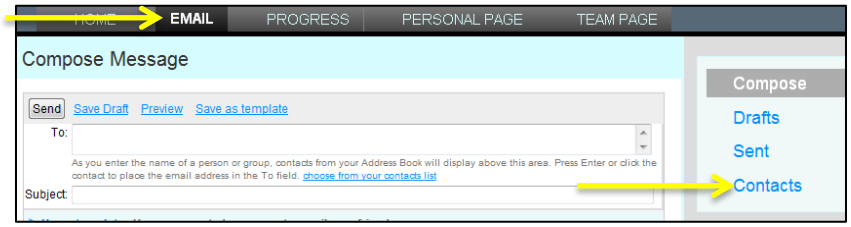
- Blog option not available
- Upload your photo directly on this page.



5. ADDING/IMPORTING CONTACTS

After you set up your personal page and your team page, you will want to send out e-mails. The first thing you need to do is click the **EMAIL** tab at the top.

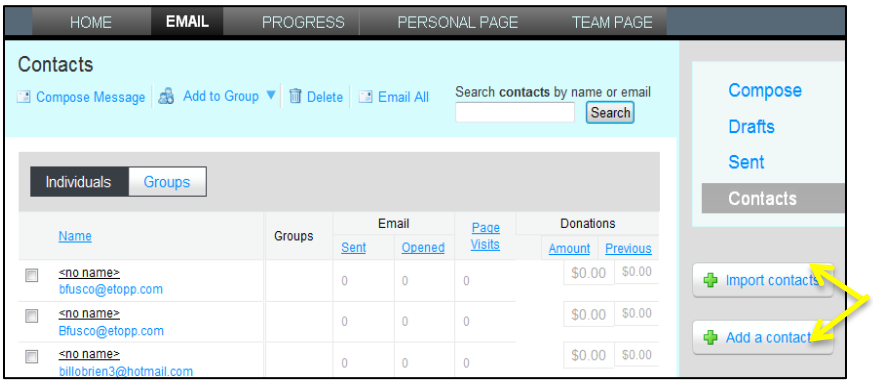
- **Contacts**
  - Click 'Contacts' on the right to import contacts or add them manually.



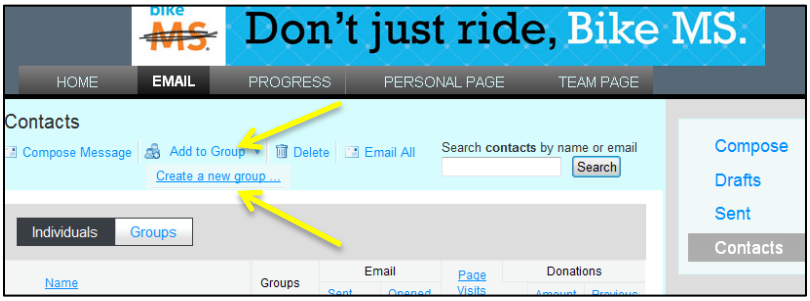
  - Click the "Add a contact" button on the right to add contacts manually.

Have a MAC? Click **here** to learn how to import your contacts.

  - Click "Import Contacts" just beneath that to have the system pull your contacts from your AOL, GMAIL, Yahoo and other e-mail accounts. When you import contacts, you will be prompted to choose your e-mail provider and then enter your e-mail address and your password. This information will **not** be stored. The system will only use it to access your account to pull contacts.

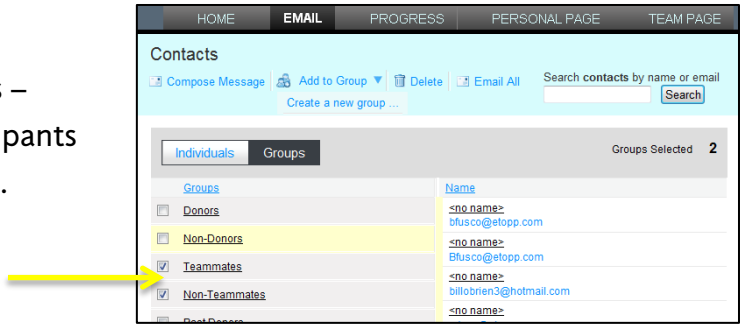


    - **GROUPS** – You can send emails to specific targeted groups such as donors, teammates, past donors and more. People get placed into groups based on the activity in your account.
    - You can also create a group here as well as import them just as you did for individuals. For example: "work" "softball team"
    - **Create A Group:** When you're in your contacts, go to the arrow next to '**Add to Group**' and click it. You'll be given the option to create a new group. Click 'Create a new group', enter a name for your group and hit save. The group you created will appear at the bottom of your group list.



