



**Climb to the Top**  
**New York City**

presented by:



TISHMAN SPEYER

# **Climb to the Top** **Online Fundraising Guide**

# Climb to the Top: Step by Step Guide

## Learn How To:

- Access Your Participant Center
- Fundraise With Facebook
- Navigate Your Participant Center Home Page
- Update Your Fundraising Goal
- Send Emails From Your Participant Center
- View and Import Contacts
- Manage Groups
- Check Your Progress
- Customize Your Personal Page
- Update Your URL and Settings
- Post Photos and Video
- Add/Remove Personal Page Components
- View Your Personal Page
- Team Captains
- Contact Climb to the Top

# Access Your Participant Center

**Step 1:** Go to [www.climbMSnyc.org](http://www.climbMSnyc.org) and click on “My Participant Center” in the left hand menu “Log-In”

**Step 2:** Enter your username and password in the login box to access your Participant Center.

- Home
- Register
- Donate
- Volunteer
- Event Details
- FAQs
- Event Sponsors
- My Participant Center**
- Careers
- Community Events
- Finish Line Results
- Fundraising
- Materials and Forms
- MVP Top Fundraisers



Climb to the Top is a unique stair climbing event that raises funds to help more than 10,000 New York City, Orange, Putnam, Rockland, Sullivan and Westchester residents affected by multiple sclerosis - a disease of the central nervous system that has no known cause or cure.

**Enter User Name and Password**

\* = Required Fields

\* Username:

\* Password:

Remember My Username and Password

# Fundraise With Facebook

The screenshot shows a participant center homepage with a navigation bar at the top containing 'HOME', 'EMAIL', 'PROGRESS', 'PERSONAL PAGE', 'TEAM PAGE', and 'Help'. The main content area is divided into two columns. The left column features an 'Overview' section with a progress bar and statistics: '\$0.00 I HAVE RAISED', '\$1,000.00 MY GOAL (change)', '0% PERCENT', and '198 DAYS LEFT'. Below this is a yellow box with the text 'What to do next? You have not sent any messages. You should email your contacts.' followed by a 'Welcome to your Participant Center!' message and instructions on account numbers and next steps. A list of instructions follows, including customizing the personal page, updating the personal URL, and uploading an address book. At the bottom of the left column, a 'fundraise with facebook' button is circled in black. The right column contains buttons for 'Send email' and 'Enter new gift', a list of links for 'Add contacts to Address Book', 'View your progress page', 'Work with Personal Page', 'Email Team', and 'View team roster', and a 'Message from Your Team Captain' section with an 'Edit' link.

On the homepage of your Participant Center, click on the Facebook icon at the bottom of the screen to access the Climb to the Top Facebook application.

# Fundraise With Facebook (cont.)

**Step 1: Make your profile picture the National MS Society's logo, a convenient way to remind all of your friends on Facebook that you're participating and raising money for the National MS Society.**

**Step 2: Send a stream story using the "Get the Word Out" feature and make it easier than ever for your friends to support you with a donation. Your friends can click directly on the status update that you send through the application to donate to your efforts! Share your story with other participants of National MS Society events, and read the stories other participants like you have posted about their own connections to the National MS Society.**

**Step 3: View your personalized fundraising badge. Your fundraising badge includes a thermometer that keeps track of your fundraising progress, and provides an easy way to check your real time fundraising status in Facebook.**

The screenshot shows the Facebook fundraising interface for the National MS Society. It is divided into three main sections:

- Step 1: Donate Your Profile Picture** - This section shows the National MS Society logo with the text "MS National Multiple Sclerosis Society". Below it, a button says "Click the above photo to use it as your profile picture."
- Step 2: Get the Word Out** - This section contains a list of four options for sharing the fundraising message:
  - I am participating in Climb to the Top! Please support me with a donation by clicking this link.
  - Please join me in supporting National MS Society by clicking this link!
  - I raised \$0 for Climb to the Top towards the goal of \$250. Please support me with a donation by clicking this link.
  - Write your own message.A "Share with friends" button is located below the list.
- Step 3: Your Progress Indicator** - This section shows a thermometer graphic at 0% with the text "Raised: \$0 My Goal: \$250". Below the thermometer is a "Refresh" button and a "MY ACCOUNT" button. A message from Facebook states: "Facebook is no longer allowing applications to add tabs. You can help raise funds for National MS Society by using the other features on this page." A link for "Need some technical help?" is also present.

