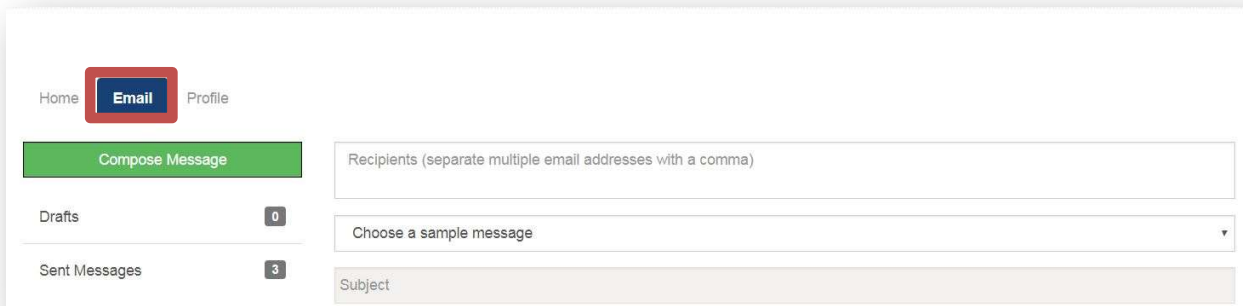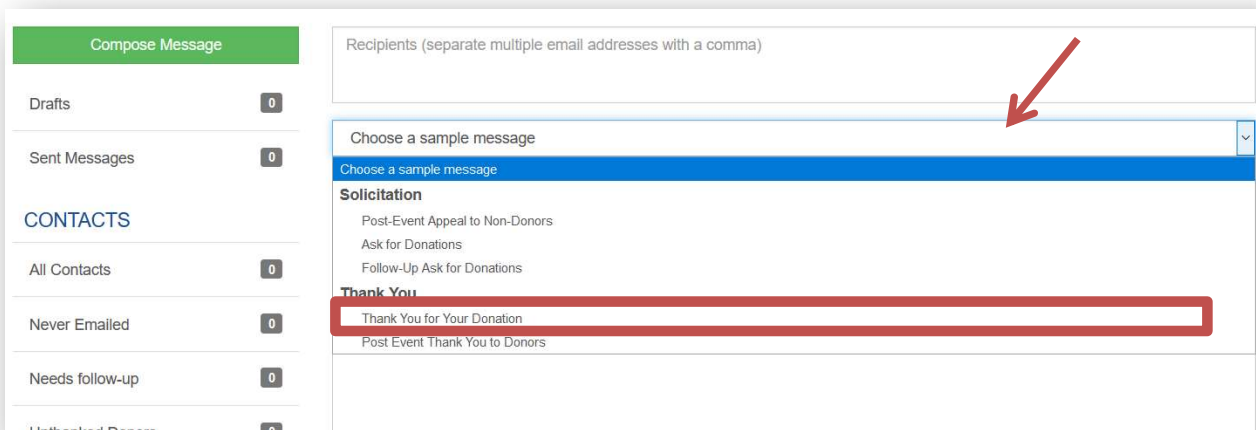## HOW TO SEND AN EMAIL

Step 1 – Login to your Participant Center. For help, see guide on "How to Access Your Participant Center."

Step 2 – On your Participant Center home page and click **"Email"** tab to access the Email functionality.