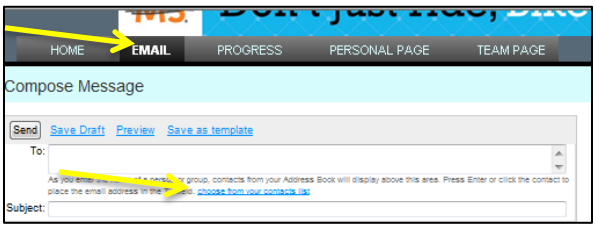
    - Note: Contacts <u>will</u> be saved from previous year as long as you do not create a new account when registering the following year.

Team Captains will only be able to see the groups – Teammates & Non-Teammates. Individual participants will not have those groups listed in their contacts.



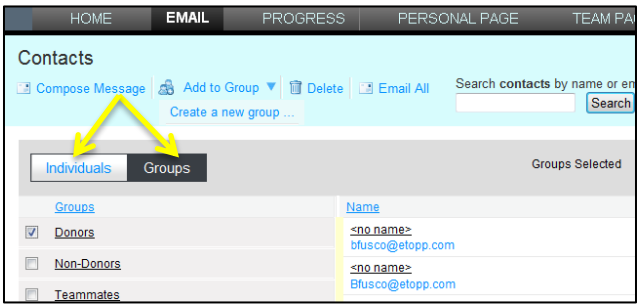
6. SENDING EMAILS

- After your contacts are added, you're ready to send an e-mail! If you're not already redirected back to the e-mail home page, click the **EMAIL** tab at the top and then click 'choose from your contact list' under the To: field.



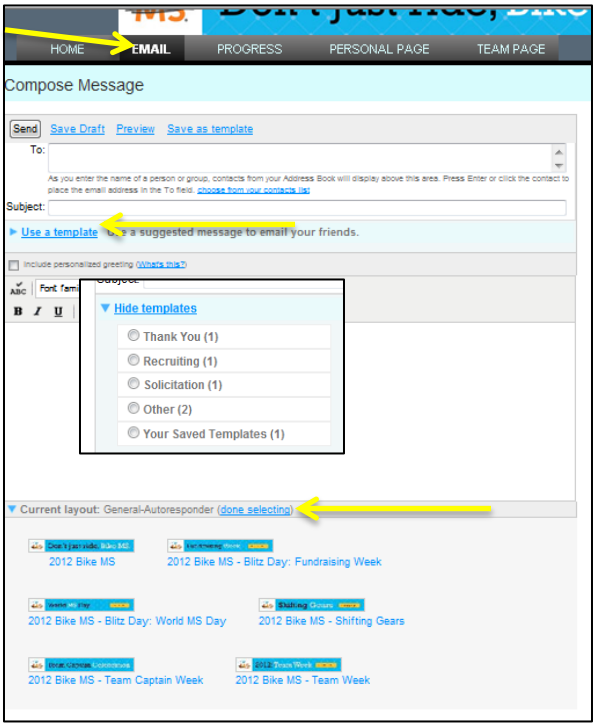
- Click on '**choose from my contact list**'

- Select the contacts you'd like to send a message to by checking the boxes next to their e-mail addresses. **You can choose individuals or groups**. You can filter your contacts with the drop-down menu at the top if you only want to send a message to your teammates, to people who have donated, etc.



- Next click '**Compose**' to start your message.