# Fundraise With Facebook (cont.)

**Share your story about why you are participating in Climb to the Top on your news feed and with others participating in this event.**

Home   Share Your Story   Scheduled Newsfeeds

### Share Your Story

Help spread the word by sharing your story through your news feed and with others participating in this event!

Fields marked with an asterisk (\*) are required.

\* Title

\* Content

3000

Share

# Fundraise With Facebook (cont.)

**Schedule Newsfeeds to remind your friends on Facebook that you are participating and fundraising for Climb to the Top. Just click on the updates you want click "Save Updates."**

Home	Share Your Story	Scheduled Newsfeeds
------	------------------	---------------------

Schedule Newsfeeds to Remind Your Friends of Your Participation & Fundraising for Climb to the Top

Scheduled News Feeds
<input type="checkbox"/> Countdown (Sent 30 days before the event) <b>30 days and counting until this year's Climb to the Top. Support me with a donation today!</b>
<input type="checkbox"/> Countdown (Sent 15 days before the event) <b>Just 15 more days until this year's Climb to the Top. Can I count on your support?</b>
<input type="checkbox"/> Countdown (Sent 5 days before the event) <b>Climb to the Top is 5 days away. Plenty of time for you to support my fundraising efforts!</b>
<input type="checkbox"/> Eve of Event (Sent 1 day before the event) <b>Climb to the Top is tomorrow ... Last call for donations!</b>
<input type="checkbox"/> Thank you (Sent the day after the event) <b>Thank you to everyone who donated to me for Climb to the Top. And for everyone else, it's not too late!</b>
<input type="checkbox"/> Progress Update (Sent every Tuesday leading up to the event) <b>I have raised \$0 for Climb to the Top toward the goal of \$250. Please help me by making a donation.</b>

Save Updates

# Navigate Your Participant Center Home Page

From your Participant Center you can:

1. View your overall fundraising progress. You can also update your goal from your home page.
2. Visit the "Email" page to send emails to your potential donors.
3. Visit the "Progress" page to view your overall fundraising progress.
4. Edit your personal page and tell others why you are participating in Climb to the Top.
5. Learn "What To Do Next." This box changes with suggestions to help you with your fundraising and get the most out of your Participant Center.
6. Learn ways to utilize your Participant Center and get fundraising updates

*Detailed instructions on the Participant Center features are available on the following pages.*

The screenshot shows the Participant Center Home Page with the following elements:

- 1**: Points to the **HOME** navigation tab.
- 2**: Points to the **EMAIL** navigation tab.
- 3**: Points to the **PROGRESS** navigation tab.
- 4**: Points to the **PERSONAL PAGE** navigation tab.
- 5**: Points to the **TEAM PAGE** navigation tab.
- 6**: Points to the **Send email** button.

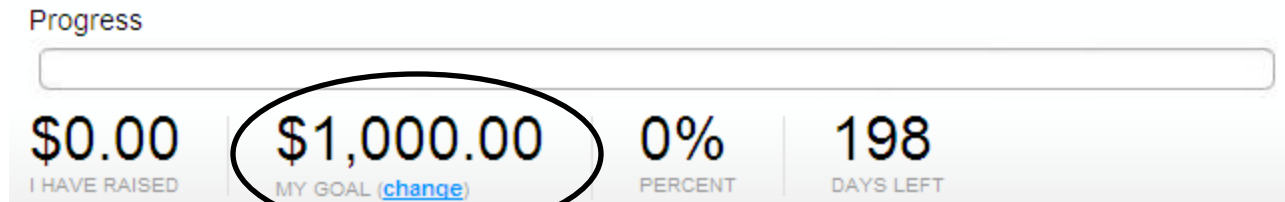
The page content includes:

