ONLINE FUND RAISING:
A STEP-BY-STEP GUIDE

All registered riders are encouraged to take advantage of Tour's user-friendly online tools to help meet their fund-raising goals. You don't need to be a computer or technology expert in order to run a successful online fund-raising campaign. Our simple, step-by-step online guide outlined on the following pages will have you up and running in no time. History has shown that those who use online fund-raising tools consistently raise more money — more quickly — than by any other means.

"My Tour Center"

Steps 1 – 3: Illustrations A and B

STEP 1 – SIGNING IN

Go to the Tour Web site at diabetes.org/tour. In the top right-hand corner of the Web site (ILLUSTRATION A), sign-in to "My Tour Center" using your Username and Password.*

** Username and Password: If you registered online for Tour, you had the opportunity to choose your own Username and Password. If you registered offline and you provided us with a valid e-mail address, then you should have received a "Registration Confirmation" e-mail containing your assigned Username and Password.*

If you do not know your Username or Password, click "Forgot your Password?" at the top of the page and enter the required information. Then click "Send." Your Username and/or Password will be e-mailed to you. Write this information down for future reference.

ILLUSTRATION A

STEP 2 – VIEWING YOUR PERSONAL INFORMATION

You are now logged into "My Tour Center," your hub of online activity where you can access your entire Tour online tools. Here you can create and manage your Personal Page and upload an electronic Address Book. You can send e-mail solicitations to prospective donors, "thank you" messages to those who contribute to your efforts, and follow-up e-mails to your entire support team. And, you can monitor your fund-raising progress at any time with the simple click of a mouse!

If you ever need to change your personal information (or your Username or Password), just click on the "Update your contact information" link at the top right side of the page. Once you've made the necessary changes, click "Save."

STEP 3 – SETTING YOUR FUND-RAISING GOAL & PERSONALIZING YOUR URL

On the right-hand side of the page (ILLUSTRATION B), find the highlighted box entitled "My Campaign." Beside "New goal," replace the amount listed in the box by typing in your own personal fund-raising goal.
**Click "Update Fund-raising Goal."

Also in the My Campaign box is an "Update Personal URLs" link. Click here to create a personalized Web address for your page that will make it easier to remember for family and friends. The Web address can contain only letters, numbers, '.' (periods), '-' (dashes), and '_' (underscores). For example, if you specify 'John.Smith' as the personalized fund address, then the URL 'http://main.diabetes.org/goto/John.Smith' will lead to your personalized page.

ILLUSTRATION B

SETTING UP YOUR PERSONAL PAGE

Steps 4, 5 and 6: Illustrations C and D

STEP 4 – YOUR PERSONAL PAGE

A Personal Page is akin to having your very own Web site. It's a virtual location where visitors can: (1) learn what motivated you to participate in the Tour; (2) hear about your fund-raising and training progress; and, (3) make an online donation to support your efforts.

ILLUSTRATION C

To begin setting up your Personal Page, click the Personal Page icon at the top of the page (ILLUSTRATION C). The default Personal Page will appear in the bottom two-thirds of the screen.

Think of your Personal Page in three different sections: (1) Top — Why I am Riding; (2) Middle — Donation Solicitation and Tracking; and, (3) Bottom — Training & Fund-Raising Updates.

In the instruction box, click on the link that reads, "Click here to open this page for editing" located under #2. Edit the content and photos of your page (ILLUSTRATION C).

The preview panes now allow you to tailor the default Personal Page text. Here's where we recommend that you personalize your page (ILLUSTRATION D).

STEP 5 – PERSONALIZE YOUR PERSONAL PAGE

As you make changes to your personal page, be sure to click the "Save my Changes" button.

ILLUSTRATION D

Personal Page Top — Changing The Page Title

- Enter a "Title" which will appear across the top of your Personal Page (ILLUSTRATION D). A short sentence or phrase is recommended. Make it strong and assertive (e.g., I Ride Because I Can).

Personal Page Top — Headline And Text #1

- Enter a headline to help solicit your donations. Make it action-oriented to grab people's attention (e.g., I really need your help to make a difference!).
- We do not recommend changing the default text here. This explains the online donation process.

Personal Page Middle — Headline And Text #2

- Create a short, powerful headline.
- Below the headline, use the text box to paste your own fund-raising letter. Or, you can use the default copy exactly as it appears, or edit the copy to your own liking. A personal story will have the greatest impact on your prospective donors.

We suggest that you save any personalized text in a word-processing document for safekeeping.

Personal Page Bottom — Headline And Text #3

Use this section to keep your friends and family (and your present and future donors) updated. Tell them about the special people you've come into contact with, the number of miles you rode since you began training, and the fund-raising milestones you've met so far. Your headline should reflect an update (e.g., My Tour Experience So Far!). Keep this section current!

