American Cancer Society
Relay Online

RELAY FOR LIFE

American Cancer Society

Event Admin Guide 2007/2008

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TABLE OF CONTENTS

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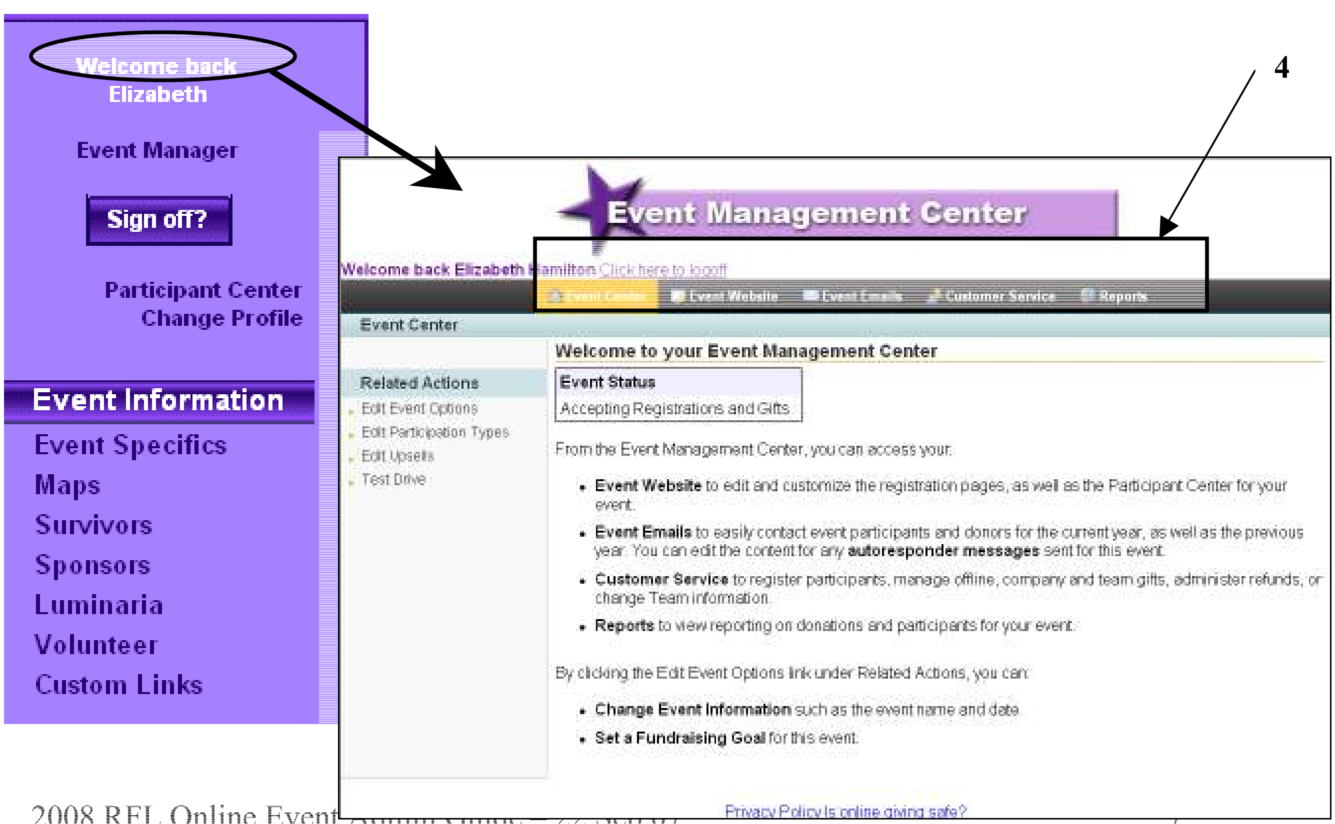
EVENT ADMIN FOR EVENT MANAGERS

The **Event Management Center** is the portal for Event Managers to manage their online events. It is accessed from the user's side once you're logged in. NOTE: If you will be a Strides Event Manager and a Relay For Life Event Manager concurrently, please note that you will have two separate login combinations for each event. For your Strides event, you will manage your event using the old administrator interface. For your Relay event, you will be using the new Event Management Center to manage your event.

Access Event Management Center

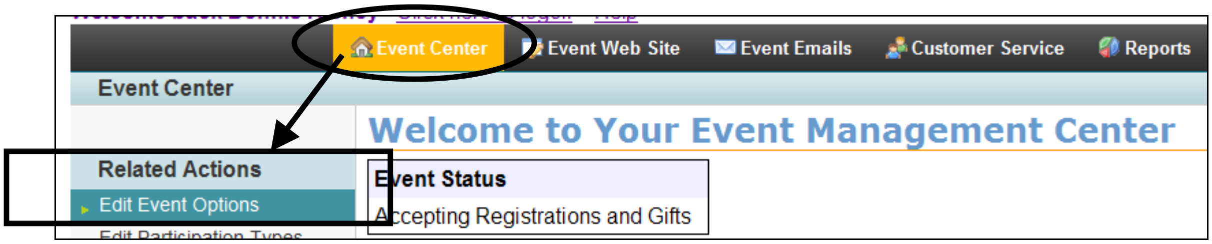
1. From your Internet browser, type http://www.relayforlife.org/relay/findevent and find your event.
2. Enter your Username and Password in the login fields on the left navigation bar.
3. Once you're logged in, click ***Event Manager***.
   - ❑ The next page that displays is the welcome page for the Event Management Center. Across the top navigation bar are the different areas of the Event Management Center: Event Center, Event Website, Event Emails, Customer Service, and Reports.
   - ❑ On the left side are the **Related Actions** associated with the Event Center area.



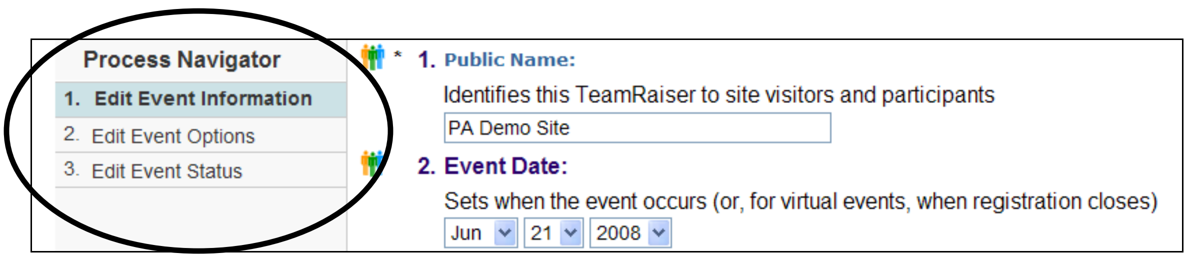
Set Up Your Event

Edit Event Options (Name, Date, etc.)

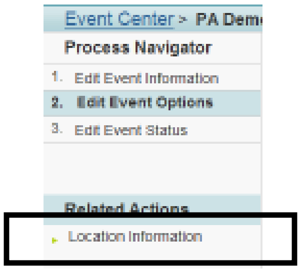
1. Click *Edit Event Options*



You'll see this:

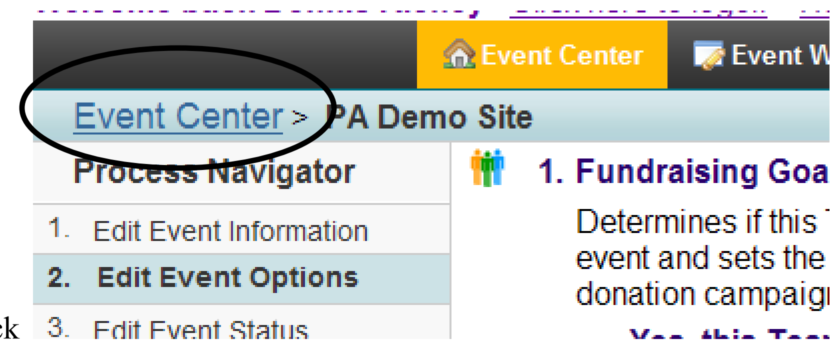


2. Click **1. Edit Event Information**, then enter the following.
   a. **Public Name** – this is the event name that displays to site visitors
   b. **Event Date** – this is the date the event closes
3. Click Next >>
4. Click **2. Edit Event Options**, then enter the following:
   a. **Fundraising Goal** – the amount entered here will be tied to the thermometer on the event home page
5. Click Next to save your changes.
   - ❑ This takes you to the next page, and saves your work.
6. Click << Previous to return to *2. Edit Event Options.*

7. Click 

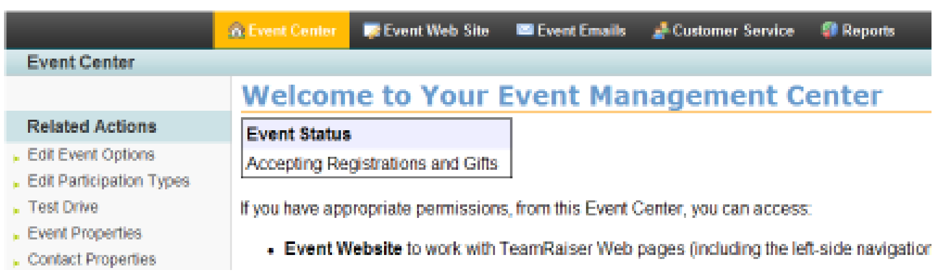
- ❑ Enter your event specific information on this form
- ❑ Region Area? (We'll supply this to you in training)

8. Click 



9. Click

- ❑ You'll be returned to:



Edit Participation Types

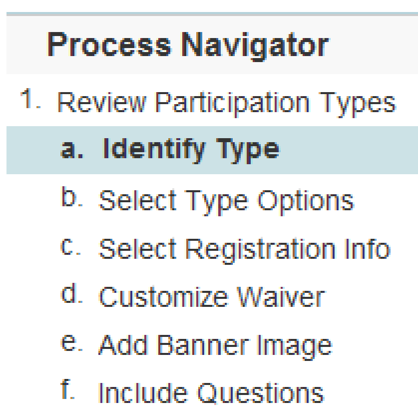
NOTE: Do NOT create a new participation type. If you do create a new participation type, the data will not transfer correctly.

1. Click 

- ❑ From this page, you can see the existing participation types, the available actions (edit, copy, delete), the order in which the participation types appear, the registration fees for each type, and the deductible portion of each registration fee.

2. Click ***edit*** next to the participation type you wish to edit.

- ❑ If you need to add a new type, copy and existing one, then edit it.
- ❑ Once you click ***edit***, you will see additional steps in the Process Navigator.



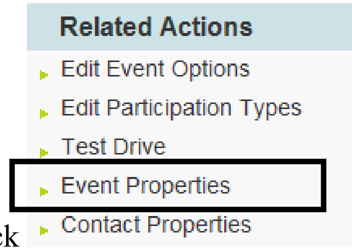
3. Click *Step 1a – Identify Type*, then specify the following:
    a. **Name** – this identifies how the registrant will be participating in the event. It is also the name visible on the registration form.
    b. **Description** – this provides details to distinguish this participation type from the others. It is also visible to the registrant during registration.
    c. **Registration Fee** – this is the amount the participant will be charged
    d. **Tax Deductible Amount** – Make this equal to the amount of the registration fee.
    e. Click Next >>
4. Click *Step 1b – Select Type Options*, then enter the following.
    a. **Availability** – activate/deactivate a participation type at any time using this setting
5. Click Next >>.
6. Enter numbers in the **Order** column to control the order in which the options appear on the registration page of the site.

Participation Type	Actions	Order	Registration Fe
Team Captain	Edit Copy Delete	1	$150.00
Participant	Edit Copy Delete	2	$10.00
Pre-registered Team Captain	Edit Copy Delete	3	$0.00
Pre-registered Participant	Edit Copy Delete	4	$0.00
Survivor Lap Registration	Edit Copy Delete	5	$0.00

7. Click Save to save your changes.

Edit Event Properties

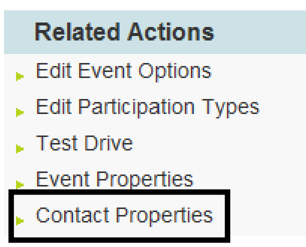
This information will populate your greeting page.

1. Click 

2. Enter your event name (do not include Relay for Life of)
3. Enter your event schedule
4. Enter Date & Time if the event
5. Enter State, City
6. Enter Map Link
7. Remove address info from Sponsor Name fields
8. Click Save and Finish.

Edit Contact Properties

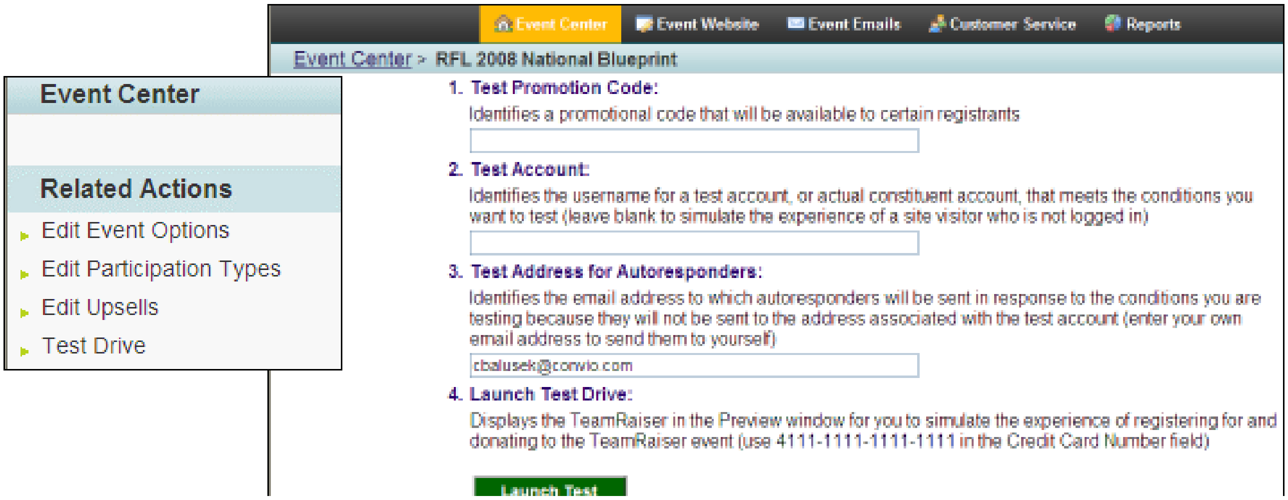
This information will populate your greeting page.