- Overview** section with a **Progress** bar.
- Progress** summary: \$0.00 (I HAVE RAISED), \$1,000.00 (MY GOAL [change](#)), 0% (PERCENT), 198 (DAYS LEFT).
- What to do next?** box: You have not sent any messages. You should email your contacts.
- Welcome to your Participant Center!** section.
- Account information: Your account number is XXXXXXXX. Please reference this number on all donations mailed to the Chapter.
- Now that I am registered, what should I do next?** section with a list of actions:
  - Customize your **Personal Page**. Did you know that participants who add a story and photo to their personal page raise as much as 10 times more than those who don't? Tell others why you're walking to create a world free of MS.
  - Once your page is complete, **update your personal URL** by clicking on the link to the right entitled "Update Personal URLs." Here is an example of what your customized URL will look like: <http://main.nationalmssociety.org/goto/yournamehere>
  - Upload your email **Address Book**.
  - Make a donation to your fundraising efforts on your **Personal Page**.
  - **Email** friends, family and co-workers about your participation.
  - Set a personal fundraising goal and **Update your Goal**.
  - Track your individual ongoing fundraising in **My Progress**.
  - **Follow-up** with supporters with messages and thank you emails.
- Start Fundraising Online:** [fundraise with facebook](#)
- Footer: If you have any questions about your Participant Center or Climb to the Top, please contact us at [climbMS@msnyc.org](mailto:climbMS@msnyc.org) or 212-463-9791.



# Update Your Fundraising Goal

From your Participant Center home page, you can update your goal.



HOME | EMAIL | PROGRESS | PERSONAL PAGE | TEAM PAGE

Overview

Progress

\$0.00 \$1,000.00 0% 198

What to do next? You have not sent any messages. You should email your contacts.

Welcome to your Participant Center!

Your account number is XXXXXXX. Please reference this number on all donations mailed to the Chapter.

Now that I am registered, what should I do next?

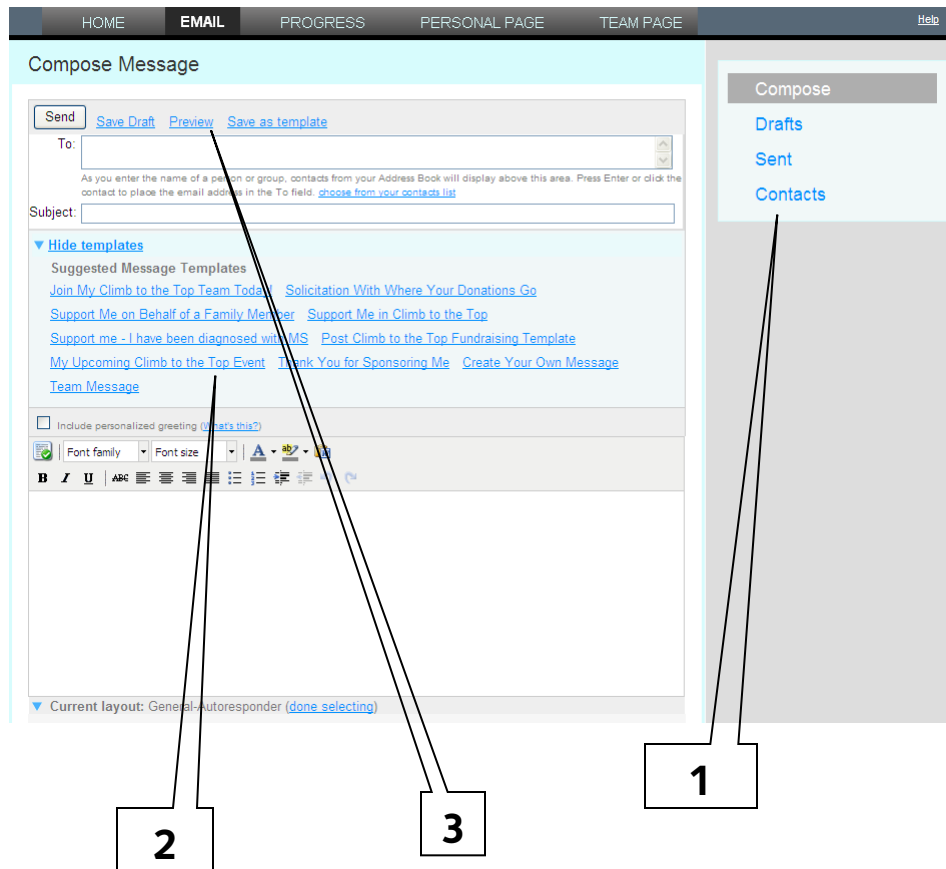
- Customize your **Personal Page**. Did you know that participants who add a story and photo to their personal page raise as much as 10 times more than those who don't? Tell others why you're walking to create a world free of MS.
- Once your page is complete, **update your personal URL** by clicking on the link to the right entitled "Update Personal URLs." Here is an example of what your customized URL will look like: <http://www.nationalmssociety.org/MS/XXXXXX>
- Upload your email **Address Book**.
- Make a donation to your fundraising efforts on your **Personal Page**.
- Email friends, family and coworkers about your participation.
- Set a personal fundraising goal and **Update your Goal**.
- Track your individual ongoing fundraising in **My Progress**.
- Follow up with supporters with messages and thank you emails.

