**Expand Your Reach Through the Email Center**

Select from pre-built email templates or create your own message(s) to ask for donations and spread ALS awareness!

1 You can find the event you're registered for by visiting www.walktodefeatals.org and clicking on "**Log In to Fundraise**" as shown below. This will take you to another screen to log in with your **Username** and **Password** set during registration.
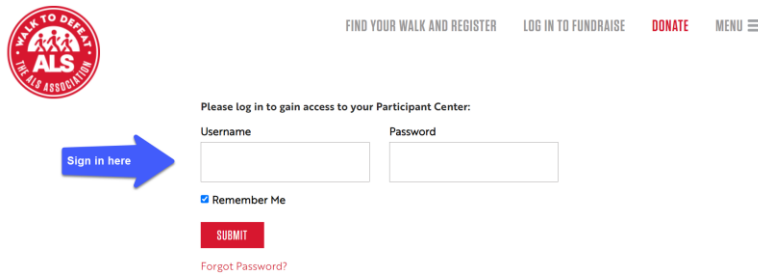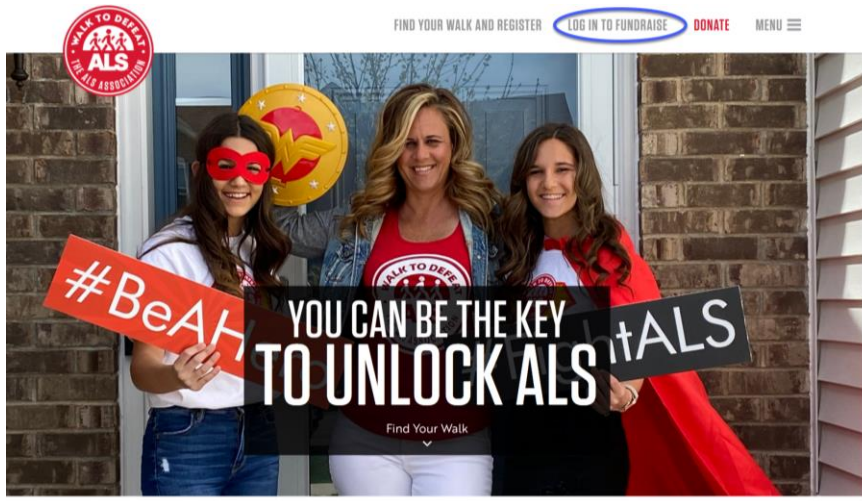

2 Once you have logged in, you will be brought to your **Fundraising Home.** Click on the "**email**" tab as shown below. From the email tab, you can click on "**send emails**" or "**manage contacts**."
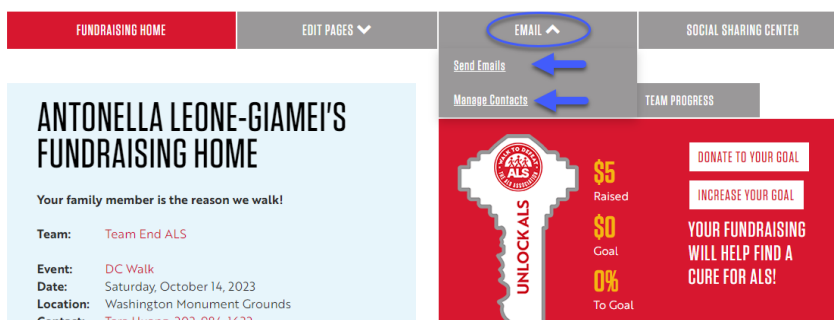
Clicking on "**send messages**" will bring you to the section to compose a message. You can select from **sample messages** that are pre-loaded for you or **write your own personal message**.