 Step 3 – Select an **email message template.**
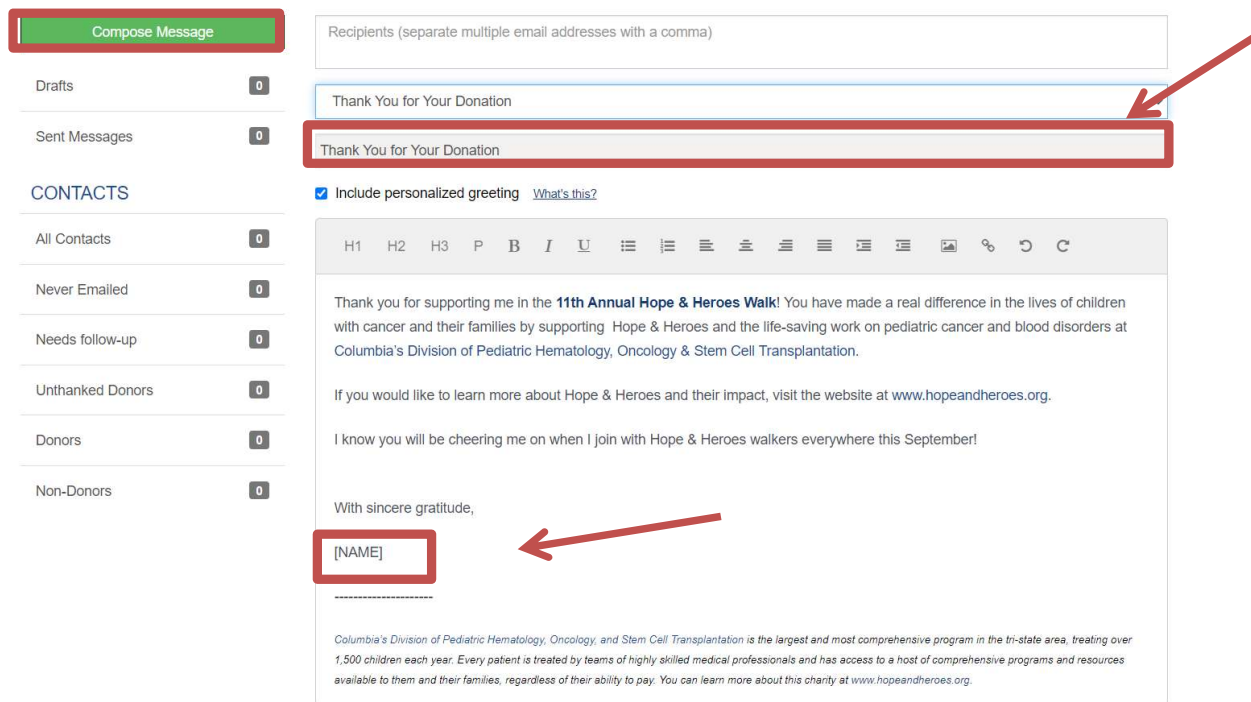
Step 4 – Compose your message.

You can edit the SUBJECT line and the text in the BODY of the page. In our templates, you can just enter your personalized information before you're ready to send. Otherwise, feel free to start from scratch and change all of the message to meet your specific needs.

-CONTINUE ON NEXT PAGE-

Hope & Heroes
Columbia University Irving Medical Center

Compose Message

Drafts `0`

Sent Messages `0`

CONTACTS

All Contacts `0`

Never Emailed `0`

Needs follow-up `0`

Unthanked Donors `0`

Donors `0`

Non-Donors `0`

Recipients (separate multiple email addresses with a comma)

Thank You for Your Donation

Thank You for Your Donation

☑ Include personalized greeting   What's this?

| H1 | H2 | H3 | P | B | I | U |

Thank you for supporting me in the **11th Annual Hope & Heroes Walk**! You have made a real difference in the lives of children with cancer and their families by supporting Hope & Heroes and the life-saving work on pediatric cancer and blood disorders at Columbia's Division of Pediatric Hematology, Oncology & Stem Cell Transplantation.

If you would like to learn more about Hope & Heroes and their impact, visit the website at www.hopeandheroes.org.

I know you will be cheering me on when I join with Hope & Heroes walkers everywhere this September!

With sincere gratitude,

[NAME]