1. Click 

2. Enter Contact name, phone and email address (these will appear on the greeting page).
3. Click Save and Finish.

Test Drive

1. From the Event Manager Center, click *Test Drive* under **Related Actions** on the left side of the page.



2. You can test your TeamRaiser event using any of the following test data parameters:
   a. **Test Promotion Code** –enter any promotion codes you might be using
   b. **Test Account** – enter the username of an actual constituent or a test record to experience the TeamRaiser event from that user's perspective
   c. **Test Address for Autoresponders** – enter the email address to which the autoresponders will be delivered. NOTE: You will receive all autoresponders that are currently enabled.
   d. **Additional Test Arguments** – enter a string of up to 255 characters that contains all additional URL arguments to test

8. Click Launch Test to begin the test.
9. Adjust site as needed after testing.
   - ❑ Test, modify, then retest until you're comfortable with the setup.
   - ❑ Proceed to the next step to publish the site.

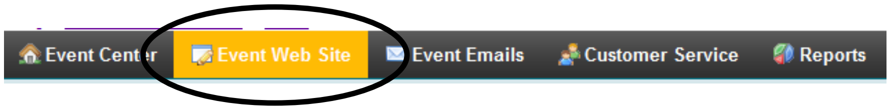
Publish Event

1. Click *3. Event Status.*

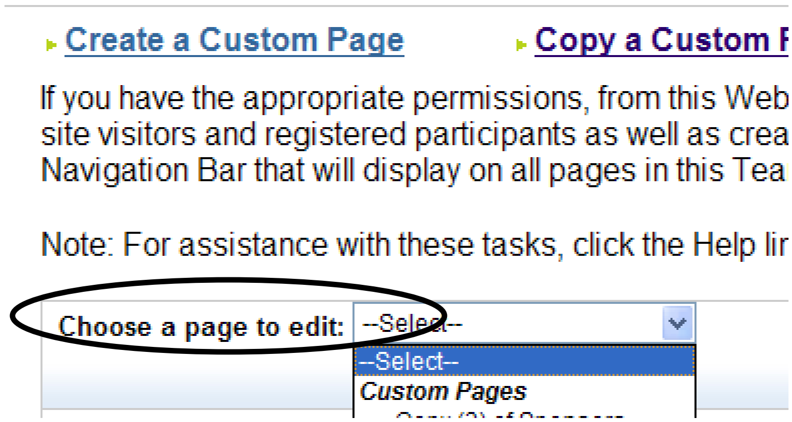
2. Select Accepting Registrations and Gifts
3. Click Finish

Manage Pages and Navigation Bar for Your Event

Edit a Page

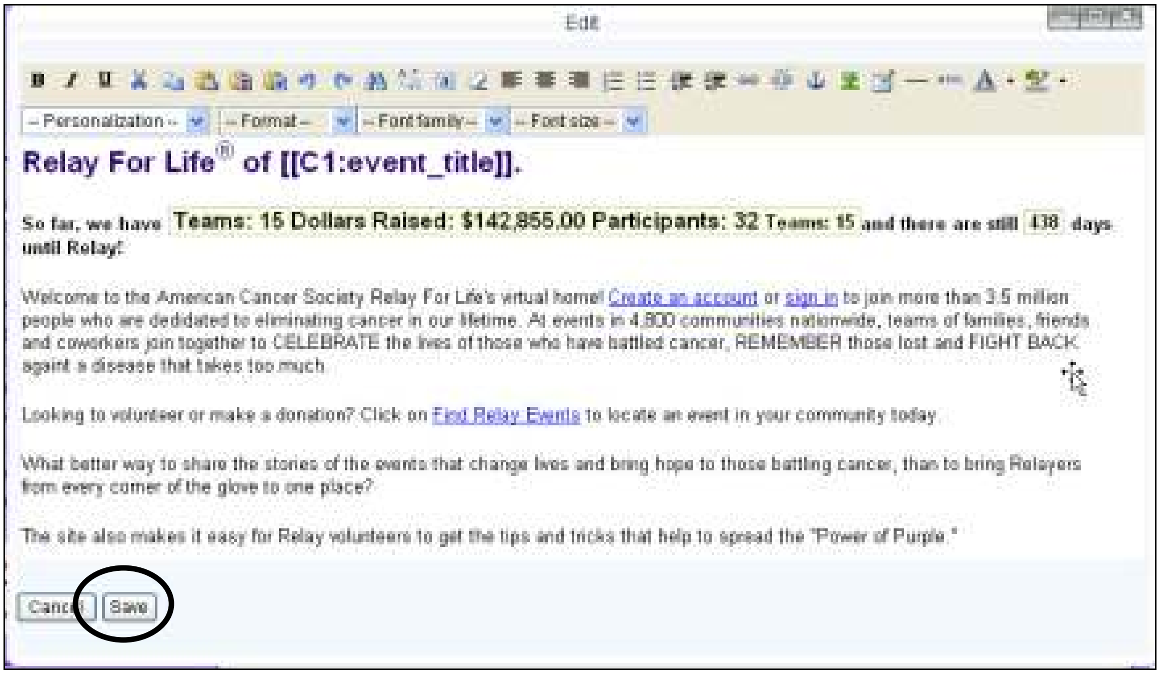
1. Click 

- ❑ After a few moments, the event's Greeting page will appear.
- ❑ To work with another page, select it from this list.



- ❑ The editable regions of the page will be outlined with a dashed line. To edit any page, click the Edit option.

❑ Create and/or edit the content and click Save.



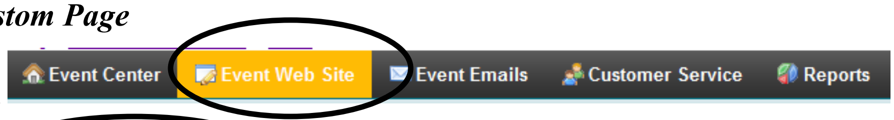
❑ Scroll up…

Use the outer scroll bar,

not the inner one.

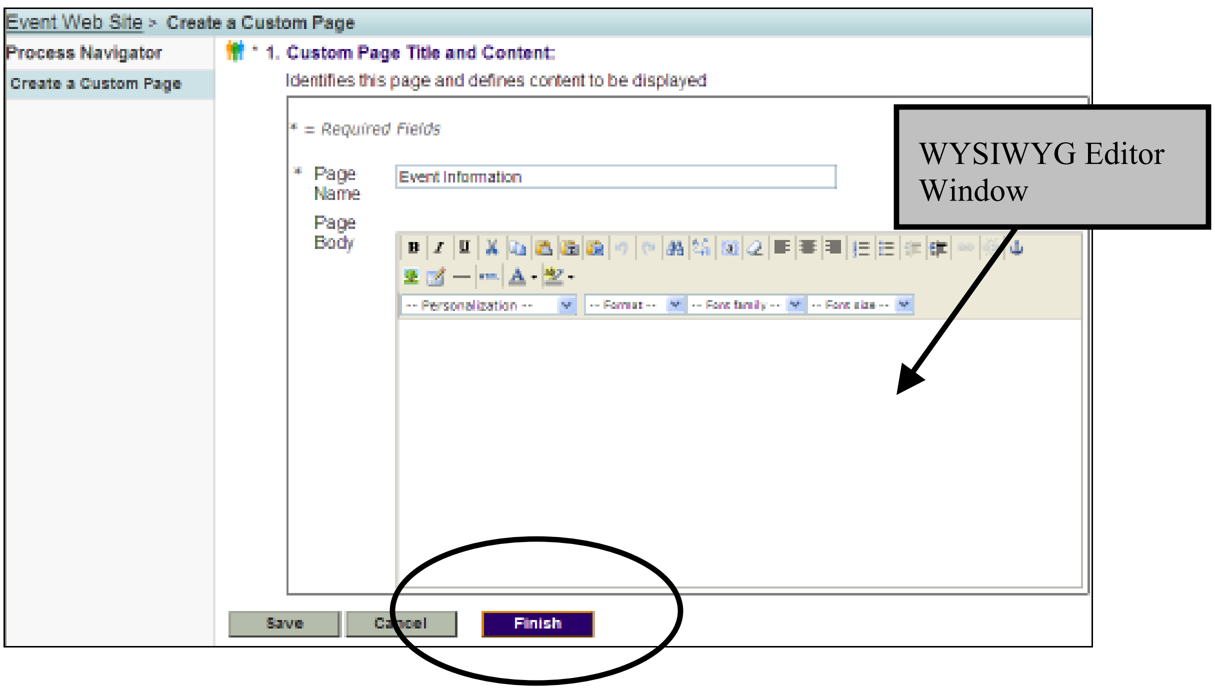
to return to these options

Create a Custom Page

1. Click 

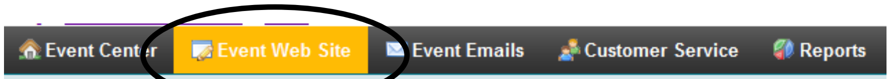
2. Click 

3. Specify the following:
   a. **Page Name** – this name is used to identify your page in the list of custom pages
   b. **Page Body** – use the WYSIWYG to add content to your page.
4. Click Save often.
5. Click Finish once all work entered.



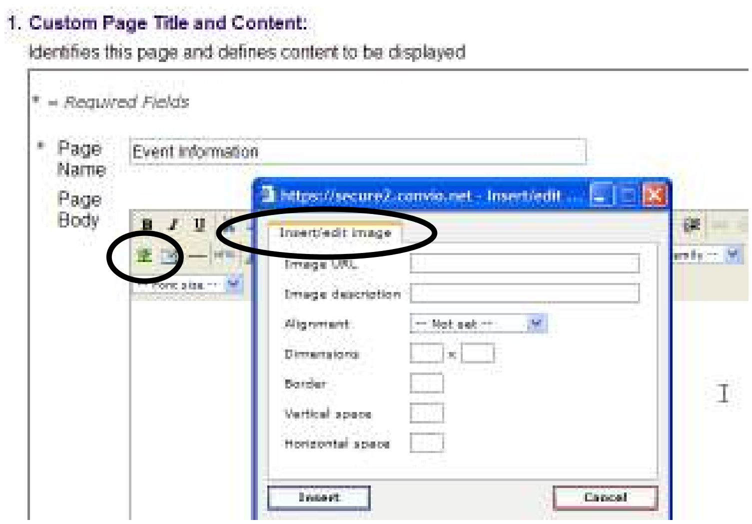
Add an Image to a Custom Page

> Images must be uploaded before they can be placed on a web page. As of 9/22/2007, Event Admins aren't able to upload their own images. Forward them via email to your region's point person. You'll be notified once they've been uploaded. Enhancements to the system are being made so that you can upload your own images. Anticipated availability is by January 1, 2008.

1. Click 

2. Click 

3. Place your cursor where you want to insert the image.
4. Click the image icon .
   - the **insert/edit image** dialog box will display.

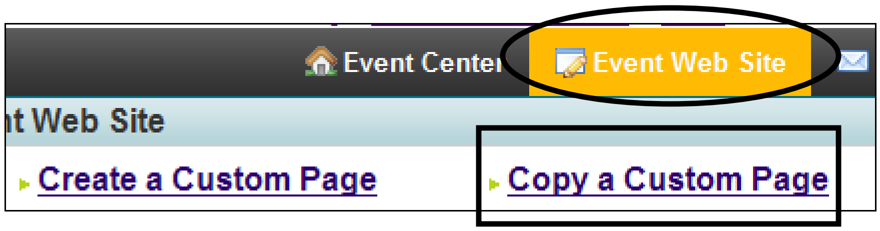


5. Enter the following:
   a. **Image URL** – enter the URL where the picture is located.
   b. **Image Description** – enter a description of the image
   c. **Alignment** – select the alignment from the drop-down menu
   d. **Dimensions** – enter the dimensions of the image
   e. **Border** – enter the border width (in pixels). Border sizes range from 0-9 with 0 = no border
   f. **Vertical Space** – enter the amount of white space (in pixels) to the right and left of the image

   g. **Horizontal Space** - enter the amount of white space (in pixels) on the top and bottom of the image

6. Click Insert.
7. Click Save or Finish when you've finished editing your page.

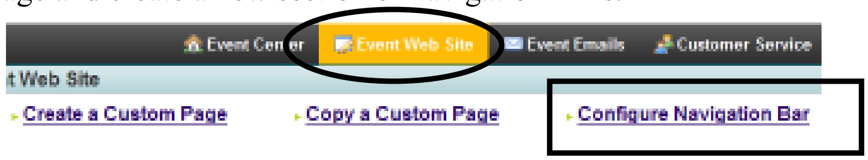
Copy a Custom Page

1. Click 

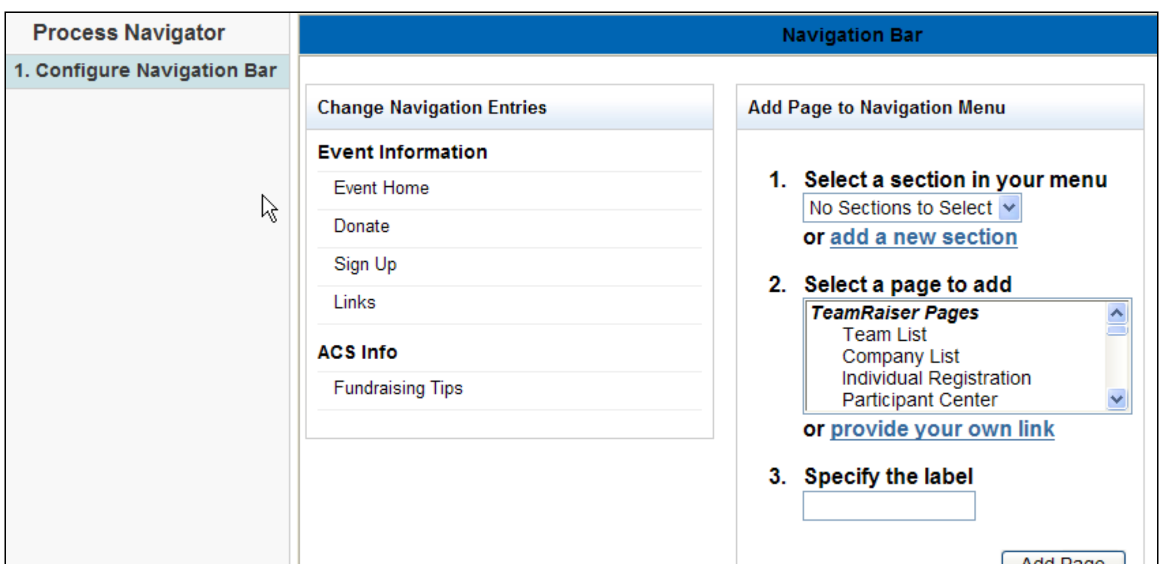
2. Click *Step 1 – Select a Custom Page*,
   - ❑ Select an existing page.
   - ❑ Click Next >>
3. Click *Step 2 – Edit a Custom Page*, then specify the following:
   a. **Page Name** – change the name of the page from "Copy of…"
   b. **Page Body** – use the WYSIWYG to enter content on your page
4. Click Finish >>

Setup Navigation Bar

From this page, you can add/edit/delete the links in the left-hand navigation on your event home page and create a new section of navigation links.