There is also a section for a **subject line** as well as **stationery options**. You also can save a message as a **template** which is helpful if you plan on reusing the message again. Don't forget to **preview** and proofread your message before sending!
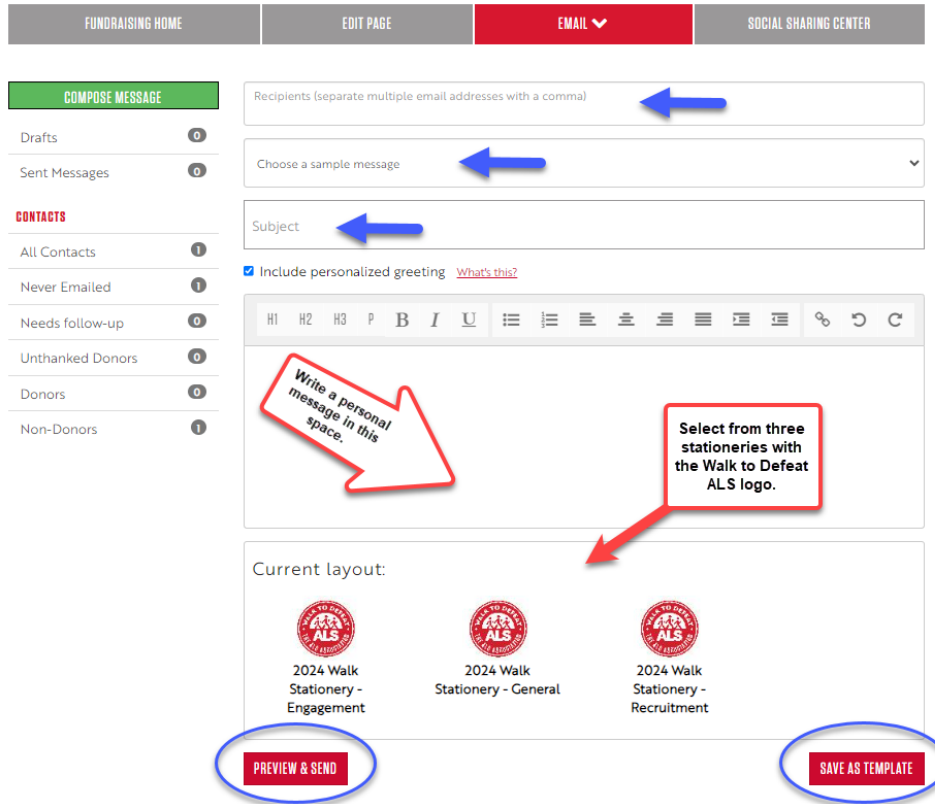
Previewing your message allows you to see the entire message to proofread before clicking on send!
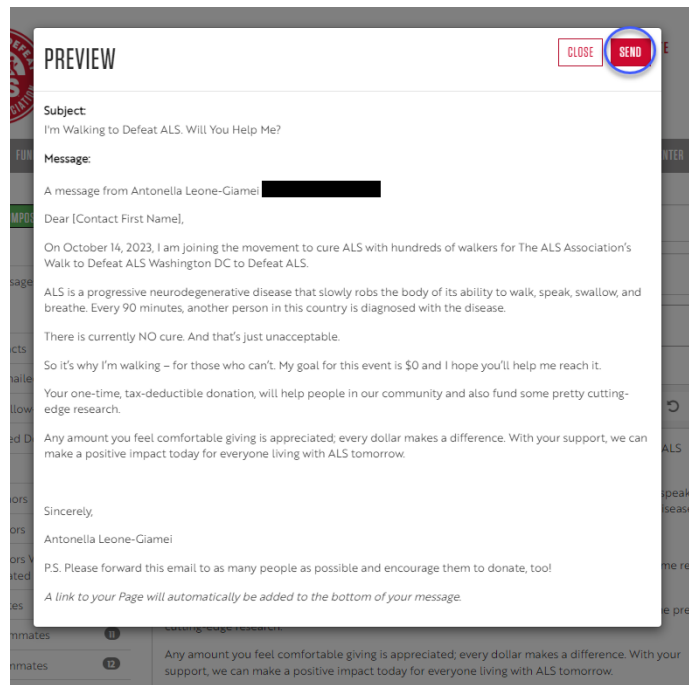
3

Personalized Greeting:

A personalized greeting includes a **default salutation and the first name of each recipient** listed in the "**To**" line of an email message (for example, Dear Pat). If the recipient is not already a contact within your address book, the word "**Friend**" will display with the salutation instead. You can select to include this personalized greeting as the first line in messages that you compose and send from this Email area.