Start Fundraising Online: [fundraise with facebook](#)

If you have any questions about your Participant Center or Climb to the Top, please contact us at [climb@msna.org](mailto:climb@msna.org) or 212-463-9791.

# Send Emails From Your Participant Center

Compose and send solicitation, recruitment, and thank you emails from your Participant Center. A link to your personal page will be automatically inserted into each email.



1. **COMPOSE** emails, save and view **DRAFTS**, view **SENT** emails, view your **CONTACTS** and **GROUPS** pages
2. Need help getting started? Use one of the **SUGGESTED MESSAGE TEMPLATES**.
3. Save your email as a **DRAFT** to work on later, **PREVIEW** your email before sending, or **SAVE IT AS A TEMPLATE** to use again later.

# View and Import Contacts

On the "Email" page, you can create and maintain your personal Convio address book

1. Click on "Import Contacts" to import contacts from another email application you use (such as Gmail or Yahoo!) and follow the step by step instructions. You can also upload a .csv file exported from another email client (such as Hotmail, Outlook, or AOL).
2. Add contacts manually by choosing "Add a contact" and typing in each contact name and email address.

HOME EMAIL PROGRESS PERSONAL PAGE TEAM PAGE [Help](#)

## Contacts

[Compose Message](#) [Add to Group](#) [Delete](#) [Email All](#) Search contacts by name or email  [Search](#)

Individuals Groups

Name	Groups	Email		Page Visits	Donations	
		Sent	Opened		Previous	Amount

[+ Import contacts](#)

[+ Add a contact](#)

# Manage Groups

Create different groups to organize your contacts. You can then personalize messages and send to selected groups. For example, you may have a group entitled "Friends and Family" or one entitled "Co-workers."

1. To create a group, click on "Create Group"
2. Once the group is created, click the box next to the contacts you wish to add and click the drop down arrow of "Add to Group." Select the group you wish to add these contacts to.

The screenshot displays a contact management interface with a navigation bar at the top containing 'HOME', 'EMAIL', 'PROGRESS', 'PERSONAL PAGE', and 'TEAM PAGE', along with a 'Help' link. The main content area is titled 'Contacts' and includes a toolbar with 'Compose Message', 'Add to Group' (circled in black), 'Delete', and 'Email All'. A search bar is also present with the text 'Search contacts by name or email' and a 'Search' button. Below the toolbar are tabs for 'Individuals' and 'Groups'. On the right side, there is a sidebar with a 'Compose' section containing 'Compose', 'Drafts', and 'Sent', and a 'Contacts' section containing 'Import contacts' and 'Create Group' (circled in black). A callout box with the number '1' points to the 'Create Group' button, and another callout box with the number '2' points to the 'Add to Group' dropdown menu.