1. Go to 

   - ❑ Under **Change Navigation Entries**, you can:
     a. Move a navigation link up – click the Up arrow to move a link up
     b. Move a navigation link down – click the Down arrow to move a link down
     c. Delete a navigation link – click the Trash Can icon to delete a link
   - ❑ Under **Add Page to Navigation Menu**, you can add a link to your navigation bar.
     - ❑ For step 1, select the section in your menu or create a new one
     - ❑ For step 2, select a page to add or click ***provide your own link*** to enter a URL
     - ❑ For step 3, enter the label for the navigation link
     - ❑ Click Add Page.



Your greeting page will be easier for people to use if they are not overwhelmed with options on the Nav bar.

We recommend you group links on a custom page, then use one Nav bar link to get people there.

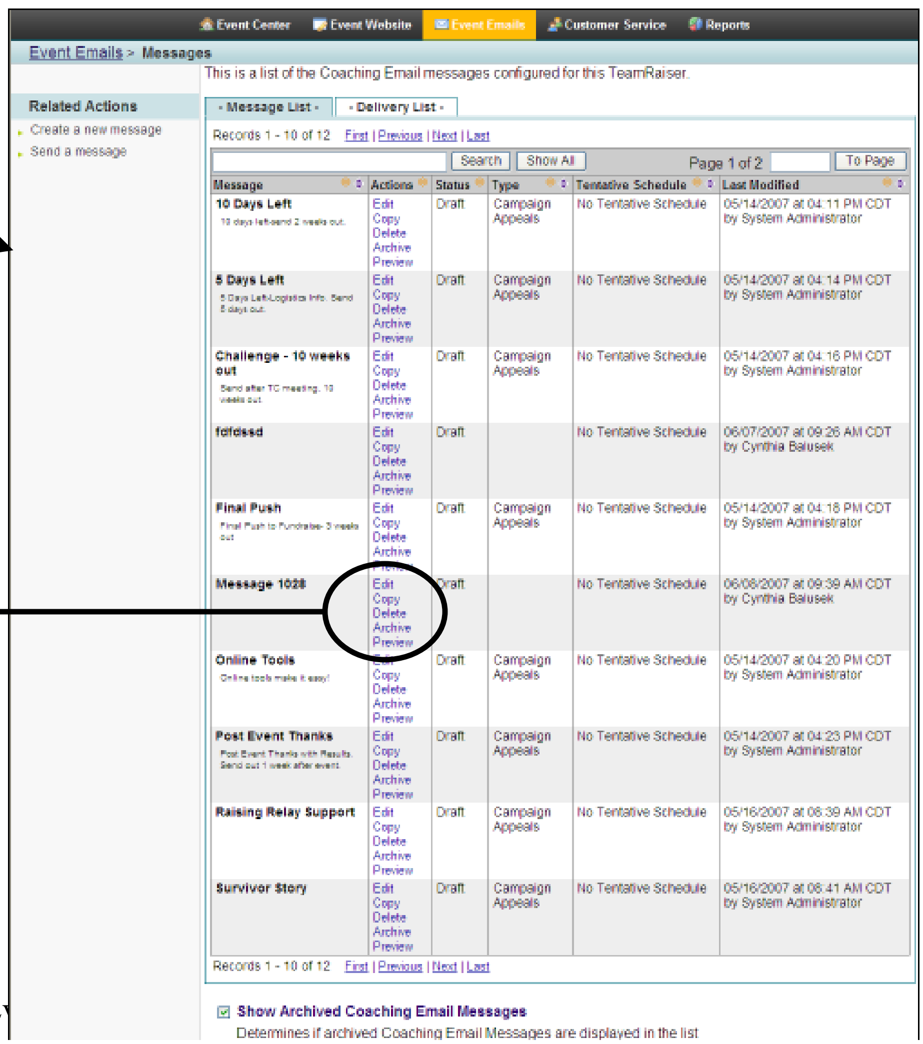
For example, you may have several forms for people to download. Instead links for all the forms on the Nav bar, create a custom page named Forms. Put all the form links on that page. Put one link on your Nav bar to that Forms page.

Manage Event Emails

In the Event Management Center, you will have access to several types of email messages: Coaching Emails, Autoresponders, and Suggested Messages. Coaching Emails are messages you can send to your participants for various purposes like encouraging their efforts, providing tips, and keeping them updated on event happenings. Autoresponders are messages that are sent automatically when a participant performs an action on the site such as registering, joining a team, and/or making a donation. Suggested Messages are the email messages appearing in the Participant Center for participants to use to help recruit team members or raise money.

Copy an Existing Coaching Email Message

1. From the Event Management Center, click Event Emails in the top navigation bar.
2. Click *Edit Coaching Emails* under **Related Actions** on the left side of the page.
3. From this page, you can view the messages available to the participants, available actions (copy, preview), status, type, tentative schedule, and when each message was last modified.



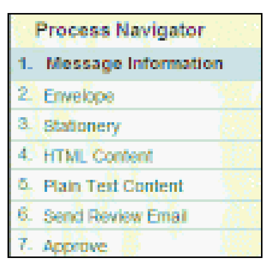
These options may not appear on your screen until you've begun making copies of these coaching email "templates"

4. To copy an existing message:
    a. Find the message you wish to copy in the list and click ***Copy***
    b. For the copied message, specify the following:
        i. **Message Name** – enter a message name that will uniquely identify it in the list of messages
        ii. **Message Purpose** – enter a brief description of the purpose of the message
        iii. **Perform Copy** – click Copy Message to create a copy of the selected message.
    c. Once you've created a copy of the message, it will appear in the list of messages. Next to the message will be a new set of action items: edit, copy, delete, archive, preview
    d. For instructions on editing the message, see the next step, Create a new message.

Create a New Coaching Email Message

1. From the Event Management Center, click Event Emails in the top navigation bar.
2. Under **Related Actions** on the left side of the page, click ***Create a new message***.

3. You will now see a Process Navigator on the left side to guide you through the process of creating an email message.



4. For *Step 1 – Message Information*, specify the following:
    a. **Enter a name for this message** - enter a descriptive label that relates to the purpose of your email.
    b. **Enter a description for this message** - enter a brief statement that will help identify the purpose of this message when browsing the messages list.

c. **Select a type for this message** – the type is useful in grouping similar messages for organizational as well as reporting purposes. Either select an existing value or create your own type.

d. Click Next >>

5. For *Step 2 – Envelope*, specify the following:

   a. **Enter the sender's name** – enter the name that you want recipients to see when they view their email message list.

   b. **Enter the sender's email address** - enter the return email address to which the recipient can send any Reply email. This MUST be an actual email address.

   c. **Enter the subject of this message** - enter the phrase that you want recipients to see when they view their email message list.

   d. Click Next >>

6. For *Step 3 – Stationery*, select a stationery to use for your message.

7. For *Step 4 – HTML Content*, use the WYSIWYG to create the content of your email. Be sure to click Save often. Once you're previewed your message and it's finished, click Next >>

8. For *Step 5 – Plain Text Content*, click Update Plain Text to convert the HTML content from the previous step to Plain Text. All HTML code will be removed but Convio-specific code will remain. NOTE: Any changes you make here to the Plain Text content will not be available again if you make additional changes in the HTML area and then click Update Plain Text, which will overwrite the current content in this Plain Text area. If the HTML version is not final, you may not want to make any modifications to the text until you are sure your HTML version is final.

   a. Before editing, click Preview to view the message and determine if any changes need to be made. Some things to look for are:

      i. inconsistent spacing

      ii. placement of hyperlinks – when converting HTML content to plain text, hyperlinks will be moved to the end of a paragraph. Adjust your instructions as necessary. For example, you may need to insert something like "Use the link below…" instead of "Click here…"

   b. Close the Preview window and make the necessary changes.

   c. Click Save often.

   d. Preview the message and click Next >>

9. For *Step 6 – Send Review Email*,

    a. Enter email addresses to which you can send a test message. You should test email addresses from the major email providers like AOL, Yahoo, and MSN to ensure the emails can be received and viewed properly.

    b. Click Send to send the test copy.

    c. Click Next >>

10. For *Step 7 – Approve*, click Approve to identify this message as ready to send. A message cannot be sent until it is approved.

11. Click Finish. Once you click Finish, you'll be returned to the Message list. The ***Edit*** link will no longer be available unless you click ***Return to Draft***.

12. Use the instructions below, Send a message, to send the message you just created.

Send a Coaching Email Message

1. From the Event Management Center, click Event Emails in the top navigation bar.

2. Under **Related Actions** on the left side of the page**,** click ***Edit Coaching Emails***.

3. Under **Related Actions** on the left side of the page, click ***Send a message***.

4. Once you're on this page you will see a list of approved messages that can be sent. Find your message in the list and click ***Send***.

5. For *Step 1 – Select Participation Types*, select the participation types that should receive this email.

    a. To add participation types to your recipient list, use your mouse to select a participation type from the list on the left. To select multiple groups, hold CTRL as you select.

        i. Click Add >> or Add All >>

b. To remove participation types from your recipient list, use your mouse to select the participation types you wish to remove from the list on the right. To select multiple groups, hold CTRL as you select.

   i. Click << Remove or << Remove All

c. Click Next >>

6. For *Step 2 – Registration Filters*, specify the following:

   a. **Previous Event Participation** - filter your email recipients based on their participation in a previous event. NOTE: Since this is the first year to use the Convio tool, there will not be data from previous events.

   b. **Registration Type (Online/Offline)** – filter your email recipients based on whether they registered online or offline

   c. **Filter email recipients to include participants who registered during a specific date range** – check the box to filter your email recipients based on when they registered. Specify a start and end date (these are inclusive).

   d. Click Next >>

7. For *Step 3 – Team Filters*, specify the following:

   a. **Team Membership** – filter your email recipients based on team membership criteria (check all that apply)

   b. **Company Affiliation** – filter your email recipients based on company affiliation

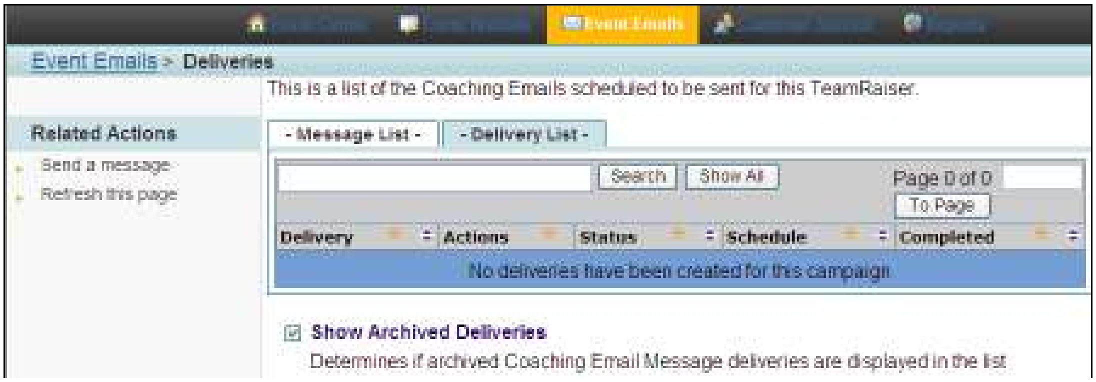
   c. Click Next >>

8. For *Step 4 – Review the Message*, you'll see a summary of the different filters you've selected.

   a. If you need to make a change to any of the filters, select the corresponding step from the Process Navigator.

   b. Click Next >>

9. For *Step 5 – Send*, click Send to send your message immediately.
10. You can access a list of messages that you've sent from the **Delivery List** tab.



An email will be sent to every distinct instance of name and email address, even it the email address is in the system multiple times. For example, Sally, Bob, Cindy, Danny and John Jones participate in Relay as a family. Each one has registered online, each one has used the same email address: jonesfamily222@hotmail.com.

When coaching emails are sent, five emails will go to this email address, one for each member of the family. If you've personalized the emails by including the first name field, then each email will contain the name of one of the family members.

Edit Autoresponders

When a participant or donor takes action on your site (registers, forms a team, makes a donation), you can have a confirmation email automatically generated. You can add any additional information to the autoresponder that is specific to your event.

1. From the Event Management Center, click Event Emails in the top navigation bar.
2. Under **Related Actions** on the left-hand side, click ***Edit Autoresponders***.
3. On this page, you will see a list of the available autoresponders, the actions available for each autoresponder, and which version (if any) is set to send.
4. For each autoresponder listed, there are two different actions you can take:
    a. ***Edit*** – click this link to edit the autoresponder (see step 5 for instructions).
    b. ***Preview*** – click this link to preview the message

5. To edit an autoresponder:
    a. From the list of autoresponder types, find the autoresponder you wish to edit, and click ***Edit***.
    b. For *Step 1 - Envelope*, specify the following:

i. **Sender Name** – enter the name of the Sender as you want it to appear in the From line (ex. Relay For Life, High Plains Division)

ii. **Sender Email Address** – enter the email address to which any replies to this autoresponder will be sent. NOTE: You MUST enter an actual email address.

iii. **Subject Line** – this is the text that displays in the Subject line when received

iv. **Message Stationery** – select a stationery for this message

v. Click Next >>

c. For *Step 2 – Event Manager Content,* add additional content to the autoresponder that is specific to your event.

6. Click Finish >>

Edit Suggested Messages in the Participant Center

In the Participant Center, your participants will have access to email messages they can use to correspond with their friends and family to request donations, join their team, or thank someone for a donation. You can also create a blank message which can be used for participants to customize their own messages.

