



Hope & Heroes

Columbia University Medical Center

5th Annual Walk

To end childhood cancer and blood disorders

Sunday, May 18th, 2014
Clinton Cove Park, NYC

Registration and Online Fundraising Page Guide

Hope & Heroes Children's Cancer Fund

161 Fort Washington Avenue, Irving Pavilion, 7th Floor, New York, NY 10032

www.HopeandHeroesWalk.org

1-855-HNH-WALK

Info@HopeandHeroesWalk.org

Fax: 212.305.5848

Online Fundraising Guide

Welcome

Thank you for your interest in participating in the Hope & Heroes Walk!

Online fundraising is now the most effective way for individuals to raise money. We would like to show you how easy it is to raise the vital dollars needed to fight pediatric cancer utilizing our online tools. To assist you, we have created this guide to show you how to use your Participant Center and create your very own **Personal Page**, where you can:

- Accept donations
- Personalize with your story and pictures, and constantly edit content
- Upload all of your email addresses, so that you can send and track emails and ask your family, friends and colleagues for their support
- Monitor your fundraising progress toward your goal
- Create your own personal Web Log (blog)
- Download a You Tube Video

Interactive instructions on how to use the site are included every step of the way, but to get your started; we have put together this step-by-step guide to help walk you through the process.

Finally, don't hesitate to contact us at Info@HopeandHeroesWalk or 1-855-HNH-WALK for additional help!

Step 1: Register

Registration is easy! Go to www.HopeAndHeroesWalk.org and you will be provided several registration options including:

- **“Start a Team”** – If you know of other people who will join you in fundraising, you can choose to register together as a team. You will still get your own Personal Fundraising Page, but you will also share a Team Fundraising Page where your fundraising progress as a team is tracked, and where someone can make a donation to your team as a whole rather than to a particular team member. This can be a fun way to work with friends and family to get the most out of your fundraising experience.
- **“Join a Team”** – Know someone who has already started a Team? Click on this option to join their team. Again, you will still have your own Personal Fundraising Page, but will also share the Team Page.
- **“Individual Participation”** – If you would like to participate in this campaign without a team, this option is for you. You will have all of the same tools as teams do, but you just won't have a “Team” page. If you can't be at the event but want to participate, you can sign up as a Virtual Walker.
- **“Volunteer”** - Pulling off an event of this scale requires many helping hands. If you would like to volunteer on the day of the Walk, click here. You can still join the walk and you can still fundraise!
- **“Donate to a participant or team”** – Can't walk but want to support a Team or an individual? Click on this option.

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If you have chosen the **Individual Participation** option, you will be taken to a registration page where you will:

- Enter as a walker or youth walker and set a fund raising goal.
- Provide some basic information about yourself.
- Create a user name and a password that you will use to log-in with.
- Approve the waiver and complete your registration.
- At this point, whether you are walking with a team or individually, you will have the option to register additional family members during the same registration process.
- You will then be led to the Participant Center where you will find instructions and links to: customize your page, update your goal, send out emails asking for contributions, and track your progress.

To Join a Team:

- Click on Join a Team option at www.HopeAndHeroesWalk.org
- Provide the Team name or do a search for the team
- Click on Join and follow the process above for Individual Participant

To Start a Team:

- Click on the Start a Team Option at www.HopeAndHeroesWalk.org
- Provide the Team name and other basic information
- Follow the process above for Individual Participant
- You will also have the option of adding other team members

Step 2: Personalize and Track Your Information

Once you have completed registering for the Hope & Heroes Walk, you will be taken to your **“Participant Center”**, where you will have access to links and information on updating your personal page, sending out emails, tracking your progress or leading your team.

Once you are logged into the Participant Center you are given links to:

Your Personal Page - Here you can design the look of your page, edit the content, track your progress, and see who is supporting your efforts. This is where your family, friends and colleagues will go to join your team or support you by making a donation.

Address Book - Here you can upload and edit names from your address book or manually enter email addresses.

Email - This page provides you with suggested messages to recruit team members, solicit gifts, generate thank you messages and even a blank page for you to generate your own message.

Follow Ups – This page keeps track of your addresses and makes it easy to follow up with donors or potential team members.

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My Progress – Here you get a detailed accounting of your fundraising efforts and can also see how your team is doing.

Team Progress – Not only does this page track your team’s progress, it can also be customized by the Team Captain with team photos and a team message.

Step 3: Start fundraising!

Once you have finished setting your page up and adding your personal touches, you’re ready to start fundraising! The best way to do this is to get your page out to as many people as you can! Share the passion you have for this cause and why their donation can and will make a difference.

Using the internet to fundraise is really easy. Think about it... Do you know 20 people that would donate \$10.00 to your cause when you tell them you are walking to put an end to childhood cancer? Well if you do, you just raised \$200.00!

The great thing about these features is that the friends and family who come to your page to support you can also use them to spread the word to their own friends and family! If a person does not have a direct link to your Personal Fundraising Page, they can still find your page by clicking the “**Donate**” at the top of the page, and finding your name or team name using our simple search tools.

We really want to encourage you to use the email feature when fundraising. Past experience has shown that online fundraising is the most efficient way for individuals to raise money. **To help motivate you, we will send you a Hope & Heroes Car Magnet for sending out 20 emails.** We’re sure you will be happy with the results.

Finally, the three rules of fundraising could be “Follow up, follow up, follow up” – don’t be shy to remind people about the walk if they haven’t donated yet. With the amount of email people get, your request could have easily fallen through the cracks.

Be sure to contact us at 855-HNH-WALK (855-464-9255) or Info@HopeandHeroesWalk.org if you have any questions about the walk or fundraising.

We wish you luck and thank you for your participating in the Hope & Heroes Walk!

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