- Click the type of message you'd like to send by click the '**Use A Template' link**. Those messages will bring up pre-written content, including the subject line. You can edit the message. There will be templates such as *Thank You, Donate to my team* and more. (see inset)



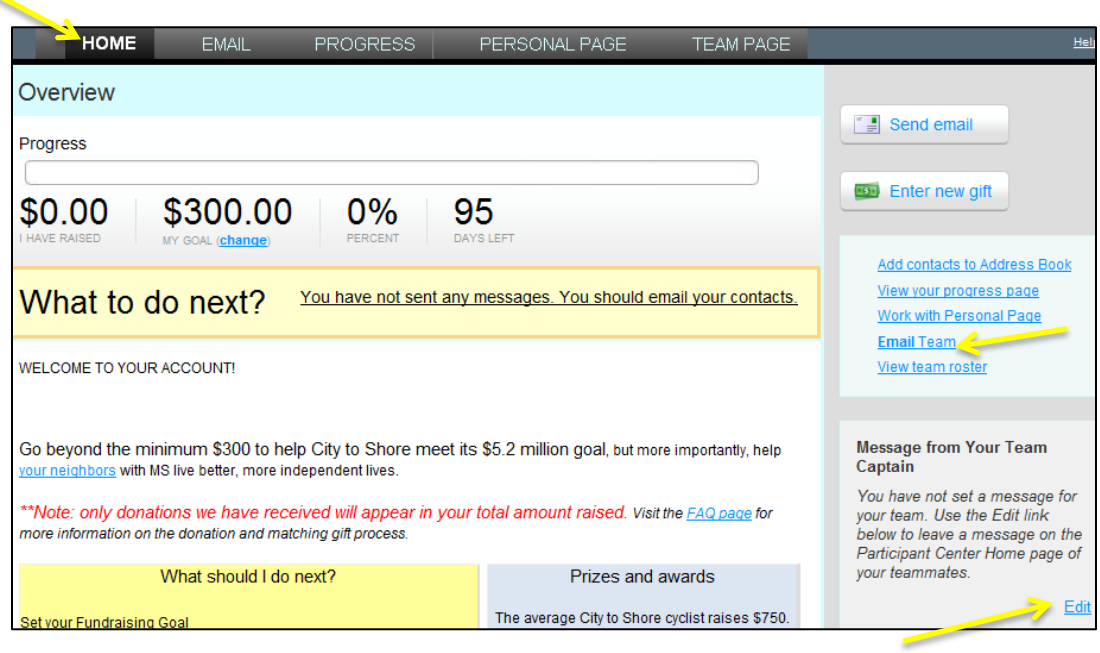
- OR feel free to draft your own template and save it for future emails! *(You may also want to draft & save your email in a Word doc, then Copy and Paste here)*

- Choose your email layout to go along with your email subject.

- You will not see it but a link to your personal page will automatically be included at the bottom of the e-mail.

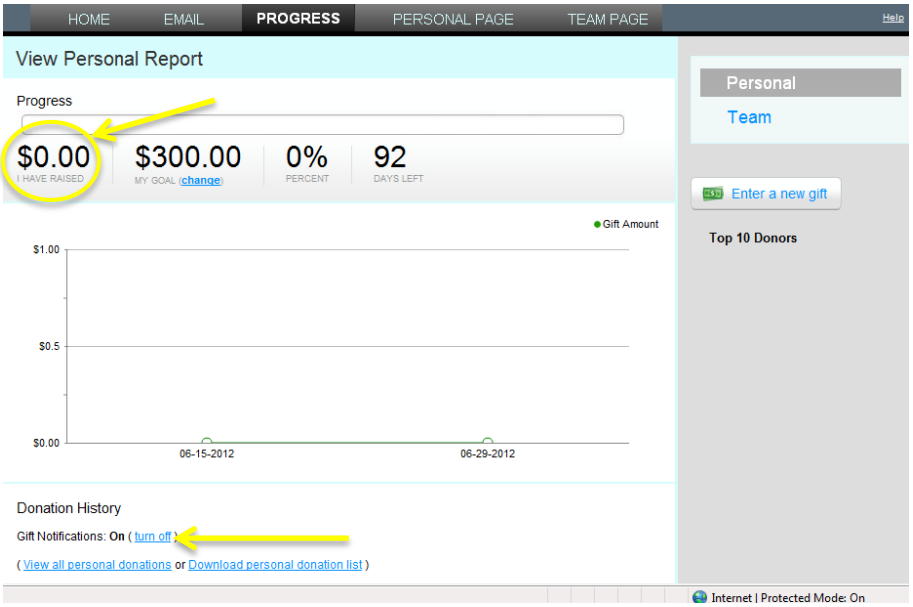
TEAM CAPTAINS: Send emails & messages to your entire team.