1. From the Event Management Center, click Event Emails in the top navigation bar.
2. Under **Related Actions** on the left-hand side, click ***Edit Messages***.
3. On this page you will see a list of suggested messages. For each message, you can view the name, the available actions, the type, and the subject line. There is also a link under **Related Actions** to Add a Message.
4. To edit a message,

a. Find your message in the list and click ***Edit***. Specify the following:

i. **Suggested Message Template Name** – this name identifies this message to administrators as well as participants in the Participant Center

ii. **Message Type** – identify the type of message; this determines how the messages will be organized in the Participant Center

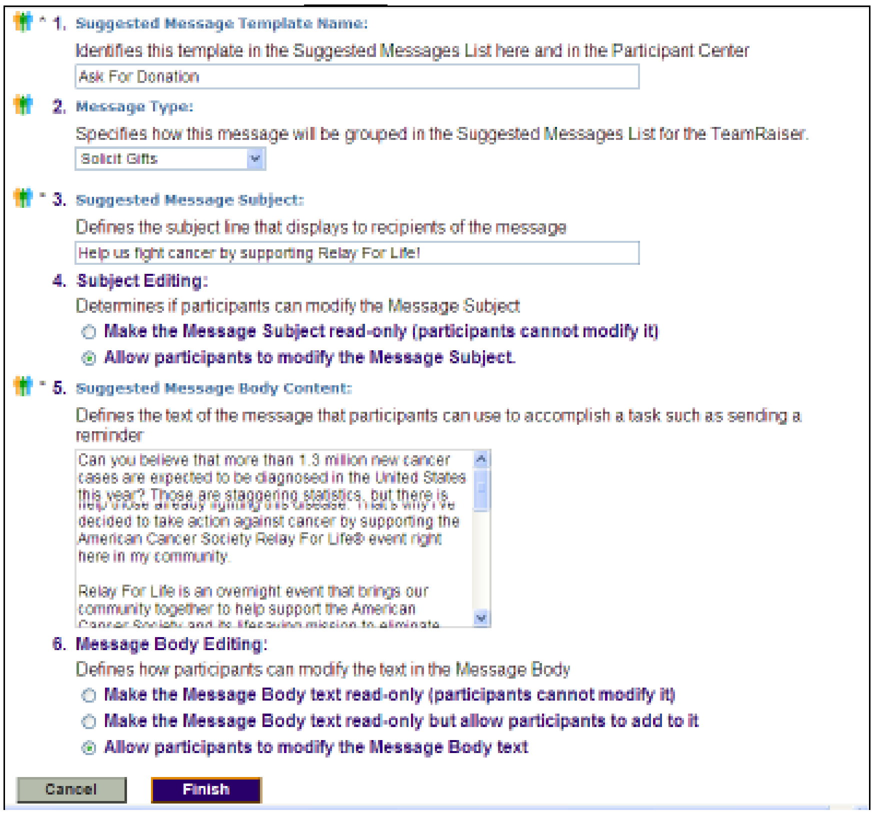
iii. **Suggested Message Subject** – this is the subject line for the message

iv. **Subject Editing** – determine whether or not participants will be able to edit the subject line

v. **Suggested Message Body Content** – enter the suggested text for the message. NOTE: Be sure the message you enter can be sent “as is” as some participants will not modify the message before sending it.

vi. **Message Body Editing** – determine how the participants can modify the text in the body of the message:

1. *Read-only* – participants cannot modify the text
2. *Read-only but with additional text* – participants cannot modify the existing text but they can add to it
3. Allow participants to modify the text



5. To delete a message,
   a. Find your message in the list and click ***Delete***.
   b. Once you delete a message, it will no longer be available in the Participant Center.
6. To add a message, under **Related Actions** on the left side of the page, click ***Add a Message***. Follow the instructions listed above in Step 4.

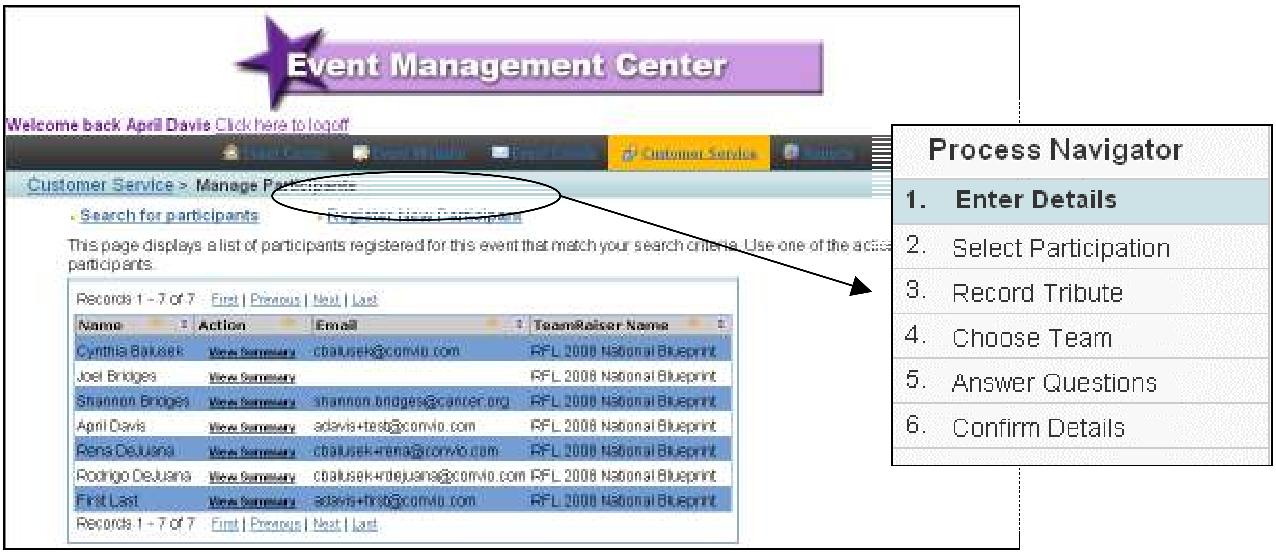
Local Event Administration

Search for Participants

1. From the Event Management Center, click Customer Service in the top navigation bar.
2. Under **Related Actions** on the left side of the page, click ***Manage Participants***
3. Click ***Search for participants*** in the upper left corner.
4. Enter first name, last name, and/or email address to search for a participant.
5. Click Finish.
6. Once the participant's information displays, click ***View Summary*** to access the participant's profile.

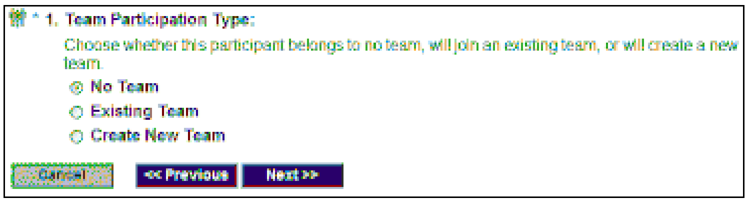
Register a New Participant

1. From the Event Management Center, click Customer Service in the top navigation bar.
2. Under **Related Actions** on the left side of the page, click ***Manage Participants*** and then click ***Register New Participant***.
3. You will see a Process Navigator on the left to help guide you through the steps of registering a new participant.



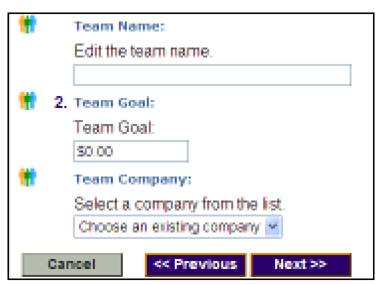
4. For *Step 1 – Enter Details*, specify:
   a. **Participant Contact Information** – you must enter the name of the participant but the other contact information fields are optional
   b. **Email Opt-In** – check the box if the participant wishes to receive email from your organization
   c. Click Next >>
5. For *Step 2 – Select Participation*, specify:
   a. **Participation Type** – choose a participation type
   b. **Fundraising Goal** – enter the fundraising goal for the participant
   c. **Emergency Contact** – enter the name of the person who should be contacted in case of an emergency
   d. **Emergency Phone** – enter the phone number that should be used in case of an emergency
   e. Click Next >>

6. For *Step 3 – Record Tribute Information*, specify:
    a. **Tribute Information** – if the registrant is participating in honor or memory of someone, enter that person's information here
        i. Check the box if the person is deceased
    b. Click Next >>
7. For *Step 4 – Team Participation Type*, specify the following:
    a. **Team Participation Type** – choose how this participant will be involved with a team



        i. ***No Team*** - will not be a member of any team
        ii. ***Existing Team*** - will be part of an existing team. If you select ***Existing Team***, a text box will appear for you to enter the team name.

        iii. ***Create New Team*** - will be part of a new team. If you select ***Create New Team***, another set of fields will display to enter the new team information:
            1. **Team Name** – edit the team name
            2. **Team Goal** – enter a monetary amount for the team goal
            3. **Team Company** – associate the team with a company if applicable



    b. Click Next >>

8. For *Step 5 – Answer Questions*, specify the following:

    a. **Additional Questions** – these are the additional fields on the registration form for this participation type. You can answer them if you prefer but you are not required to answer them.

    b. Click Next >>

9. For *Step 6 – Confirm Details*, specify the following:

    a. **Fee Paid** – if you are modifying the fee amount for this participant, enter the new amount here

    b. **Additional Gift** - if the participant is giving a gift in addition to any registration fees, enter it here.

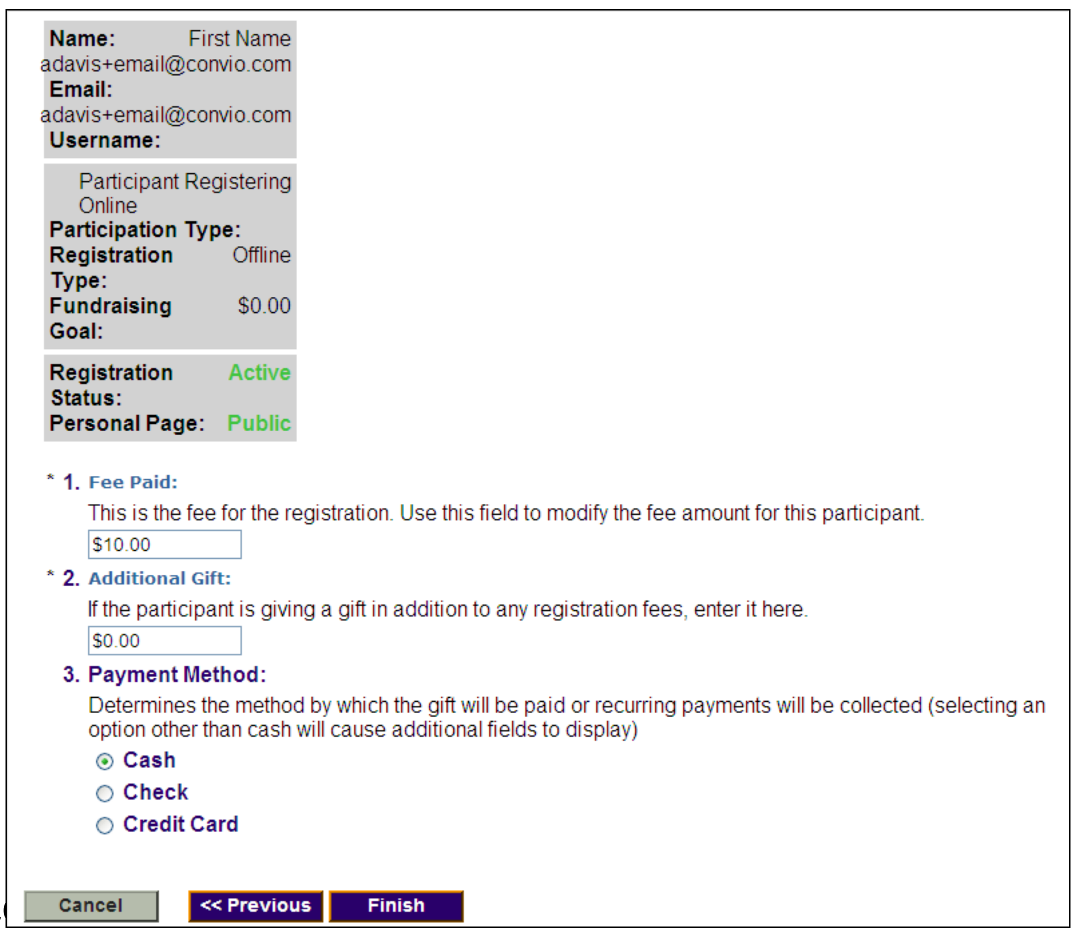
    c. **Payment Method** – select the method of payment:

        i. **Cash**

        ii. **Check** – if you select check, an additional field will display to enter the check number

        iii. **Credit Card** – if you select credit card, additional fields will display to enter credit card number, expiration date, and CVV number.

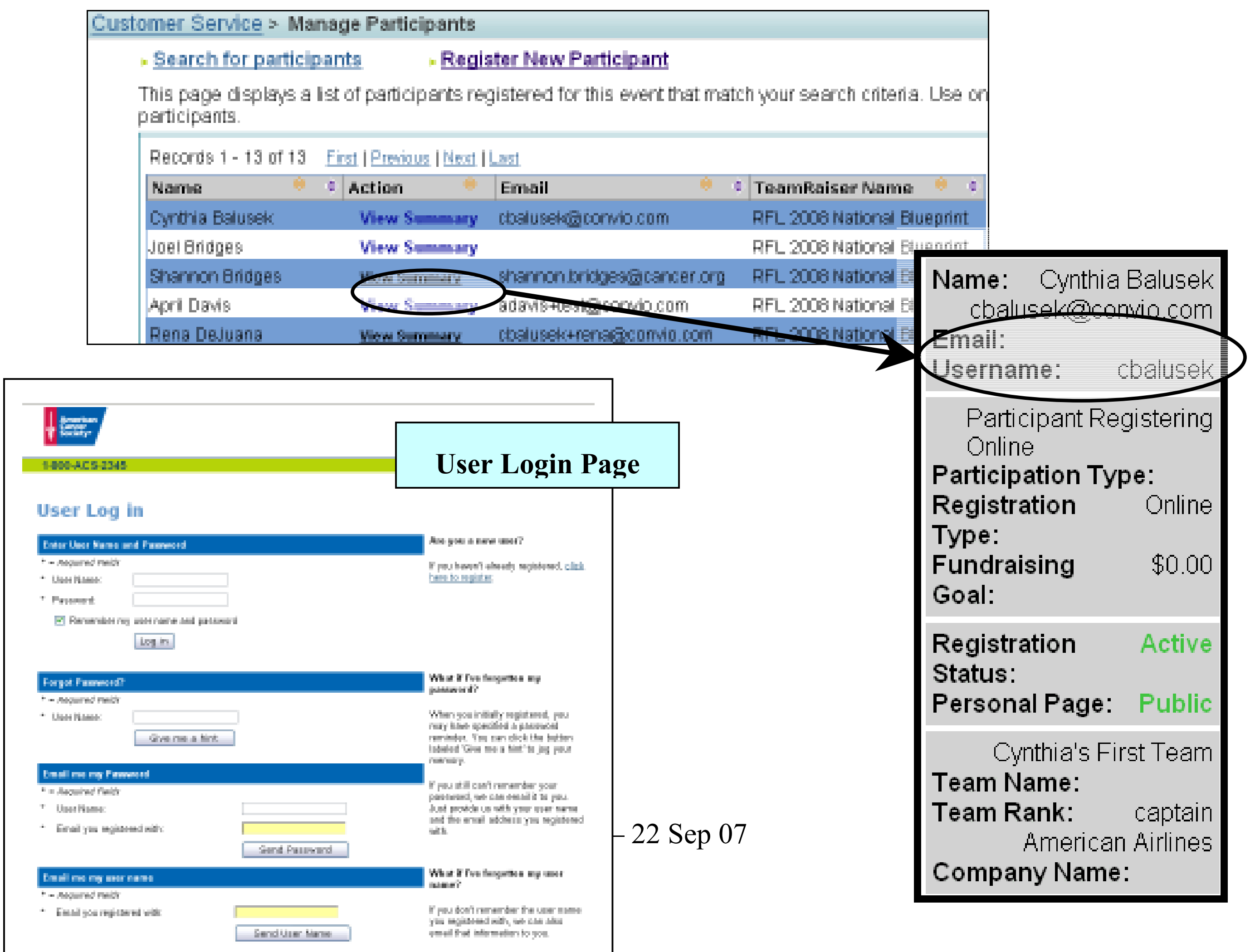
10. Click Finish .