STEP 6 – SAVE YOUR CHANGES

IMPORTANT NOTE:

- Once you have completed making changes to your Personal Page, be sure to click the "Save my Changes" button (ILLUSTRATION D) before moving on to any other part of "My Tour Center." This step is critical!
- When saving your Personal Page, please be patient as this may take a minute or two. Do not press "Save my Changes" multiple times in succession.
- **For security reasons, you will be automatically logged out of your "My Tour Center" after 10 minutes of inactivity. If you do not click "Save my Changes" before being logged out, any changes that you have made will be lost.**
- Once you have saved all of your changes, click "Go to preview mode" to the right of the "Save my Changes" button to view how your Personal Page will look.

Finishing Your Personal Page

Step 7: Illustration D

STEP 7 – YOUR PHOTO, THERMOMETER, HONOR ROLL

Personal Page — Photo

- Upload a photo to appear on your Personal Page (ILLUSTRATION D). You will need a photo file that is around 300 x 400 pixels and less than 200KB in size and in a JPEG (.jpg) format.
- Don't forget to create a caption underneath!

You are not required to change the photo in this section. If you don't, a standard Tour picture will appear on your Personal Page.

Personal Page — Thermometer

The thermometer is a great way for you and your donors to see what a great fund-raiser you are (ILLUSTRATION D)! As the donations come pouring in, watch your fund-raising thermometer rise! Offline donations will not appear in the thermometer total unless you have entered them yourself. There is no need to change anything in this section.

Personal Page — Fund-Raising Honor Roll

The default setting for the Fund-Raising Honor Roll shows your donor's name and donation amount (ILLUSTRATION D).

If you choose, you can change this section to show your donor's name only. You may also remove the scroll entirely from your Personal Page.

Donors have the ability to choose whether or not they want to show their donation amount, and also have the option of being anonymous.

Don't Forget: **Save your Changes!** (See Step 6)

NOTE TO TEAM CAPTAINS:

Setting up your Team page

To customize your team's page, click on the "Team Progress" icon at the top right of your "My Tour" page and follow the same steps as those used for setting up a Personal Page (Steps 4, 5, 6, and 7).

Now you are ready to upload your Address Book so that you can begin your e-mail campaign for teammates and donors!

Uploading Your Address Book

Steps 8 and 9: Illustrations E and F

STEP 8 – IMPORT CONTACTS

- To import addresses from your own e-mail program, click the “Address Book” icon at the top of the page (ILLUSTRATION E).
- Then, click on “Import Contacts.”

STEP 9 – UPLOAD YOUR ADDRESS BOOK

- Click the name of the e-mail program you use from the list provided on the right (ILLUSTRATION F). Detailed instructions will appear in a pop-up window to guide you through the upload process.*
- Follow the instructions; then, click “Upload Now” (ILLUSTRATION F).
- Now, click on the “E-mail” icon at the top of the page to go to your list of “Suggested Messages.”

* Unfortunately, some versions of AOL do not allow members to export their address books.

ILLUSTRATION E

ILLUSTRATION F

Creating Your E-Mail Solicitation

Step 10, 11, 12, 13 and 14: Illustration G and H

Having a great Personal Page won’t help you very much if you don’t tell everyone about it!

Now is the time to ask everyone you know for a donation to support your commitment to fighting diabetes in the Tour event.

Start by sending everyone for whom you have an e-mail address a special e-mail message with a link to your Personal Page so that they can make an online donation. Let’s begin!

STEP 10 – CHOOSE AN E-MAIL MESSAGE

Click on the “E-mail” icon at the top of the “My Tour Center” page (ILLUSTRATION G). Under “Suggested Messages” you will see several different types of e-mail communications that you may use as templates. To start, choose one of the messages under “Solicit Gifts.”

Feel free to use the templates exactly as they are written or edit them to better reflect your personal style. Or, you can even “Create your own Solicitation” from scratch!

ILLUSTRATION G

STEP 11 – VERIFY YOUR INFORMATION
Under “Compose Your E-mail Message Below,” verify that your name and e-mail address are listed exactly the way that you would like them to be. This is the name and e-mail address that will appear in the “From” field of your e-mail. If you would like the “From” address to appear differently, this is where you should change it.

An automatic link to your Personal Page will be attached at the bottom of each of your e-mails. The link will appear as “Click here to visit my Personal Page” within each e-mail message.

STEP 12 – PERSONALIZE E-MAIL TEXT
Make any changes you wish to the “Subject” or “Body” of your personalized e-mail solicitation (ILLUSTRATION H).

STEP 13 – DISABLE POP-UP BLOCKER
While composing your e-mail message, it is critical that you disable any pop-up blocker software, or designate this page as one that allows pop-ups. This is the only way for you to view pop-up messages that enable you to save your tailored e-mail as a future template. (Once you have saved your e-mail, it will then be displayed under “Suggested Messages” as another message option).

ILLUSTRATION H

STEP 14 – SAVE YOUR E-MAIL!
IMPORTANT NOTE:
While composing your e-mail, be sure to periodically click the “Save” button at the bottom of the page in order to save your e-mail message. Make sure you do this before moving to any other part of “My Tour Center.” This step is critical!

For security reasons, you will be automatically logged out of your “My Tour Center” after 10 minutes of inactivity. If you do not click “Save my Changes” before being logged out, any changes that you have made will be lost.