At the top of the page click '**HOME**.' Once you are back on the home page scroll down and to the right you'll see a shaded blue statin box and click on **Email Team** link. Or type a message to your team which will be displayed on their personal page.



6. TRACK YOUR PROGRESS

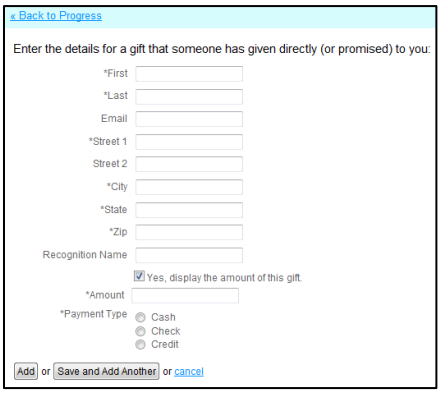
After you send your e-mails, you can track your personal and team fundraising progress by clicking the '**PROGRESS**' button at the top.



- Note: Only donations we received will appear here.
- On the right-hand side, you will see two links. One is for personal, and the other is for team. On both pages you will see your progress thermometer, your top 10 donors, and your donation history.
- At the bottom of the progess page you can turn your **gift notifications on/off.** If it's turned OFF you will not receive notification via email of a gift/donation made to you.
- Your '**TEAM PROGRESS**' page will also show you which donations were made directly to your team and which donations were made on behalf of your teammates.

- If you need to enter offline gifts (such as checks or cash) click on the **Enter a new gift** bottom on the right of the progress page. Then fill out this form (right)

*Note: **Entering Gifts Received Offline**: If you use this feature on the website, these donations will not appear in your total amount raised. Only donations Bike MS have received count toward your fundraising. Please turn in all offline donations immediately so we can enter them and count toward your total donations raised. Click here to see how to turn-in your donations or visit the FAQ page for more information.*



Recommendation: Track your offline donations and matching gifts using our pledge sheet. (PDF or excel doc) **Matching gifts** will not appear in your total amount raised until we have received the actual donation from the company. However, please submit the match(form) ASAP as a matching gifts do **not** count toward required $300 minimum, but do count towards VIP status and prizes. Visit the FAQ page for more information.

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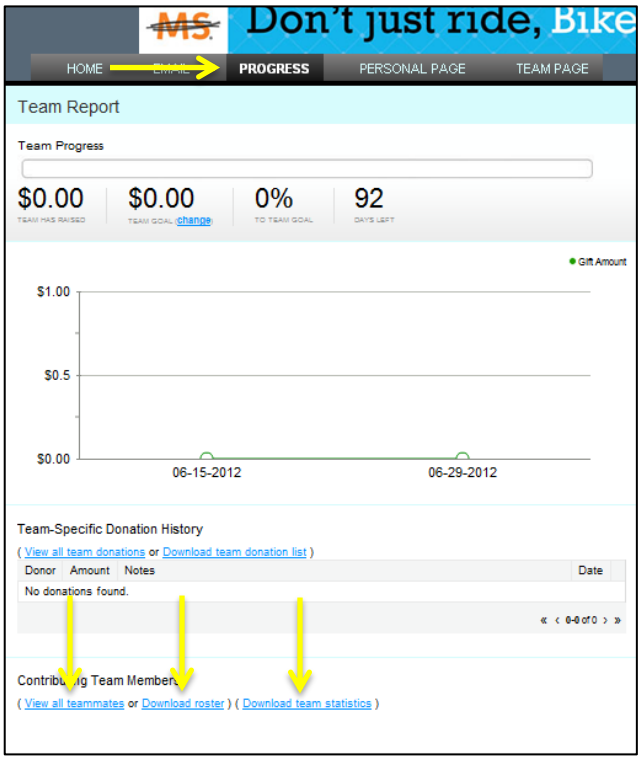
7. MANAGE YOUR TEAM ROSTER & DOWNLOAD YOUR TEAM ROSTER

If you are a team captain and you'd like to download your team roster, you can do that by going to your '**PROGRESS**', click on TEAM and scroll down to the '**contributing team members**' section.