Find the Username and/or Password for a Participant

1. From the Event Management Center, click $\boxed{\text{Customer Service}}$ in the top navigation bar.
2. Under **Related Actions** on the left side of the page, click ***Manage Participants***.

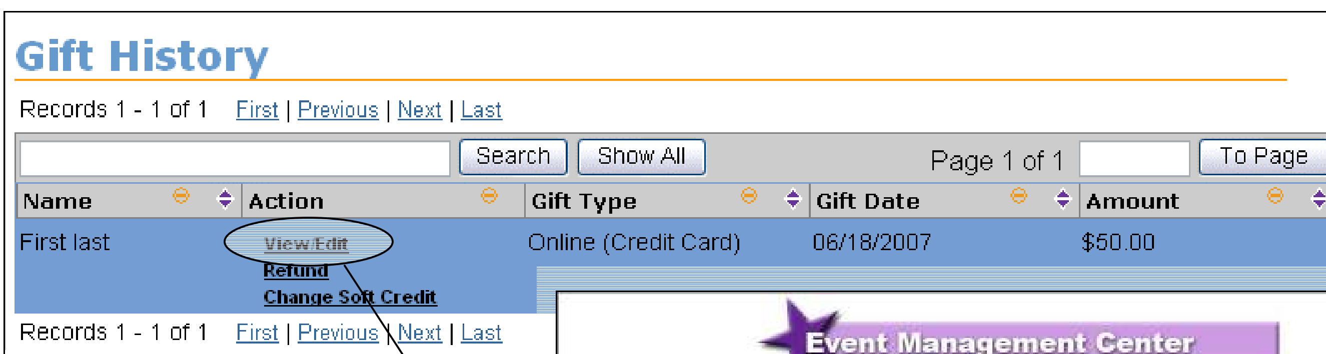
3. Find the participant in the list or click ***Search for participants***.
4. Once you've found the participant, click ***View Summary*** next to their name.
5. The username will be visible from this page but the password will not be visible.
6. For the participant's password, direct the participant to the User Login page (http://events.cancer.org/site/UserLogin) and the participant can enter their email address to have their password sent to them.

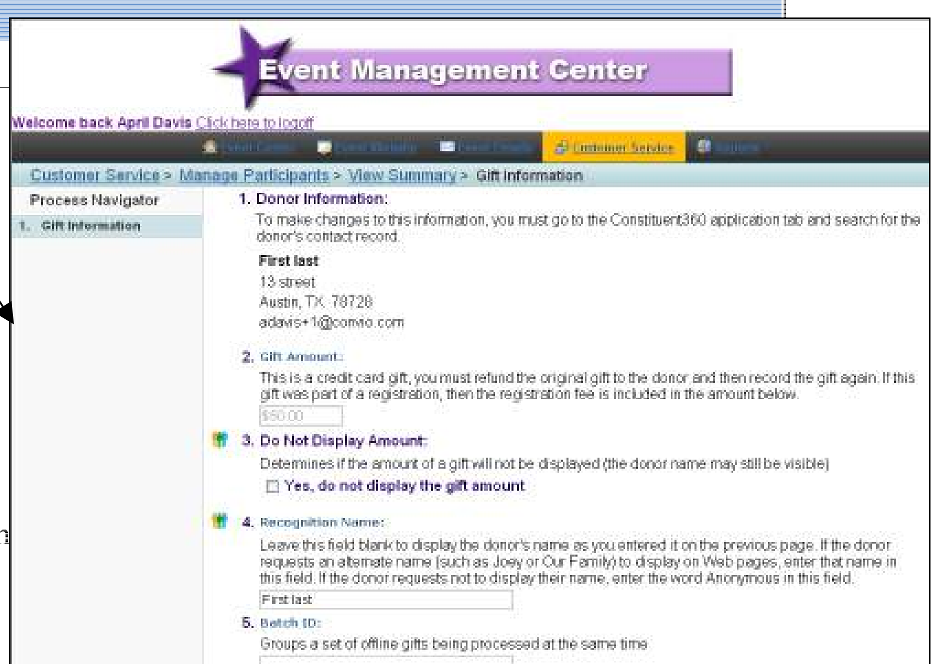


Change Donor Name on Honor Scrolls

Honor scrolls with donor names and amounts appear on the personal pages of participants, team pages, and the event home page. Some donors may choose to be referred to by a different name or remain anonymous.

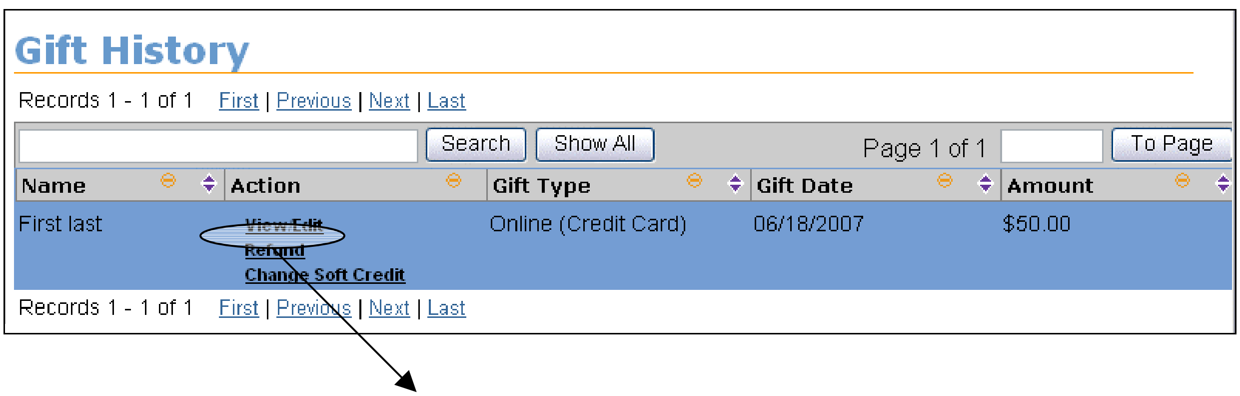
1. From the Event Management Center, click Customer Service in the top navigation bar.
2. Under **Related Actions** on the left side of the page, click ***Manage Participants***.
3. Find your participant in the list or use the search feature. Once you've found your participant, click ***View Summary***.
4. Scroll to the bottom of the page and you'll see the Gift History.
5. To view/edit a gift, click ***View/Edit***. You will be able to edit:
   a. **Do Not Display Amount** – check this box if the donor does not wish to have their donation amount displayed
   b. **Recognition Name** – if the donor wishes to remain anonymous, enter "anonymous" in the field provided
   c. **Batch ID** – enter a number to identify groups of gifts entered at the same time
6. Click Finish





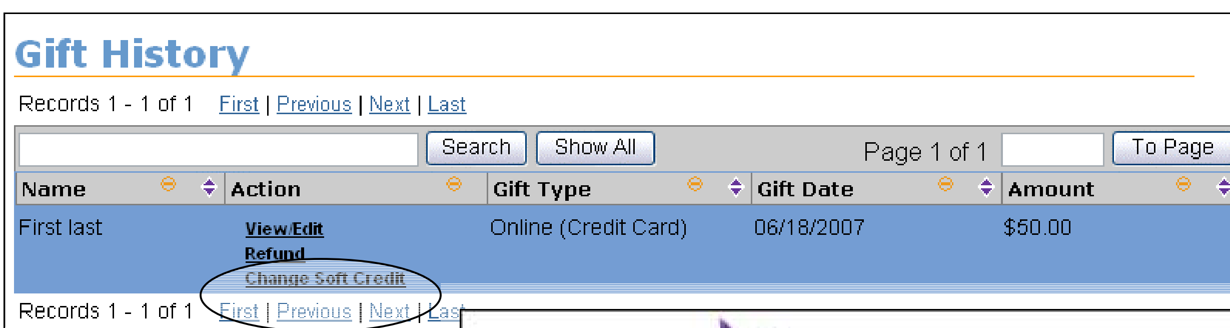
Refund a Participant's Registration Fee and Additional Gift

1. From the Event Management Center, click Customer Service in the top navigation bar.
2. Under **Related Actions** on the left side of the page, click ***Manage Participants***.
3. Find your participant in the list or use the search feature. Once you've found your participant, click ***View Summary***.
4. Scroll to the bottom of the page and you'll see the Gift History.
5. To issue a refund, click ***Refund***:
    a. For *Step 1 – Choose Amount*, specify the following:
        i. **Determine Refund Amount** – enter the refund amount
        ii. **Credit Card Refund** – choose whether to process the refund to the same card or just record it in the Convio database
        iii. Click Next >>
    b. For *Step 2 – Confirm Refund*, click Finish to confirm the refund.



Move the Credit of a Donation to a Participant

1. From the Event Management Center, click Customer Service in the top navigation bar.
2. Under **Related Actions** on the left side of the page, click ***Manage Participants***.
3. Find your participant in the list or use the search feature. Once you've found your participant, click ***View Summary***.
4. Scroll to the bottom of the page and you'll see the Gift History.
5. To move the credit of a donation, click ***Change Soft Credit***:
   a. For *Step 1 – Select Type*, specify the following:
      i. **Select where you would like to change the soft credit for this gift** – select whether you'd like to credit this gift to another TeamRaiser Participant or Team
      ii. **Search the corresponding list** – click Search to find the participant or team
   b. For *Step 2 – Search Criteria*, enter at least one search term and click Next >>
   c. For *Step 3 – Select destination participant,* once the results are displaying, click ***Select*** next to the person or team to whom you are reassigning credit for the donation
   d. For *Step 4 – Confirm Changes*, review the transaction information before confirming.
      i. If it is incorrect, click on any of the previous steps to make the necessary changes.
      ii. If it is correct, click Finish



The ability to enter offline donations may no be available for your Relay. If you don't see an option to enter them, then your Relay has decided not to use this feature.

Enter an Offline Donation

1. From the Event Management Center, click Customer Service in the top navigation bar.
2. Under **Related Actions** on the left side of the page, click ***Manage Participants***.
3. Find your participant in the list or use the search feature. Once you've found your participant, click ***View Summary***.

4. Under **Related Actions** on the left side of the page, click ***Record Donation***.
5. For *Step 1 – Enter Donor Information*, enter the donor's personal information. Only name is required.
6. Click Next >>
7. For *Step 2 – Configure Gift*, specify the following:
    a. **Gift Type** – select whether this is a single payment or multiple gift payments on a recurring scheduled basis
    b. **Gift Amount** – enter the monetary amount of the single payment or of each payment to be collected for this gift
    c. **Do Not Display Amount** – check this box if the amount is not to be displayed
    d. **Recognition Name** – enter the recognition name if it is different than the name on the billing information. Enter "anonymous" for someone who does not want their name displayed.
    e. **Batch ID** – enter a number to identify groups of donations processed at the same time
    f. **Payment Method** – select the method of payment:
        i. Cash
        ii. ***Check*** – if you select check, an additional field will display to enter the check number

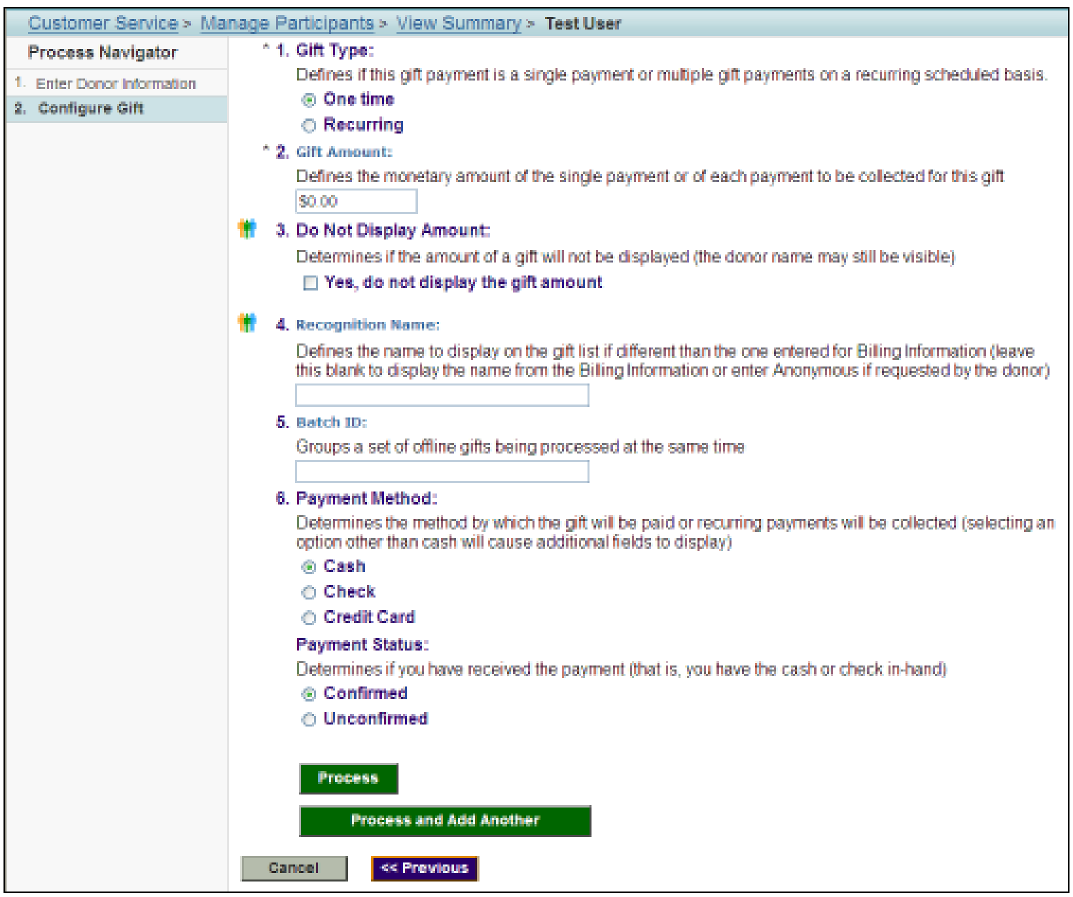
iii. ***Credit Card*** – if you select credit card, additional fields will display to enter credit card number, expiration date, and CVV number.