# Manage Groups (cont.)

You can view your contacts and send emails to different groups automatically created (such as Donors, Unthanked Donors, Past Teammates, Never Emailed, etc.) or a group you created (such as Friends)



The screenshot shows a web interface for managing contact groups. At the top, there are two tabs: "Individuals" (highlighted in white) and "Groups" (highlighted in dark grey). Below the tabs, the word "Groups" is displayed in blue. A list of groups follows, each with a checkbox on the left and the group name on the right. The groups are: Donors, Non-Donors, Teammates, Non-Teammates, Past Donors, Past Teammates, Past Donors w..., Past Teammate..., Never Emailed, Need follow-up, Unthanked Donors, and Friends. The "Friends" group is the only one in a white background row, while the others are in grey background rows.

Individuals	Groups
	<a href="#">Groups</a>
<input type="checkbox"/>	<a href="#">Donors</a>
<input type="checkbox"/>	<a href="#">Non-Donors</a>
<input type="checkbox"/>	<a href="#">Teammates</a>
<input type="checkbox"/>	<a href="#">Non-Teammates</a>
<input type="checkbox"/>	<a href="#">Past Donors</a>
<input type="checkbox"/>	<a href="#">Past Teammates</a>
<input type="checkbox"/>	<a href="#">Past Donors w...</a>
<input type="checkbox"/>	<a href="#">Past Teammate...</a>
<input type="checkbox"/>	<a href="#">Never Emailed</a>
<input type="checkbox"/>	<a href="#">Need follow-up</a>
<input type="checkbox"/>	<a href="#">Unthanked Donors</a>
<input type="checkbox"/>	<a href="#">Friends</a>

# Check Your Progress

1. View your fundraising progress and keep track of the donations you receive.
2. Enter donations you receive offline so that they can show up in your overall total. *Please note: donations entered here are considered "unconfirmed." Please send in the donation so that it can be classified as "confirmed" towards you fundraising total.*

The screenshot shows a web interface for a fundraising campaign. At the top, there are navigation tabs: HOME, EMAIL, PROGRESS (selected), PERSONAL PAGE, and TEAM PAGE. Below the tabs is a 'View Personal Report' section. It features a progress bar and summary statistics: 'I HAVE RAISED \$0.00', 'MY GOAL \$1,000.00', '0% PERCENT', and '195 DAYS LEFT'. A line graph below shows 'Gift Amount' over time, with markers for 10-03-2011 and 10-17-2011. A 'Donation History' section is at the bottom, with a table that currently shows 'No donations found.' Callout '1' points to the progress bar area, and callout '2' points to the 'Enter a new gift' button in the right sidebar.

View Personal Report

Progress

\$0.00 | \$1,000.00 | 0% | 195  
I HAVE RAISED | MY GOAL [change](#) | PERCENT | DAYS LEFT

10-03-2011 | 10-17-2011

Donation History

Gift Notifications: On ( [turn off](#) )

( [View all personal donations](#) or [Download personal donation list](#) )

Donor	Amount	Notes	Date	Actions
No donations found.				

« < 0-0 of 0 > »

Personal  
Team

Enter a new gift

Top 10 Donors

# Customize Your Personal Page

From the "Personal Page" tab you can customize the content that appears on your personal fundraising webpage.

1. Personalize your URL and change the status of your page to either "Private" or "Public."
2. Customize the title of your page
3. Share your story! Update the text that will display on your fundraising page.
4. Save or preview your page. Remember to save your work often!
5. Update the CONTENT, PHOTOS/VIDEO, and COMPONENTS that display on your personal fundraising page.

*Detailed instructions on the Personal Page features are available on the following pages.*

The screenshot shows the 'PERSONAL PAGE' tab selected in a navigation bar. The main content area is titled 'Content' and includes a 'View Personal Page' link. Below this, there are fields for 'Personal Page URL' (http://main.nationalmssociety.org) and 'Settings' (Public). A 'Title' field contains 'I Will Make a Difference'. The 'Body' field is a rich text editor with a toolbar and contains the following text: 'Why We Want a World Free of MS', 'Having multiple sclerosis means that you may suddenly have blurry vision. Or that your memory will fail you for no apparent reason. Or that you may not always be able to walk, or climb stairs. The symptoms of MS are different for everyone - the only certainty is that it will affect yet another person every hour of every day.', 'Why I Climb', 'I've registered for Climb to the Top because I want to do something for the people who have been diagnosed - and because I want to do everything to prevent more people from learning what it means to live with this disease. Today, there is no cure for multiple sclerosis, and with diagnosis occurring most frequently between the ages of 20 and 50, many individuals face a lifetime filled with unpredictability.', and 'Why You Should Sponsor Me'. At the bottom of the editor are 'Save' and 'Preview' buttons. A sidebar on the right contains 'Content', 'Photos/Video', and 'Components' options. Five numbered callouts point to specific elements: 1 points to the URL field, 2 to the title field, 3 to the body text, 4 to the save/preview buttons, and 5 to the sidebar options.