Choosing Your E-Mail Recipients
Steps 15, 16, 17 and 18: Illustrations G and H

STEP 15 – CHOOSE E-MAIL RECIPIENTS
To add people from the online Address Book that you uploaded, you will need to highlight one or more names listed in “Your Address Book” to the right.

To highlight a block of names in the order that they appear, hold down the “Shift” key and select both the top and bottom names you would like to include. This function should highlight those two names and all names in between. Or, if you would like to select multiple names that are not sequential, hold down the “Control” key and simply click on each different name you would like to include.

STEP 16 – ADD RECIPIENTS
When you have selected your e-mail recipients, click the “Add Recipients” button. The addresses will then appear in the “Send to” field of your e-mail to the left.

If you would like to enter e-mail addresses manually, simply type the person’s e-mail address, one address per line, and hit the ‘enter’ or ‘return’ button on your keyboard. Make sure to enter your own e-mail address so you receive a copy of the final e-mail for your records.

STEP 17 – PREVIEW, SAVE AND SEND
- Before you hit “Send,” it’s a good idea to preview your e-mail first.
- Click the “Preview” button.

- Once you are satisfied with your e-mail, click “Save.”
- When you are ready, click “Send.”

Once your e-mail has been sent, a message saying “Thank you! Your e-mail has been sent” will appear on the screen. Congratulations! You have now begun to implement your fund-raising plan!

Each donor who makes an online donation will receive an automatic e-mail acknowledgment from Tour de Cure. This verifies all donor information and may serve as their charitable tax-receipt.

We will send you an automatic e-mail message each time an online donation has been made to your account, provided that we have a valid e-mail address for you on file. This will let you know who needs to be thanked.

After you receive a donation, we strongly urge you to follow-up with personalized “Thank You” e-mail, phone call, or handwritten note.

STEP 18 – CREATE THANK YOU MESSAGES

Click on the “Follow-ups” icon at the top of the page at “My Tour Center.”

The Follow-ups page will list all of the people in your online Address Book. Here you can see the number of e-mails you have sent to each person, whether he or she has made a donation to your account, and amount of that donation.
The “To Do” column contains icons that indicate who needs to get a “Thank You” e-mail from you. You can also see those who have never received an initial gift solicitation, or those who haven’t yet responded to your initial request for support. Send this latter group a gentle follow-up e-mail!

ILLUSTRATION I

STEP 19 – CREATE RECIPIENT LIST

- Toward the top of the page, you will see “Show contacts who …” followed by a drop-down menu. This tool allows you to easily create a unique list of people from your online Address Book to whom you can send a tailored communication. From the dropdown menu, choose “need to be thanked for their donation” and click “Go.”
- Put a check in the box beside the name of each individual you would like to send a “Thank You” e-mail.
- Click “Send E-mail to All” at the bottom of the page.

STEP 20 – CHOOSE YOUR MESSAGE

Now, choose which “Thank You” message you would like to send from the list of “Suggested Messages,” or create your own.

STEP 21 – REPEAT STEPS 11, 12, 13, 14 (ILLUSTRATION H)

- Once you have completed writing or editing your personal e-mail Thank You message, click “Preview” to review.
- Now click “Save.” (Rename your new message so that it will appear in your “Suggested Messages” and you can use it again in the future).
- When you are ready, click “Send.”
- You will receive an acknowledgment indicating that your e-mail has been sent.

Sending Follow-up E-mails and Monitoring Your Progress

Steps 22, 23, 24 and 25: Illustrations J and G

Send a reminder e-mail to potential donors who haven't gotten around to responding to your initial solicitation. Tell them that you hope they will remember to support your efforts with a generous donation!

Or, update your donors by sending them periodic follow-up e-mails. Be sure to include information about your training and fund-raising progress, your victories and fears and the wonderful people you've met along the way.

Big Secret: It can take the average person up to six reminders before they actually donate. With our busy lives, we often simply forget! Don't worry about being a pest — keep your follow-up e-mails flowing!

ILLUSTRATION J

STEP 22 – CREATE A FOLLOW-UP MESSAGE

- To create a follow-up e-mail, click on the "Follow-ups" icon at the top of "My Tour Center."
- In the drop-down menu beside "Show contacts who …", select the type of distribution list you would like to create (e.g. should be sent a follow-up e-mail). Then click on "Go."
- From the list produced, check the box beside each name you would like to send a follow-up e-mail.
- Click on "Send E-mail to Selected" below.

STEP 23 – CHOOSE YOUR MESSAGE

Choose an existing message or "Create your own …" message from the "Suggested Messages" menu.

STEP 24 – REPEAT STEPS 11, 12, 13, 14 (ILLUSTRATION H)

- Once you have completed writing or editing your personal e-mail follow-up message, click "Preview" to review.
- Now click "Save." (Rename your new message so that it will appear in your "Suggested Messages" and you can use it again in the future).
- When you are ready, hit "Send."
- You will receive an acknowledgment indicating that your e-mail has been sent.

STEP 25 – MONITOR YOUR PROGRESS

Click on the "My Progress" icon at the top of the page any time to view your fund-raising history.