g. **Payment Status** – select the payment status:

i. ***Confirmed*** – select this status if you have received the money (cash, check, credit card)

ii. ***Unconfirmed*** – select this status if you have not yet received the money

8. Click Process or Process and Add Another.

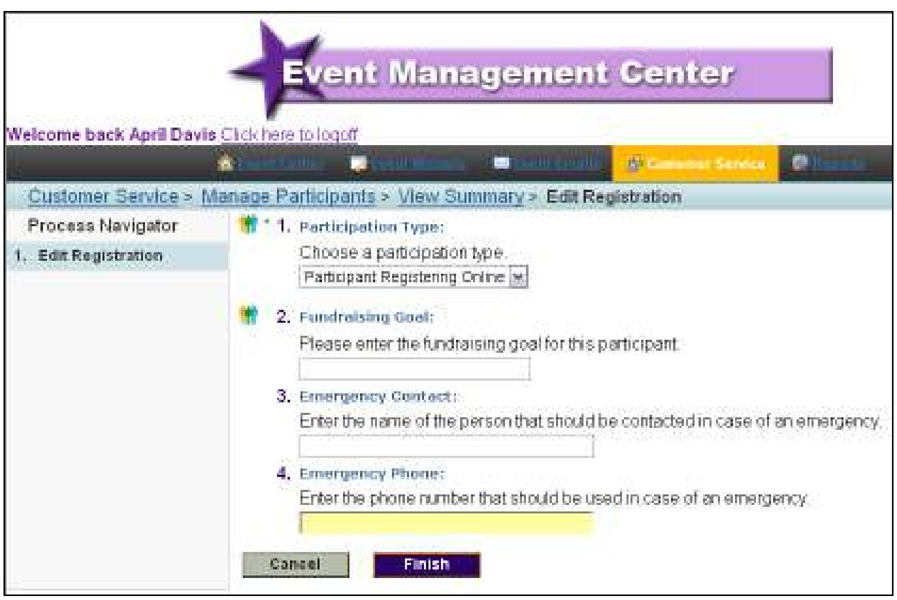


Change Participant's Participation Type

1. From the Event Management Center, click Customer Service in the top navigation bar.
2. Under **Related Actions** on the left side of the page, click ***Manage Participants***.
3. Find your participant in the list or use the search feature. Once you've found your participant, click ***View Summary***.
4. Under **Related Actions** on the left side of the page, click ***Edit Registration***.
5. Choose a new participation type and click Finish.

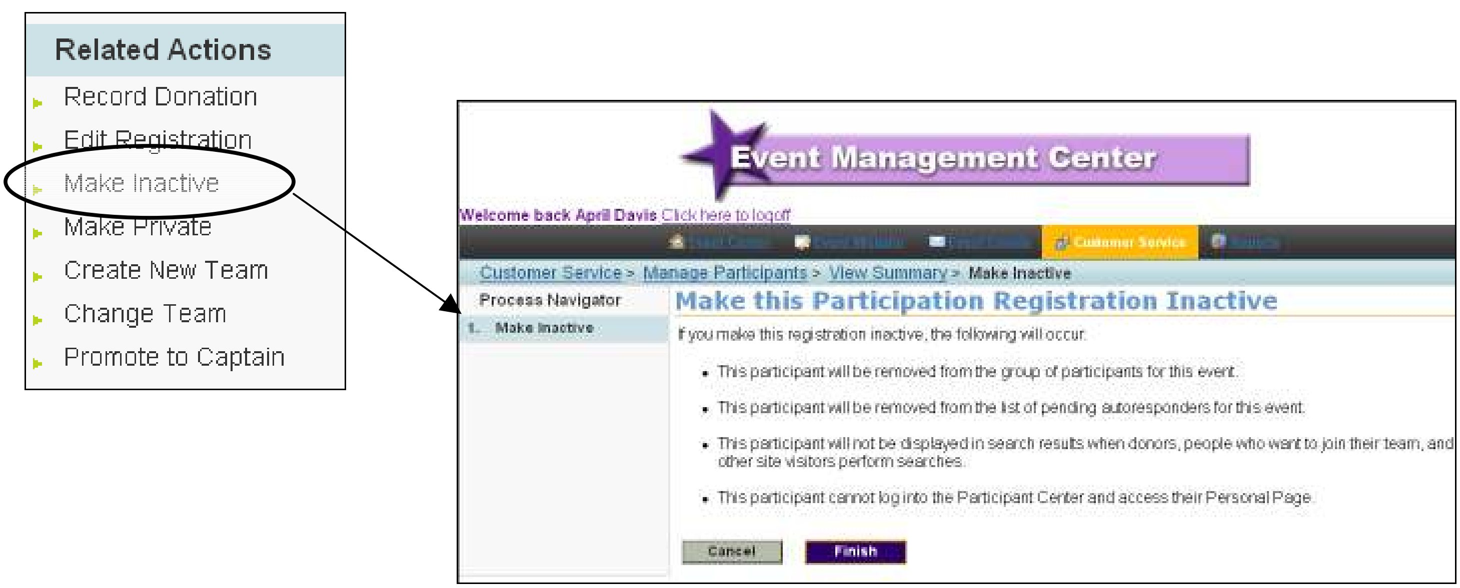
Change Participant's Fundraising Goal

1. From the Event Management Center, click Customer Service in the top navigation bar.
2. Under **Related Actions** on the left side of the page, click ***Manage Participants***.
3. Find your participant in the list or use the search feature. Once you've found your participant, click ***View Summary***.
4. Under **Related Actions** on the left side of the page, click ***Edit Registration***.
5. Enter a new fundraising goal and click Finish.



Deactivate a Participant's Registration

1. From the Event Management Center, click Customer Service in the top navigation bar.
2. Under **Related Actions** on the left side of the page, click ***Manage Participants***.
3. Find your participant in the list or use the search feature. Once you've found your participant, click ***View Summary***.
4. Under **Related Actions** on the left side of the page, click ***Make Inactive***.
5. Before you deactivate a registration, make sure you are aware of the implications:
   a. This participant will be removed from the group of participants for this event.
   b. This participant will be removed from the list of pending autoresponders for this event.
   c. This participant will not be displayed in search results when donors, people who want to join their team, and other site visitors perform searches.
   d. This participant cannot log into the Participant Center and access their Personal Page.
6. Click Finish to deactivate the participant's registration.



Make a Participant's Registration Private

1. From the Event Management Center, click Customer Service in the top navigation bar.
2. Under **Related Actions** on the left side of the page, click ***Manage Participants***.
3. Find your participant in the list or use the search feature. Once you've found your participant, click ***View Summary***.
4. Under **Related Actions** on the left side of the page, click ***Make Private***. **NOTE: When you make a registration private, site users will not be able to search for this participant.**
5. Click Finish.

Move a Team Member to Another Team

1. From the Event Management Center, click Customer Service in the top navigation bar.
2. Under **Related Actions** on the left side of the page, click ***Manage Participants***.
3. Find your participant in the list or use the search feature. Once you've found your participant, click ***View Summary***.
4. Under **Related Actions** on the left side of the page, click ***Change Team***.
5. Search for the team to whom you are going to assign the participant.
6. Click ***Select*** next to the team name.
7. Confirm this is the correct team and click Finish.

Make Member a Co-Captain

The system does not use the co-captain designation. If a team has co-captains, they'll both be labeled as captains. Ask your region's point person for help with this.

Edit Team Name, Goal, and Associated Company

1. From the Event Management Center, click Customer Service in the top navigation bar.
2. Under **Related Actions** on the left side of the page, click ***Manage Teams***.
3. Search for your team and click ***Manage***.
4. Under **Related Actions** on the left side of the page, click ***Edit Team Details***.
5. From this page, specify the following:
    a. **Team Name** – edit the team name
    b. **Team Goal** – enter a monetary amount for the team goal
    c. **Team Company** – associate the team with a company if applicable
6. Click Finish.

Record a Team Donation

1. From the Event Management Center, click Customer Service in the top navigation bar.
2. Under **Related Actions** on the left side of the page, click ***Manage Teams***.
3. Search for your team and click ***Manage***.

4. Under **Related Actions** on the left side of the page, click ***Record Team Donation***.
5. For *Step 1 – Enter Donor Information*, enter the donor's personal information. Only name is required.
6. Click Next >>
7. For *Step 2 – Configure Gift*, specify the following:

a. **Gift Type** – select whether this is a single payment or multiple gift payments on a recurring scheduled basis

b. **Gift Amount** – enter the monetary amount of the single payment or of each payment to be collected for this gift

c. **Do Not Display Amount** – check this box if the amount is not to be displayed

d. **Recognition Name** – enter the recognition name if it is different than the name on the billing information. Enter "anonymous" if the donor does not want their name displayed.

e. **Batch ID** – enter a number to identify groups of donations processed at the same time

f. **Payment Method** – select the method of payment:

   i. Cash

   ii. ***Check*** – if you select check, an additional field will display to enter the check number

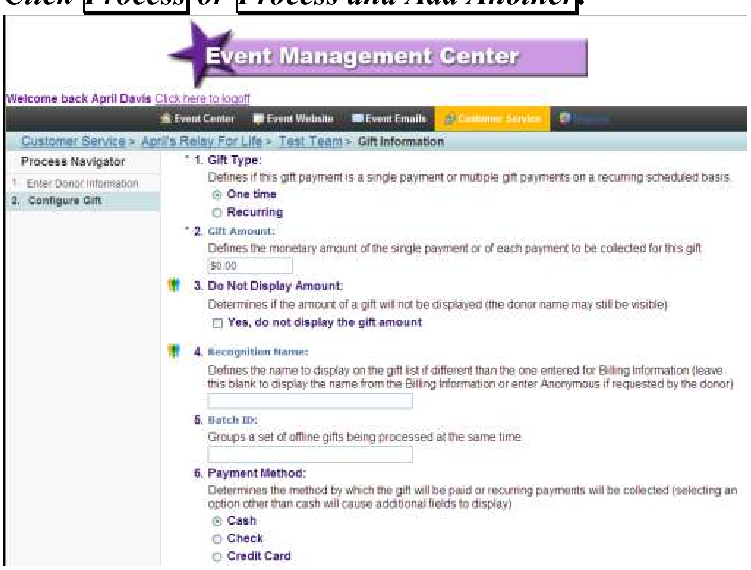
   iii. ***Credit Card*** – if you select credit card, additional fields will display to enter credit card number, expiration date, and CVV number.

g. **Payment Status** – select the payment status:

   i. ***Confirmed*** – select this status if you have received the money (cash, check, credit card)

   ii. ***Unconfirmed*** – select this status if you have not yet received the money

8. Click Process or Process and Add Another.

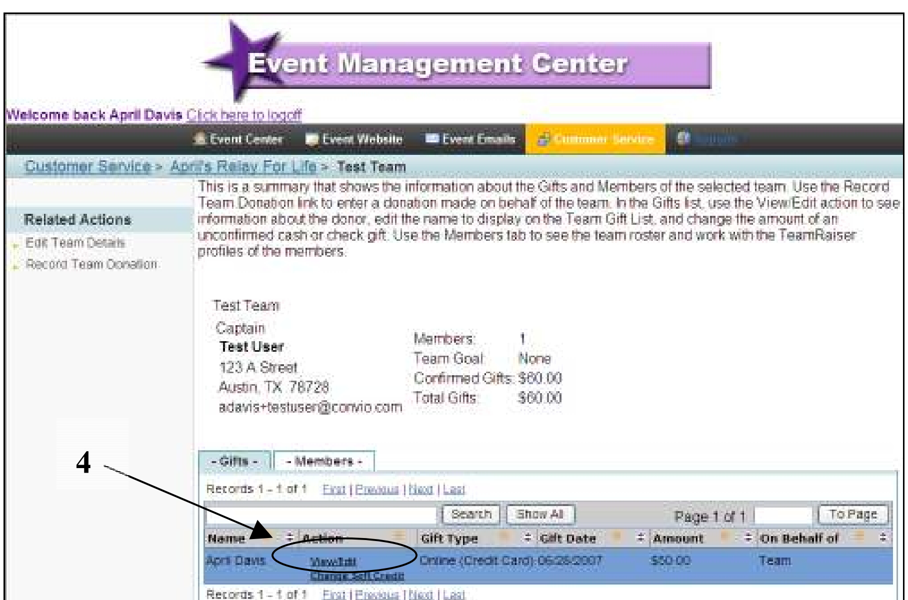


Change Name on Honor Scroll for Team Gift

1. From the Event Management Center, click Customer Service in the top navigation bar.
2. Under **Related Actions** on the left side of the page, click ***Manage Teams***.
3. Search for your team and click ***Manage***.
4. Under the **Gifts** tab, search for the gift that needs editing and click ***View/Edit***.
5. Once you click ***View/Edit***, you can edit the following:
    a. **Do Not Display Amount** – check this box if the donor does not wish to have their donation amount displayed
    b. **Recognition Name** – if the donor wishes to remain anonymous, enter “anonymous” in the field provided
    c. **Batch ID** – enter a number to identify groups of gifts entered at the same time
6. Click Finish.

Move the Credit of a Team Donation

1. From the Event Management Center, click Customer Service in the top navigation bar.
2. Under **Related Actions** on the left side of the page, click ***Manage Teams***.
3. Search for your team and click ***Manage***.
4. Under the **Gifts** tab, search for the gift that needs to be reassigned and click ***Change Soft Credit***.



i. **Select where you would like to change the soft credit for this gift** – select whether you'd like to credit this gift to another TeamRaiser Participant or Team

ii. **Search the corresponding list** – click Search to find the participant or team

f. For *Step 2 – Search Criteria*, enter at least one search term and click Next >>

g. For *Step 3 – Select destination participant,* once the results are displaying, click ***Select*** next to the person or team to whom you are reassigning credit for the donation

h. For *Step 4 – Confirm Changes*, review the transaction information before confirming.