# Update Your URL and Settings

1. Update the URL of your personal fundraising page. You can send this to your potential donors to direct them to your page. Your URL will look like:  
`http://main.nationalmssociety.org/goto/[yourcustomizationhere]`
2. You can change your status to either a "Public" or "Private" setting. If your profile is set to "Public," others will be able to search for your page and if it is set to "Private" you will not show up on any search.
3. Remember to click Save to apply your settings.

The screenshot shows a form titled "Personal Page URL and Settings" with the URL "http://main.nationalmssociety.org/goto/" displayed. Below the title is an empty text input field. Underneath, the text "This page is" is followed by two radio button options: "Public (Everyone can find and view and your Personal Page)" which is selected, and "Private (Only people who know the exact URL can find and view your Personal Page)". At the bottom of the form are "Save" and "cancel" buttons. Three callout boxes are present: box 1 points to the URL input field, box 2 points to the "Public" radio button, and box 3 points to the "Save" button.

1

Personal Page URL and Settings <http://main.nationalmssociety.org/goto/>

This page is

Public (Everyone can find and view and your Personal Page)

Private (Only people who know the exact URL can find and view your Personal Page)

or [cancel](#)

3

2

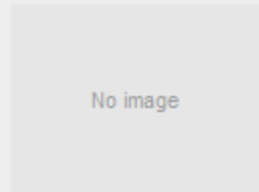


# Post Photos and Video

Post photos or a YouTube video directly to your personal fundraising page.

You may add either photos or a video to your page.

## Photos



Caption

Content

Photos/Video

Components

## Video

YouTube Video URL (e.g. <http://www.youtube.com/watch?v=3eZTh94Fagg>)

# Add/Remove Personal Page Components

Add components that will display on your personal fundraising page.

Content

Photos/Video

Components

## Components

- Status Thermometer** Thermometer showing percent to personal fundraising goal.
- Fundraising Honor Roll** Scrolling list of largest donations received.
  - Show donor names only (do not show amounts)
- Enable Personal Blog** Allows you to post updates when viewing your personal page.

[Preview](#)

The Preview will open in a new window but will not save your changes.

Visit your personal page  
to update your  
personal blog

# View Your Personal Page

View your personal fundraising page from your Participant Center or on [www.climbMSnyc.org](http://www.climbMSnyc.org).


## I Will Make a Difference

Donate!

Join [Team Name Here]

View [Team Name Here]

**Achievements**  
No Badges Have Been Earned



Goal: \$1,000.00  
Achieved: \$0.00

[Donate to Event!](#)

### Why We Want a World Free of MS

Having multiple sclerosis means that you may suddenly have blurry vision. Or that your memory will fail you for no apparent reason. Or that you may not always be able to walk, or climb stairs. The symptoms of MS are different for everyone - the only certainty is that it will affect yet another person every hour of every day.

### Why I Climb

I've registered for Climb to the Top because I want to do something for the people who have been diagnosed - and because I want to do everything to prevent more people from learning what it means to live with this disease. Today, there is no cure for multiple sclerosis, and with diagnosis occurring most frequently between the ages of 20 and 50, many individuals face a lifetime filled with unpredictability.