*Columbia's Division of Pediatric Hematology, Oncology, and Stem Cell Transplantation is the largest and most comprehensive program in the tri-state area, treating over 1,500 children each year. Every patient is treated by teams of highly skilled medical professionals and has access to a host of comprehensive programs and resources available to them and their families, regardless of their ability to pay. You can learn more about this charity at www.hopeandheroes.org.*
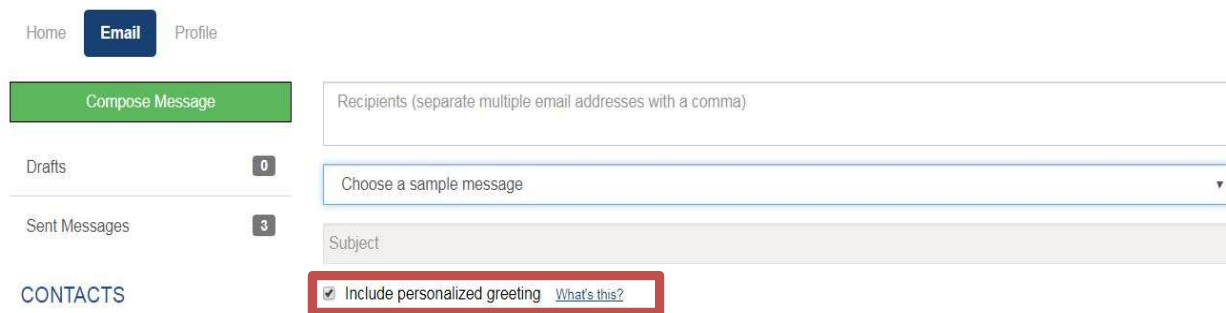
In our sample messages, there are bracketed areas for you to insert personalized information. These areas are your opportunity to share "why you walk" with us and why you are seeking support.

If you do not want to personalize a message, be sure to remove the bracketed text. Otherwise, it will appear in your outgoing messages.

Also, be sure to type your name in the closing. You don't have to worry about pasting the URL to your fundraising page as that populates automatically upon sending the email. Click **NEXT.**

-CONTINUE ON NEXT PAGE-

If you are sending a message in bulk to all of your contacts or a specific group, click the "Include personalized greeting". This 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.

Note: If you select to include the personalized greeting in your message, _do not_ manually type in a greeting. (You do not want the message to start with two lines that say "Dear Sue" or a "Dear Sue" line followed immediately by a "Hey Sue" line).

Step 5 – Preview your message and send.

Once you have edited your message, click on the **"Preview/Send"** button to see how the message will look to the receiver.

Your message will appear as a pop-up. Review all the contents. Note: a link to your personal fundraising page will automatically be included at the bottom of your email.

If your message is OK, click the "Send" button. If you want to make changes, click the **"Close"** button. You will be directed back to the email compose page. Make any edits or changes. Once complete, repeat from the beginning of Step 5.

-CONTINUE ON NEXT PAGE-

CLOSE **SEND**

Preview

Subject:
I need your help! Support My Hope & Heroes Walk!

Message:

HOPE & HEROES WALK

WALK WITH US
To End Pediatric Cancer & Blood Disorders

Dear [Contact First Name],

I'm excited to share that on Sunday, September 26, 2021, I'll be participating in the **11th Annual Hope & Heroes Walk**, and I need your help.

As part of my Walk, **I'm fundraising to support the life-saving work for children with cancer and blood disorders at Columbia University Irving Medical Center** – including cutting-edge research, support for families, and care that always puts children first.

[SHARE YOUR WHY; "My story with Hope & Heroes began when... OR "Hope & Heroes, and Columbia University Medical Center's work is important to me because...]

Giving children the best chance at overcoming their disease, and the opportunity to experience as much of their childhoods as possible is important to me.

Please support me by making a donation today with the link at the bottom of the page.

Thank you in advance for your generosity. With your support, we can end childhood cancers and blood disorders.

With gratitude,

[TYPE YOUR NAME]

P.S. – If you prefer, you can send a donation via mail (make sure to reference my name) to: Hope & Heroes, 161 Fort Washington Ave. IP-7, NY, New York 10032.

Columbia's Division of Pediatric Hematology, Oncology, and Stem Cell Transplantation is the largest and most comprehensive program in the tri-state area, treating over 1,500 children each year. Every patient is treated by teams of highly skilled medical professionals and have access to a host of comprehensive programs and resources available to them and their families, regardless of their ability to pay. You can learn more about this charity at www.hopeandheroes.org.

A link to your Page will automatically be added to the bottom of your message.

-CONTINUE ON NEXT PAGE-

How to Create a Template

If a message that you have created (whether it's an edited template or one you have written from scratch) is one that you'd like to send frequently, you can save the message as a template. To create a **TEMPLATE,** click "Save message as a template" **BEFORE** you hit the SEND button.

Thanks for your consideration. With your support, we can help Hope & Heroes give the best to patients today while striving for better for the patients of tomorrow.