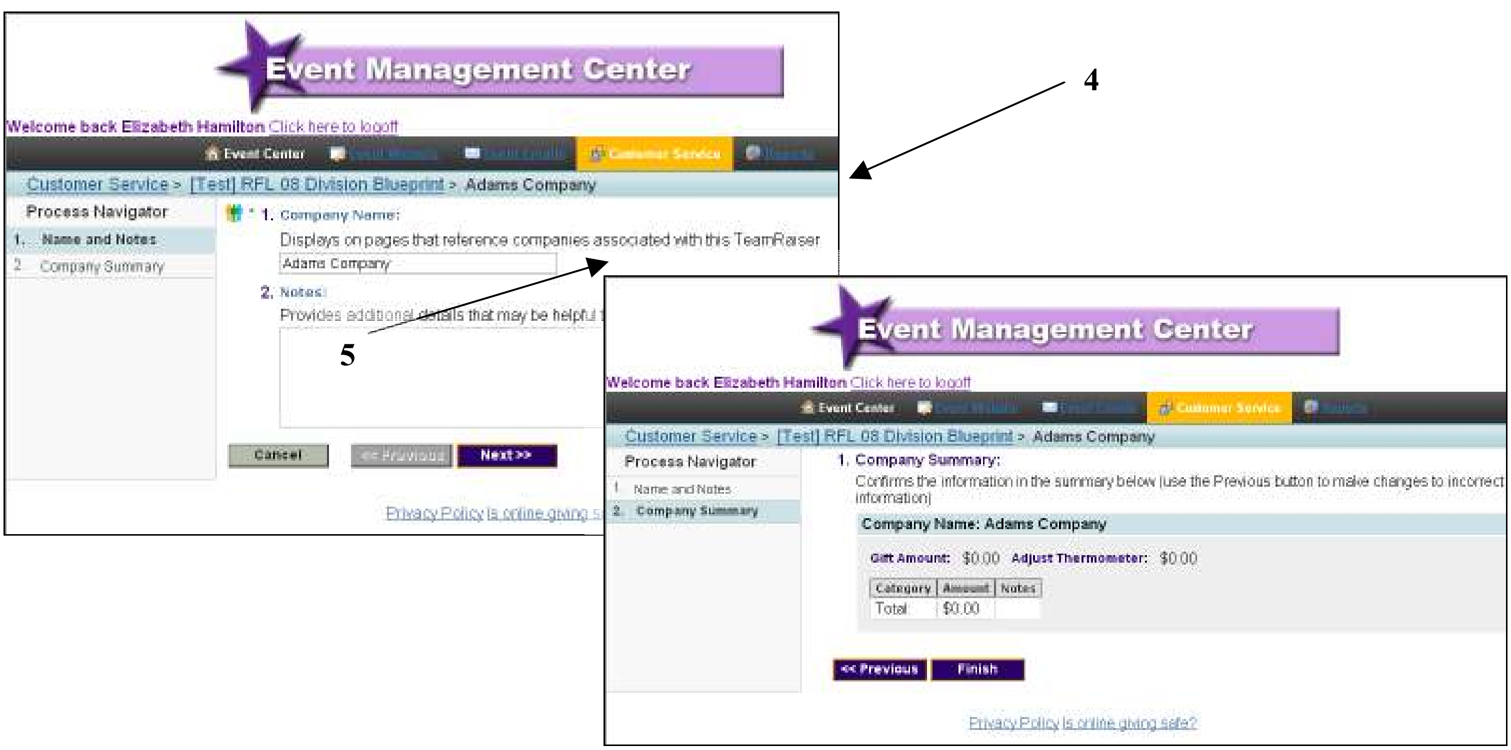
i. If it is incorrect, click on any of the previous steps to make the necessary changes.

ii. If it is correct, click Finish

Add a Local Company

If you have local companies with teams participating in your event or local companies sponsoring your event, enter them in the Event Management Center. When participants register, they will be able to associate their teams with these local companies. However, if the company has not been entered yet, a participant CANNOT associate their team with the company as the company will not appear in the drop-down menu on the registration form.

1. From the Event Management Center, click Customer Service in the top navigation bar.
2. Under **Related Actions** on the left side of the page, click ***Manage Companies***.
3. Under **Related Actions** on the left side of the page, click ***Add a New Company***.
4. For *Step 1 – Name and Notes*, specify the following:
   a. **Company Name** – this is the name that displays on pages where the companies associated with this event are listed
   b. **Notes** – enter additional details that you may need later for reference
   c. Click Next >>
5. For *Step 2 – Company Summary*, click Finish to confirm the company information.



Edit the Primary Contact for a Local Company

1. From the Event Management Center, click Customer Service in the top navigation bar.
2. Under **Related Actions** on the left side of the page, click ***Manage Companies***.
3. Find the company for which you're editing the Primary Contact and click ***Edit Primary Contact***.
4. For *Step 1 – Contact Name, Email, and Telephone Number*, enter the contact information for the person who will be the primary contact for information and questions about general company involvement in the event.
5. Click Next >>
6. For *Step 2 – Company Summary*, click Finish to confirm the company information.

Record a Gift Donated by a Local Company

1. From the Event Management Center, click Customer Service in the top navigation bar.
2. Under **Related Actions** on the left side of the page, click ***Manage Companies***.
3. Under **Related Actions** on the left side of the page, click ***Add a New Company***.
4. If the company is in the list of companies, skip to step 5. If the company has not been entered already, follow steps 4a and 4b.
    a. For *Step 1 – Name and Notes*, specify the following:
        i. **Company Name** – this is the name that displays on pages where the companies associated with this event are listed
        ii. **Notes** – enter additional details that you may need later for reference
        iii. Click Next >>
    b. For *Step 2 – Company Summary*, click Finish to confirm the company information.

5. On the next page, find the company you just added in step 4 and click ***Edit Gifts***.

6. Under **Related Actions** on the left side of the page, click ***Add a new gift***.
7. Specify the following:
   a. **Gift Category** – select the type of gift received
   b. **Gift Amount** – enter the monetary amount of the gift
   c. **Notes** – enter any additional notes that might be helpful for bookkeeping purposes
8. Click Finish.
9. The amount of the company gift that you entered has been added to the total amount for the event. If you'd prefer NOT to have this amount added or if you'd like to adjust the amount added, click ***Edit Thermometer Amount*** in the upper right corner.
10. On the page that displays, you can adjust the total thermometer amount.
11. Click Submit to save your changes.

The ability to enter offline donations may no be available for your Relay. If you don’t see an option to enter them, then your Relay has decided not to use this feature.

Confirm Offline Donations

1. From the Event Management Center, click Customer Service in the top navigation bar.
2. Under **Related Actions** on the left side of the page, click ***Confirm Gifts***.
3. Search for the participant whose gift you are confirming and click ***Confirm***.
4. If a possible match to the donor is found in the database, you will see the message “Create a new record or select an existing one.”
    a. If it is a match, select the existing record.
    b. If it is not a match, create a new record.
    c. If you’re unsure, create a new record.
5. Click Finish.

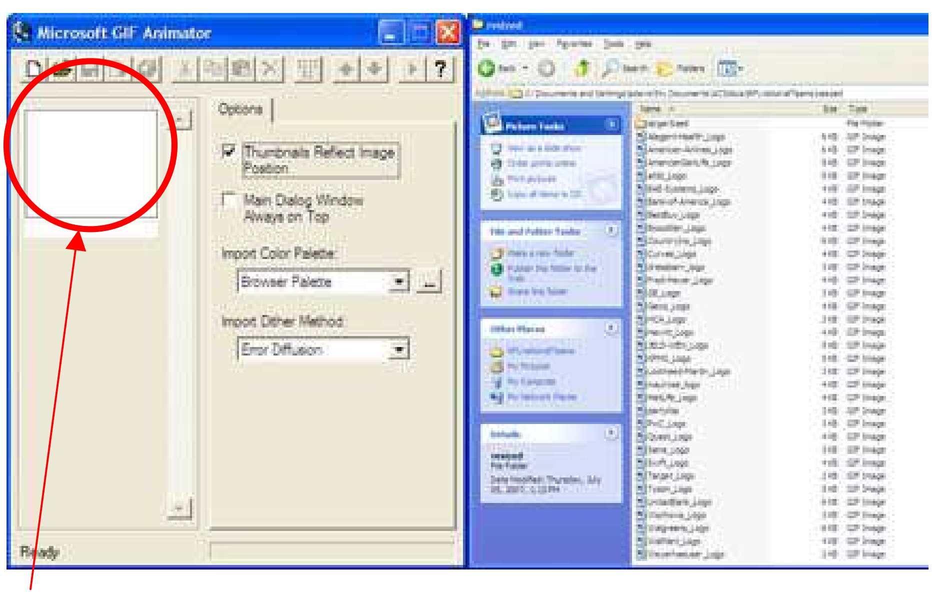
Add Sponsor Logos to Event Home Page

To add sponsor logos to your event home page, you will first create an animated GIF. Once you've created the animated GIF, send it to your region point person. It will be uploaded to the website for you and you'll be sent the URL to link to your image. You will then log into the Event Management Center and enter the URL for the image.

Create Animated Logos Using Microsoft Gif Animator

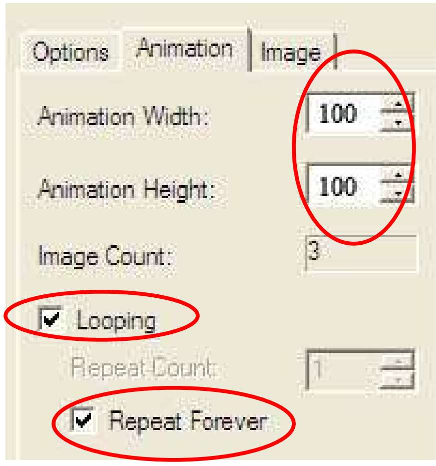
The animated GIF will allow you to create one image that is a collection of many images. Each individual image displays for a brief period of time (2-3 seconds) before rotating to the next image.

1. Go to `http://www.geocities.com/SiliconValley/Horizon/6013/graphics.html` and download and install the Gif Animator (second in the list).
2. Be sure to store all of your graphic logos in the same location on your computer so that you don't have to search for them. ***Your graphics can be no larger than 100 pixels x 100 pixels.***
3. Once you've got all your logos stored on your computer you're ready to create your animated gif. It's best to have your folder of logos open on the desktop and over to one side. Start the Gif Animator program and move it over to the other side of your desktop. See below:

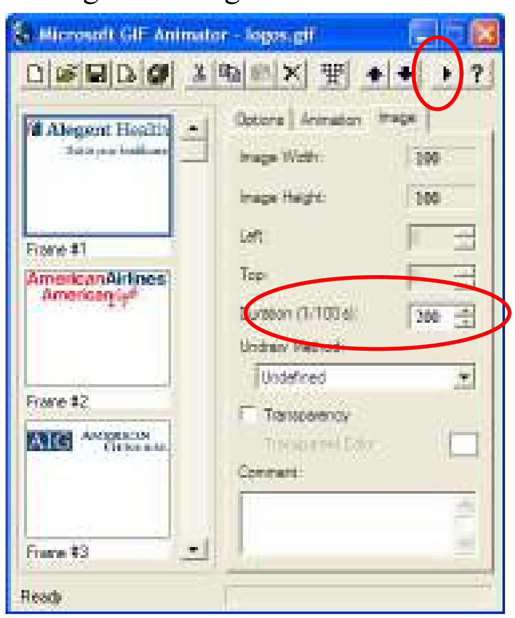


4. Drag your logos from your desktop folder onto the white paper-looking area on the gif animator. The program automatically adds on the next sheet of paper so you can just keep adding them.

5. Once your images are all added, click on the animation tab, double check that your animation is set to be 100x100. Check the options for "looping" and "repeat forever" in order for your animation to continue rotating through the images continuously.



6. Once you have your Animation settings set you'll need to go back and set the duration of each image. Select the image (starting with the first) by clicking on it, then click on your image tab and choose the duration you'd like for the image. The durations are done in 1/100 of a second, so a setting of 100 would be a duration of 1 second. A good setting is 200-250.



7. You can preview your image to double check that you like the duration by clicking on the play button in the top right. If you don't like the duration just adjust the number and preview it again until you are happy with the results.

8. To save your image, click on the Save icon (the disk icon) and it will automatically save as a gif.

9. Your logo is ready to use!

Insert Animated Gif into Event Home Page

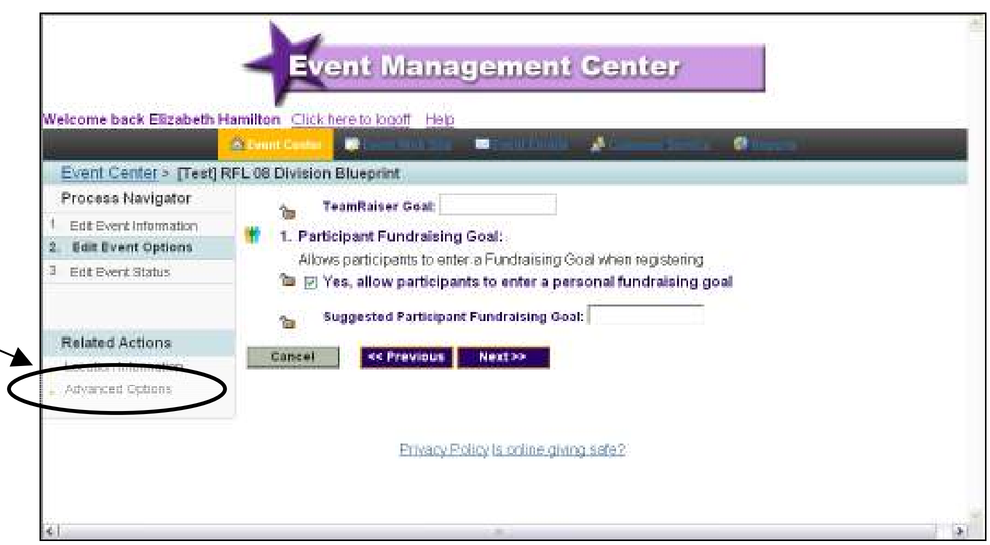
You will not actually be inserting the animated GIF but the URL which links to the image. Before continuing, be sure you have already sent your image (or images) to your division administrator and they have sent you the URL to link to the image.

1. From your event home page, enter the username and password for your Event Manager login.
2. From the home page of the Event Management Center, click ***Edit Event Options*** under **Related Actions** on the left.

2

3. Click *Step 2 – Edit Event Options* in the Process Navigator and then click ***Advanced Options*** under **Related Actions** on the left.

3



4. For Question 15, **Sponsor Image Relative Path**, enter the URL you received from your division administrator.
5. Click Finish.

Reports

As of 9/22/2007, the reports you'll need to run as an Event Admin have not yet been written. Since we'll likely add new reports as the season progresses, we'll cover all reports in a separate document which can be updated frequently.

We'll notify all Event Admins via email when the report running instructions are available. We hope to have them available in late November. If you're reading this in December of 2007, and do not yet have the report running instructions, contact your region's point person.

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PROMOTIONAL TIMELINES

Business Unit - Best Practices for Success

#1 Get Relay Online Volunteers: Have dedicated Relay Online volunteers to promote the tool, preferably one promotional and one technical volunteer.

#2 Ensure event Committee buy in: Have Relay Online volunteers present online to the event committee so that everyone can understand it, promote it, and generate excitement.

#3 Talk about it: Talk about Relay Online at every opportunity (team captain meetings, Walk Talks, etc.) and include the friendly URL on all materials.

How to keep Relay Online fresh:

- ☐ Transitioning volunteers every two years is key to keeping the energy flowing with Relay Online.
- ☐ Highlight site enhancements and increased opportunity to customize and localize the web site.
- ☐ Utilize a theme each year, preferably one tied in with the overall season's theme.
- ☐ Incorporate the mission and Society accomplishments into your online messaging.