# Team Captains

Team Captains can do a number of things from their homepage, such as:

1. View and edit the "Team Page"
2. View the team roster
3. Send a message that will show up on the Participant Center Home page of your teammates

The image shows a screenshot of a fundraising website interface. The top navigation bar includes links for HOME, EMAIL, PROGRESS, PERSONAL PAGE, and TEAM PAGE. The TEAM PAGE link is circled and labeled with a callout box containing the number 1. Below the navigation bar, there is a progress bar showing \$0.00 raised out of a \$1,000.00 goal, with 0% completion and 198 days left. A yellow banner below the progress bar says "What to do next? You have not sent any messages. You should email your contacts." Below this, there is a "Welcome to your Participant Center!" section. To the right of the main content, there is a sidebar with several links: "Add contacts to Address Book", "View your progress page", "Work with Personal Page", "Email Team", and "View team roster". The "View team roster" link is circled and labeled with a callout box containing the number 2. Below the sidebar, there is a "Message from Your Team Captain" section. The text in this section says "You have not set a message for your team. Use the Edit link below to leave a message on the Participant Center Home page of your teammates." The "Edit" link is circled and labeled with a callout box containing the number 3. At the bottom of the page, there is a "fundraise with facebook" logo and a footer with contact information.

# Team Captains (cont.)

From the team page, Team Captains have the ability to:

1. Update the Team Page URL so it is easier to search for
2. Update the text on the team page to let others know about your team and why you are participating in Climb to the Top
3. Upload a photo that will display on the team page

The screenshot shows a web interface for editing a team page. At the top, there is a navigation bar with links for HOME, EMAIL, PROGRESS, PERSONAL PAGE, and TEAM PAGE. The 'TEAM PAGE' link is highlighted. Below the navigation bar, there is a 'Content' section with a 'View' link. The main editing area is divided into three sections: 1. 'Team Page URL': A text input field containing 'http://main.nationalmssociety.org/goto/' followed by a small empty input field. Below it are 'Save' and 'Cancel' buttons, and an 'Edit' link. 2. 'Body': A rich text editor with a toolbar containing options for font family, font size, bold, italic, underline, text color, background color, bulleted list, numbered list, link, unlink, and image. The text area contains the following content: 'Help Our Team to Create a World Free of MS!', a paragraph about the prevalence of multiple sclerosis, a paragraph about the team's formation, and a paragraph about joining the team. 3. 'Photo': A section for uploading a photo. It includes a 'Browse...' button, a 'Caption' text input field, and a 'Save/Upload' button. At the bottom of the editor are 'Save' and 'Preview' buttons. A note at the very bottom states: 'The Preview will open in a new window but will not save your changes.' Three callout boxes with numbers 1, 2, and 3 are overlaid on the image. Callout 1 points to the 'TEAM PAGE' link in the navigation bar. Callout 2 points to the 'Body' text area. Callout 3 points to the 'Photo' upload section.

# Team Captains (cont.)

View your team fundraising page from your Participant Center or on [www.climbMSnyc.org](http://www.climbMSnyc.org).

Help Our Team to Create a World Free of MS!

The number of people living with multiple sclerosis increases every hour of every day. This astonishing rate is not going to slow down, let alone stop, until we've found a cure. Research has made some incredible advances recently, but the world can still only offer disease management drugs and therapies to the 400,000 people living with MS in America.

We've formed a team for Climb to the Top because the National Multiple Sclerosis Society funds more MS research than any other private organization. In addition to supporting studies which hope to reveal the cause and course of the disease, the National Multiple Sclerosis Society also provides much needed education, programs, and services to everyone who is affected by MS - including the diagnosed, their friends and families, and the healthcare professionals who work with them.

Join our team as a participant or a volunteer! Make a donation online! Send in a check! There are so many ways to help create a world free of MS, and it all begins right here.

[Team Name Here] - <a href="#">Join Team</a>	Raised
★	\$0.00

★ Denotes a Team Captain

The graphic features the MS logo at the top, followed by the text "Climb to the Top New York City" and "presented by: TISHMAN SPEYER". Below this is the slogan "Join us at Climb to the Top!". At the bottom is a progress meter for a team named "[Team Name Here]". The goal is \$10,000.00 and the amount achieved is \$0.00, with a red thermometer icon at the bottom showing 0%.

# Contact Climb to the Top

**Still have questions?**

**Contact us and we can help you at**

**[climbMS@msnyc.org](mailto:climbMS@msnyc.org) or 212-463-9791**