Sincerely,

(NAME)

P.S. – If you prefer, you can send a donation via mail (make sure to reference my name) to: Hope & Heroes, 161 Fort Washington Ave. IP-7, NY, New York 10032.
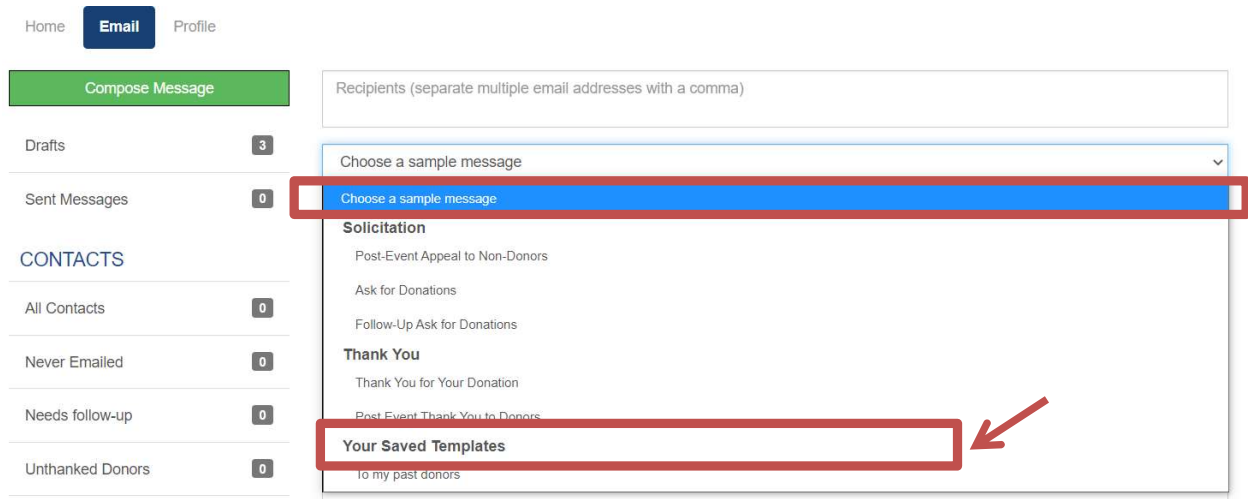
Current layout:

Walk 2021

PREVIEW & SEND   SAVE AS TEMPLATE

-CONTINUE ON NEXT PAGE-

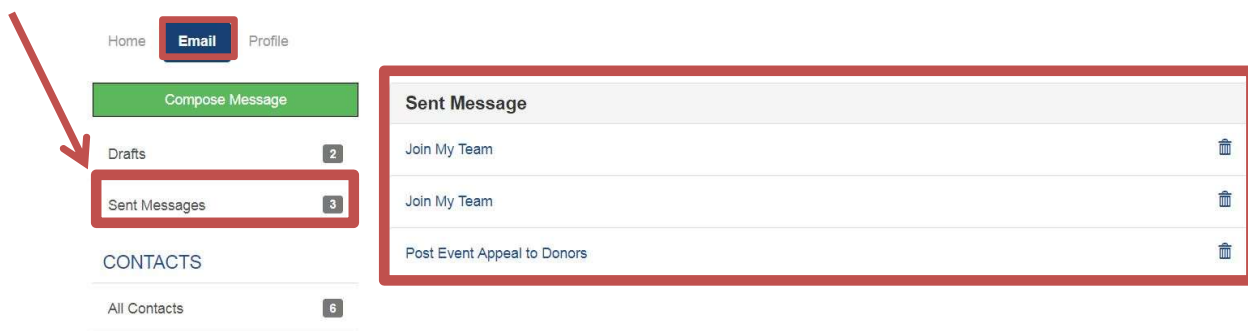To locate your template message, click on **"Choose A Sample Message"** and select **"Your Saved Templates."**

How to View Sent Messages

Step 1 – On your Participant Center home page, click "Email" tab.

Step 2 – On the left-hand side of the page, click the "Sent Messages" button.

Step 3 – All of your sent message will appear in a list.

Step 4 – To view the contents of your sent messages, click on the subject line. A pop-up will appear showing you the date, time and recipient(s).

Other Features-please see additional guides for instructions

- Add your contacts via CSV file
- How to Upload a Photo or Video
- How to Edit Personal/Team Fundraising Page