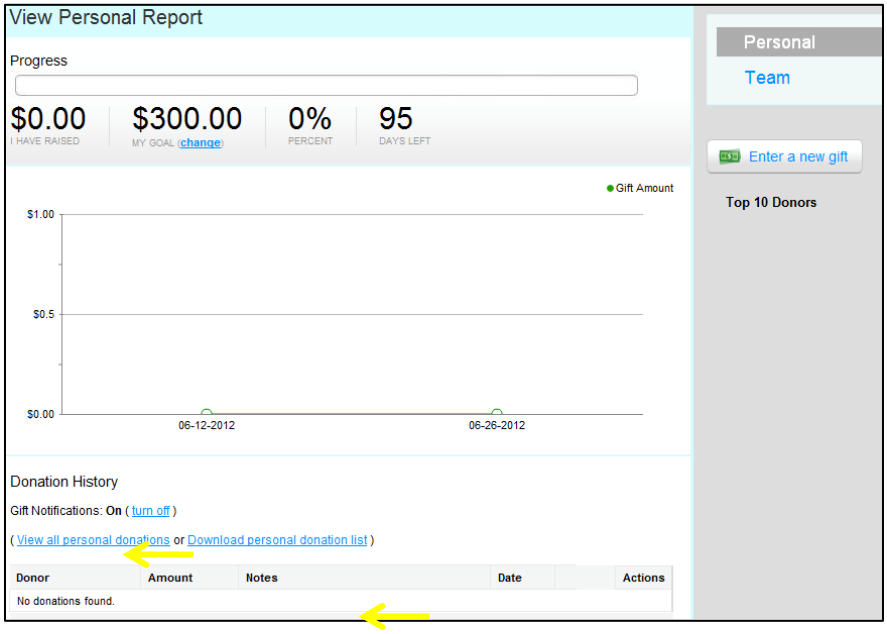
- To View team, click '**View all teammates**;'
- Click '**Download roster**' to download and save to your computer. The report includes your teammates' contact information and fundraising totals.
- You can also save your teams' statistics by click '**Download team statistics**'. This report includes the roster information as well as their fundraising average, goals and more.

**Note: Team Rosters do NOT carry over to following year see #8*



8. SAVE YOUR DONATION & TEAM HISTORY

When you register for the next year's ride, your contacts and emails will carry over (as long as you don't create a new user ID when you register the following year), but you're **donation history** and **team roster will not**. Please take a moment to download your team roster (captains only) and donation history for your records by the end of January.

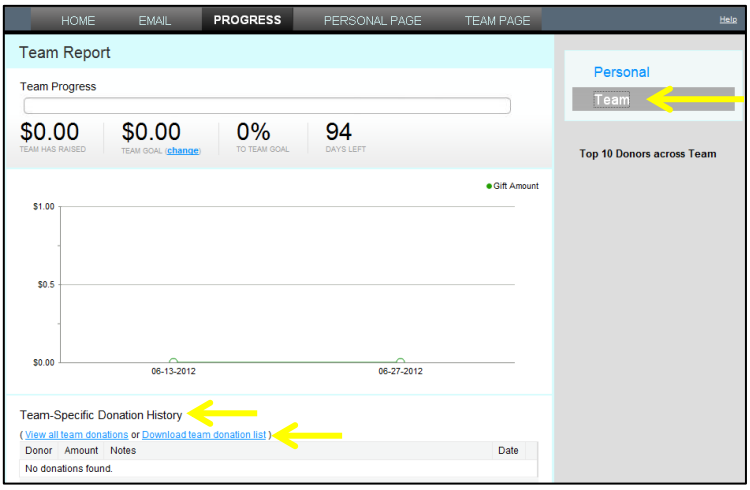


How to download your personal donation history

1. Click Progress.
2. Scroll down to the section titled Donation History.
3. Click 'Download personal donation list.'

Note: If you're a team captain, you may also download your history of team donations.

1. Click Progress
2. Scroll down to the section titled Team-Specific Donation History
3. Click 'Download team donation list.'



How to download your team roster (captains only)

1. Click Progress.
2. Go to your team progress page by clicking Team on the right
3. Scroll down to the contributing team members section.
4. Click 'Download roster.' The report includes your teammates' contact information and fundraising totals.