Note: If you select to include the personalized greeting in your message, do not manually type in a greeting as well.

To view how the default personalized greeting will look in your message:
Click the personalized greeting checkbox and then click **Preview**. *Note:* each recipient of this message will see their own name when they open this message.

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Stationery types:

There are three stationery types to choose from:

General – this stationery can be used for general messages or event/fundraising updates and contains a general email header with the Walk to Defeat ALS logo and a button for "event home" which will bring the recipient to the event website.

Recruitment – this stationery can be used to recruit others to join you in fundraising or join your team! This message contains an email header that says "register today" to encourage others to participate and will bring the recipient to the event website.

Engagement – this stationery can be used for anyone who is currently registered (example: team members) and contains a header for those who are already have a fundraising page that says, "log in to fundraise" which will bring the recipient to the event website.
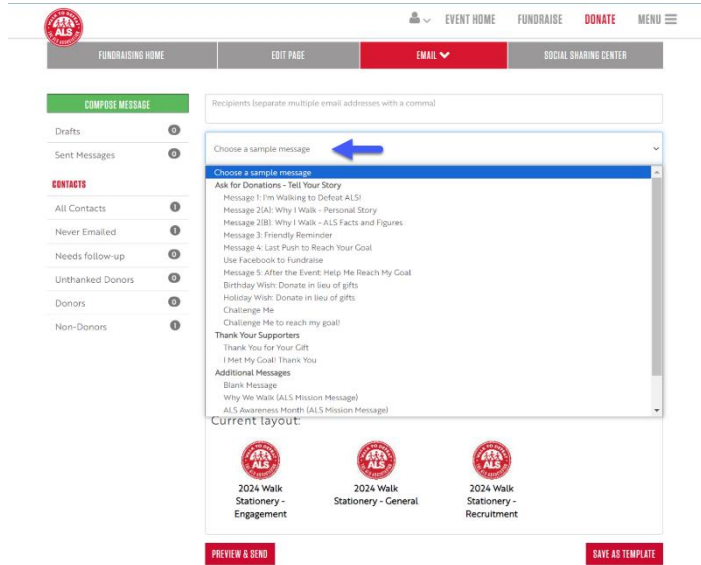
Here is an example of what the "general" stationery looks like:

