Login and Personalization Guide

A step-by-step guide on how to log in and personalize your online AIDS Walk LA fundraising profile.
Get Familiar With The Site

This site is designed to help you keep track of Tasks, Donations, Thank You’s and Your Team (if applicable). We recommend spending time with your Toolbars and Checklists to familiarize yourself with the features.
1. Notice the different Toolbars.

The Toolbar to the left can be expanded from Icons to a more viewer-friendly list by clicking the arrow button at the bottom-left corner of the screen.

Toolbar changes from this... → To this.
There is also a list feature in the top-right corner, there are three lines to the right of My Account. This toolbar appears on either side to help you navigate the site and its functions.

This expands...

To this.
As you complete the tasks to ‘Set Up Your Campaign’, you will see Green Check Marks.

At the top, there is a checklist to keep track of what you need To-Do.
There is also a To Do Checklist at the bottom of your Home Page.

As you complete each of these Tasks, they will disappear from your site or change! Depending on what the task is and what needs to be done. This is a great tool to keep yourself on-track.

First Thing: Personalize

To do items

- Personalize your page
- Create an email list
- Send your 1st 'sponsor me' email
- Raise awareness on social

To do items

- Send your 1st 'sponsor me' email
- Email 1 contact (1st time)
- Thank 1 donor
Personalize Your Page

We know AIDS Walk is important to you and we know the most effective way to Fundraise is to make it personal. The best way to let your supporters know why you’re fundraising for AIDS Walk and APLA Health Services and Programs is to share your story.
1. Click “My Page” in the left Toolbar.

2. Click “Edit Page” either in the right top corner or anywhere in the shaded, center of your page.
1. Make your page your own with a custom title.

2. Increase your fundraising goal. If you aim for $1,000 or more, you will be a part of our Star Walker Club!

3. Choose a URL that lets your supporters know they're in the right place.

4. Add photos and videos. Drag your photos/videos left or right to change the order they appear on your page.

5. Tell your story. This Walk is about you. Why are you participating?

6. Don’t forget to save your work.

NOTE: The header background color is set by the Walk and cannot be changed.
Uploading photos and videos to your page.

- Profile image dimensions: 640 x 533 pixels

TIP
We’ve got some great YouTube clips that will highlight how funds raised support people in need.

Click for Video
Click for Video
If you’re anything like us, your best supporters are your friends, family, colleagues, bowling buddies, book club, fellow dog (or cat!) lovers, alumni, bingo enthusiasts, and of course Last Years Donors. Get the word out to family and friends that you’re participating in AIDS Walk Los Angeles using the Email Tool!
Click “Send Emails” and then “My Contacts.”

Either import contacts from popular email apps (or even a csv file) by clicking “Import Contacts” or type them in yourself by clicking “Add Contact.”
Once you’ve entered contacts, you’re ready to send some emails!

1. Click “Send Emails” and then “Create Email/”
2. Use a preset Template as a guide, or compose your own text.
3. Choose one, some, or all of your contacts as recipients.
4. Send away!

If you write your own email, you can save it as a template and use it again later.

TIP

CREATE EMAIL

Template: Sponsor Me

Send To: Recipients

Subject: Sponsor Me

Message:

Dear [%ContactFirstName%],

I’m reaching out because I need your help.

I’ve chosen to support APLA Health’s vital health services in LA County by registering for AIDS Walk Los Angeles 2020. APLA Health serves over 18,000 people in our community, including those living with HIV or at risk of HIV, with programs including medical and dental care, mental health, housing support, food pantries, testing and treatment, benefits counseling, and more. Unsurprisingly, they’re seeing an increase in demand this year for many of these services.

All funds raised at AIDS Walk Los Angeles go toward APLA Health’s urgent work to provide quality care for patients with HIV who may also be at risk for COVID-19. You’re invited to Get With the Programs with me in this first-ever digital AIDS Walk Los Angeles experience.

To make a donation visit: [%Link-SponsorMe%].

To learn more about APLA Health, you can read up on their story here:

Thank you,

 [%MyFirstName%]

See content added to end of email here. View content >

Send email
Let’s Get Social!

These Social Media Sharing Tools help you easily connect your Personalized Page and URL with your Social Media circles, ensuring you raise awareness of your goal and our programs and services. Thank you!
Sharing is easy with the Social Tool.

1. Reach out to your social networks!
   Raise awareness and increase donations by creating a social post asking for support.

2. Simply click the button for the Social Media you’d like to share your page to, and it’s done!
Keeping Track and Following Up with Donations

Once Donations start rolling in, use the Donations History Tool to ensure your supporters feel appreciated.
Navigate to the Donation History Page. Here, you can keep track of Thanking Donors easily.

Notice your new Donations, they’ll be listed most recent ones on top.

**AIDS Walk Los Angeles**

**Donation History**

<table>
<thead>
<tr>
<th>NAME</th>
<th>AMOUNT</th>
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- Check the box next to the Donor you’d like to Thank.
- Click the blue Mail Icon - Follow the Mail Steps outlined above.
- Toggle the THANKED button to keep track of those you still need to reach out to.
FOLLOWING UP WITH YOUR SUPPORTERS

If you need contact information for your Last Year’s AIDS Walk Donors, contact your AIDS Walk Liaison and ask them. We can send last year’s contact information via excel sheet for you to import and ask for support this year.

The next icon down is the Follow-Ups Tool. This is another great way to keep track of Thanking Your Supporters and Keep Track of your Next Steps with them.