5

<u>**Sample Messages:**</u>

There are several sample messages to choose from if you need ideas to get started or you can write your own message if you wish!
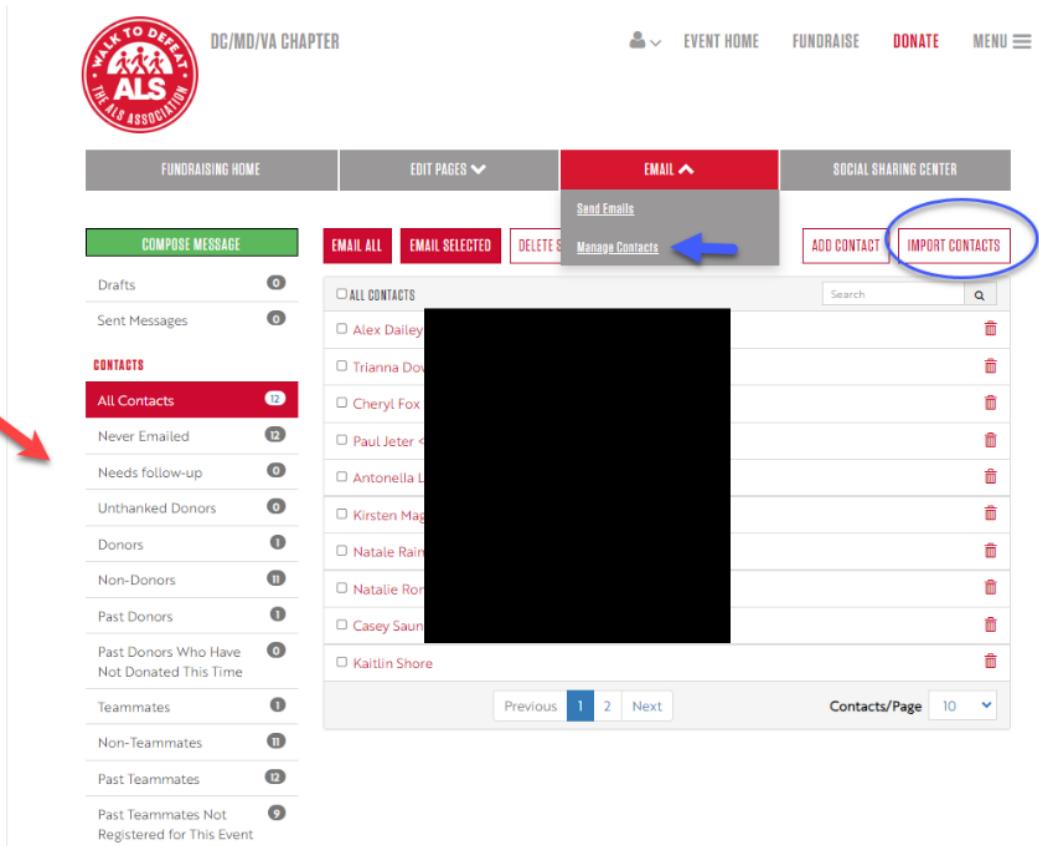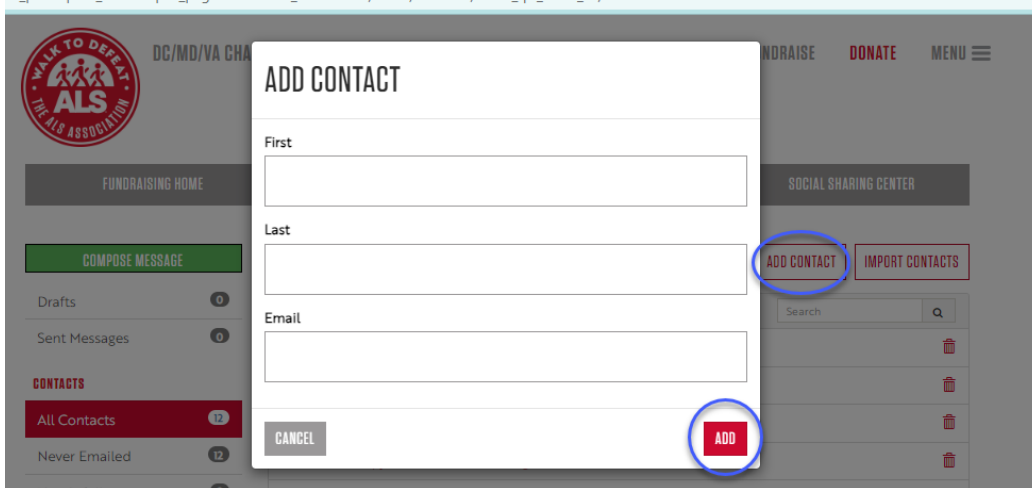

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You can manage your contacts by clicking on "**manage contacts**" as shown below. You can **import** your contacts from Gmail, Yahoo! Mail, or your address book uploading a .csv file.

Note: if you select to import your contacts from Gmail or Yahoo! Mail, you will have to give permission to do so.

The email center keeps your outreach organized by categorizing your contacts.

In addition, you can also add a contact manually by clicking on "add contact" as well as add contacts to a group by clicking on "add to group."