How to make it relevant for different demographics:

- ☐ Encourage volunteers to both localize the site and their email campaign. Show examples of personalized team and individual pages.
- ☐ First year events should build a foundation starting with Sign up, Set Up, Send. More experienced events can move into highlighting successes as they master the basics.
- ☐ Consider highlighting online sponsorship opportunities, especially with community events.
- ☐ Think about your community's experience with cancer and highlight resources or survivor features that would be meaningful to your community.
- ☐ Assess whether your college community has a likely rivalry and leverage that competition to increase online activity.

Relay Online Best Practices

#1 Send out Relay Online emails: Actually making sure that blast emails go out is a key to success, as the more emails you send, the more donations you raise. Emails are the driving force behind Relay Online and as the most successful online fundraisers will testify! As the staff partner, promotional chair, and online chair it is your responsibility to encourage each participant to send emails and for you to send out motivational emails promoting the online tool.

#2 Clear and concise "online" calls to action: Going hand in hand with the emails are the calls to action. It is imperative to the success of the project that participants not only visit but use the Web site. The mantra "Sign up. Set up. Send!" should be a familiar phrase to all. Equally important is expressing the Society's mission and successes and why raising money is so important.

#3 Issue challenges to teams and communities: A little healthy competition can really fire people up. For example, one event set a challenge for their participants to send out 2,500 emails by the end of the month, with the promise of pizza and an ice cream party as a reward. Who can pass up free food?

#4 Identify successful teams and participants: In an email or at your next meeting, showcase your online stars, encourage others to visit their personal pages, and share their keys to success. Better yet, find your online all star and invite him/her to talk to team captains at a meeting, offering help, ideas, and inspiration.

#5 Share FAQs with team captains: Click on the 'Help for online participants' link in the left navigation of your event's Web page and click on the FAQ link. Providing this information to the group can not only cut down on the number of questions, but also can help break down the barrier of the unknown and encourage online participation.

#6 Be creative and customize: Whether you're doing an online presentation at the next committee meeting, or recruiting a great online participant to share his/her experiences, try and think outside of the box when promoting Relay Online. People will be inspired by your enthusiasm and, because of that, there will be many more online participants. Think about what will appeal to your community when developing your promotion plan. Generate excitement!

#7 Start the promotion of the Web Site early: Introduce the tool to your committee first and try to have your first team captains' meeting in a computer lab. This strongly encouraged for all events. The key is booking a school's computer lab well ahead of time.

Relay Online Technical Tips

1. Register your Web site with online search engines. How many times have you visited Google or another search engine to gather information? Who knows, someone in your community might be trying to find your Relay, and a search engine is the first place they may start with. Register your event's url (Web address) with top online search engines like DMOZ Open Directory (http://dmoz.org/add.html to get on AOL Search, AltaVista, HotBot, Google, Lycos, Netscape and more) and Yahoo (http://docs.yahoo.com/info/suggest/).

2. Determine your site enhancements. Relay Online can be personalized for each event. If there are any site enhancements that your community needs or is asking for, send an email to your region's point person. They will contact Division staff to see what changes might be possible.

3. Get a list of email addresses for past Relay participants. You'll need a receiver list for your pre-Kickoff email. Send an email to nedivonlinefundraising@cancer.org to request that your offline 2007 participants (without email restrictions) be uploaded to Convio. Also, check with your team development committee to see if they have a list of participants with email address that you can upload to Convio.

4. Find out if you can have computers at your kick-off site. One fun way to show your participants how easy Relay Online is to get on the site during the Kickoff. You could have the Promotional Online Chair give a brief tour of the site, and have extra computers in the back of the room for people to sign up as they leave. Remember, participants' online fundraising will be stalled if their team captain doesn't sign up online ASAP.

5. Practice good customer service. – Inevitably there will be people who have questions about the site. Do your best to be patient and helpful. If you do not know the answer, that is all right! Just let them know that you will send an email to nedivonlinefundraising@cancer.org and get back to them. Please respond to emails in a timely fashion the more frequently you respond to online questions, the better.

6. Hold a Relay Online email-a-thon at your event. If your facilities allow it, hold a one- or two-hour Relay Online email session where participants can get in a last minute donation request, right at the event! What could be more influential than a mid-Relay email?

Online Promotional Checklist for Staff - Prior to Site Launch

Prior to Site Launch	Date Completed
Recruit a technical online chair and (optional) recruit a promotional online chair. These individuals will be responsible for promoting online fundraising during team captains' meetings, keeping track of volunteers who sign up via the site, updating the site with event information, fielding online questions, and sending email blasts to participants.	
Set up your 2008 Relay event in Siebel following the NE Naming Conventions. Be sure to write down the **Event ID** and the **gift location number** (this will populate once you establish your venue). You will need this information for the Relay Online application.	
Submit the 2008 Relay Online Application to RFL Business Unit. Be sure all information is filled out or your application will be returned. It could delay the creation of your site.	
Encourage and help the online chair to recruit assistants or, in other words, to create an online subcommittee. For example, one person could be responsible to send out blast emails and another could update the front page.	
Sign up for an online fundraising class through Mission U to customize and activate your site. This is required of all staff partners with online Relays.	
Attend online training to customize and activate your site.	

Prior to Site Launch	Date Completed
Coordinate with event chair and team recruitment chair to set a goal for the number of teams to register and raise funds online. For a first-year online event, strive for at least 10% of teams to be online. Year-two events can set a goal of 25% or more. College events should aim for 100% of teams to be online. *This has been proven to be a best practice for college events.*	
Ask the event chair to consider having the kickoff or another meeting in a computer lab so team captains can sign up their teams to fundraise online right then and there. Teammates can't begin fundraising until their team captain signs their team up online.	
Send and email to nedivonlinefundraising@cancer.org to request that 2005 participants without email restrictions be uploaded to Convio for blast email purposes. Work with your online technical chair to send out a blast email to all past participants to let them know the site is active.	
Work with leadership committee to establish Relay Online incentives. For example, promise to serve pizza at a team captains' meeting when a certain percentage of teams have registered online and, as things heat up, give out small prizes to top online fundraisers.	

Online Promotional Checklist for Staff - Pre-Kickoff

<table>
<tr><th>Pre-Kickoff</th><th>Date Completed</th></tr>
<tr><td>Add your site’s URL to the how-to sheets for team captains and participants before printing them.</td><td></td></tr>
<tr><td>Work with the online technical chair and the online promotional chair to ensure that Relay online is promoted at the kickoff and every team captains’ meeting.
Remember to customize them with your web address.</td><td></td></tr>
<tr><td>Work with the online technical chair and the online promotional chair so that promotional materials (“How To” one-pagers) are distributed, either in team captains’ packets or at early team captains’ meetings. They also can be emailed.</td><td></td></tr>
<tr><td>Make sure the online technical chair sends out a “teaser” email message prior to the kickoff. Emails must be sent through the fundraising tool, not personal email accounts.</td><td></td></tr>
<tr><td>Work with the online promotional chair or technical chair to give the committee a sneak peak of the site before the kickoff to encourage them to sign up and test it out.

By educating your committee you are creating online advocates that are a great asset later on.

In addition, the web site has an effect on each branch of the committee.</td><td></td></tr>
<tr><td>Work with the online promotional chair and the online technical chair to select some of the top teams and participants from the previous year to make a special online mention at the kickoff.</td><td></td></tr>
</table>

Pre-Kickoff	Date Completed
Prepare an online presentation for your kickoff and have your online chair present the presentation. Highlight the mission delivery and online fundraising opportunities. Share that once registered, each participant is given a personal page where they can tell their own Relay story and include pictures. Keep your presentation short and to the point.	
Work with the online promotion chair and online technical chair to highlight the benefits of a team or an individual's personalized online page. Tell team captains about the team page feature of the site. They can take a picture of their team and put it up on the site along with their story. In addition, team progress towards goal is reflected on the page with individual team members getting credit for their contribution. Each online participant and volunteer who signs up on the site will receive a personal page to customize.	
Collect email address of all kickoff attendees and have your online chair upload them to Convio	

Online Promotional Check list for Staff - Post Kickoff

Post Kickoff	Date Completed
Ask the online technical chair to send out an email message with a link to the Web site within 24 hours after the kickoff, reminding team captains to sign up their teams ASAP. This email should be sent to team captains who did not attend the meeting, as well.	
Work with the online promotion chair and online technical chair to message Relay online as a great team recruitment tool. Encourage team captains to sign up online and use the email tool to recruit their team members. This message is especially important to share in the first team captain meeting, where many captains have signed up but are in need of team members.	
Work with event chair and online promotion chair to ensure that at every team captains' meeting, the ease and convenience of the online tools are being promoted.	
Be sure your technical online chair is sending out blast emails on a regular basis, to encourage online registration and to ask participants to use the tool to send emails to family and friends using the Web site's email tools. Monitor the content of those emails and the email campaign results. Check to make sure the emails are being sent to the correct number of people.	
Ensure all data files being used are appropriate. For example, blast emails should not go directly to donors.	
Ensure the coordination between event and publicity committee to promote the Web site in the Relay	

newsletter.	
Coordinate with publicity chair to announce the Relay Web site to the media.	
Help identify cancer survivors whose stories could be shared in email messages to participants.	
At The Relay	**Completed (Y/N)**
Have a volunteer announce online totals at the event Number of teams and participants and the amount raised in credit cards online.	
Arrange for any online awards to be given out, if applicable.	
Remind everyone to take photos of their team and themselves at Relay so they can update their team and personal donation pages and have photos for next years site. Identify possible online committee members for next year's event.	
Post Event	**Date Completed**
On Monday following the event, make sure the online chair edits the front page text to reflect the overall amount raised, to thank the community, and let potential donors know they can still contribute. Include an address where donations may be sent. Also, encourage the online chair to update the front page with a photo taken at Relay. (Photo needs to be of good quality.)	
Request feedback from the top online teams.	

What worked great about the site and what changes would they like to see. Send the feedback to your region's point person. Gather success stories and best practice to also share with your region's point person.	
Ensure that the online chair sends one last blast to all participants to encourage them to update their personal donation page with news of the event, and a new photo, if possible. The email should encourage participants to send out one last plea for donations.	
Run a report on top online credit card donors and send them a personal thank you.	

Online Promotional Checklist for Volunteers - Prior to Site Launch

Prior to Site Launch	Date Completed
Recruit 2-4 people to serve as subcommittee members. Responsibilities, such as pulling reports, keeping track of volunteers who sign up via the site, updating the site, sending out blast emails, etc., can be shared by the subcommittee members.	
Attend one in-person or e-learning training on online fundraising.	
Coordinate with staff partner, event chair, and team recruitment chair to set a goal for the number of teams to register and raise funds online. For a first year online event, strive for at least 10% of teams to be online. Year two events can set a goal of 25%.	
In coordination with the leadership committee, continue to aggressively collect email addresses of prospective team captains, and participants so you can upload this information into Convio.	
Remind your staff partner to have all names and email addresses of 05 team captains, team members, and survivor walkers uploaded into your Convio site for future email communication campaigns. Blast emails must be sent through the fundraising tool, not personal email accounts.	
Ensure that the Relay online promotional materials ("How To" one-pagers) are in all team captains' kits.	
Ask the event chair to consider having the kickoff or another meeting in a computer lab so team captains can sign up their	

Prior to Site Launch	Date Completed
teams to fundraise online right then and there. This has been proven to be a best practice for college events. Teammates can't begin fundraising until their team captain signs their team up online.	

Online Promotional Checklist for Volunteers - Pre-Kickoff

Pre-Kickoff	Date Completed
Ensure that Relay online is promoted at the kickoff and every team captains' meeting.	
Distribute the promotional materials ("How To" one-pagers) either in team captains' packets or at early team captains' meetings. They also can be emailed.	
Send out a "teaser" email message prior to the kickoff. Emails must be sent through the fundraising tool, not personal email accounts.	
Give the committee a sneak peak of the site before the Kickoff to encourage them to sign up and test it out. By educating your committee you are creating online advocates that are a great asset later on. In addition, the web site affects each branch of the committee.	
Ask (in advance) some of the top teams and participants from the previous year to give online testimonials at the kickoff.	
Present a short online presentation at your kickoff. Highlight the mission delivery and online fundraising opportunities. Share that once registered, each participant is given a personal page where they can tell their own Relay story and upload photographs.	
Highlight the benefits of a team or an individual's personalized online page. The team page can include up to two photos and text.	

Pre-Kickoff	Date Completed
Team progress towards goal is reflected on the page with individual team members getting credit for their contribution. In addition, each participant has a personal page they can customize.	
Upload all Kickoff attendees email addresses to Convio	

Online Promotional Checklist for Volunteers - Post Kickoff

Post Kickoff	Date Completed
Send out email message with a link to the Web site within 24 hours after the kickoff, reminding team captains to sign up their teams ASAP. This email should be sent to team captains who did not attend the meeting, as well.	
Message Relay online as a great team recruitment tool. Encourage team captains to sign up online and use the email tool to recruit their team members. This message is especially important to share in the first team captain meeting, where many captains have signed up but are in need of team members	
Ensure that at every team captains' meeting, the ease and convenience of the online tools are being promoted.	
Give a Relay online commercial at all Relay For Life meetings.	
Include an update about the site's progress and a sell to sign up all participants at meetings.	
Send out emails on a regular basis, to encourage online registration and to ask participant to send emails to family and friends using the Web site's email tools.	
Help identify cancer survivors whose stories could be shared in email messages to participants.	
Become the face of Relay Online.	

Post Kickoff	Date Completed
Be visible within your Relay For Life community and show your excitement about Relay Online. Let them know to expect emails from you.	
Remember that there’s more to do online than simply have participants sign up Change the home page message and pictures periodically.	

Online Promotional Checklist for Volunteers - Pre Event Kickoff

Pre Event Kickoff	Date Completed
Coordinate with the event and publicity committee to promote the Web site in the Relay newsletter	
Coordinate with publicity chair to announce the Relay Web site to the media.	
Practice good customer service Inevitably there will be people who have questions about the sties. Do your best to be patient and helpful while answering their questions.	
Address areas of weakness. There will be participants who sign up online but do not fundraise or send emails. Pull reports on email activity and make contact with those individuals. Since they are not doing well online, try giving them a call as opposed to sending an email. Contact inactive team captains before team members. Ask them what they think about the online tool and communicate that you are interested in their feedback. Offer to help them by meeting in person or walking through the site over the phone. Online may not be for everyone, but at least check in with the participants to conclusively find out that is the case. A lot of folks simply need a little help.	

Online Promotional Checklist for Volunteers 4-6 Months from Relay

4-6 Months from Relay	Date Completed
Continue to promote the Web site at team captains' meetings.	
Promote the online tools at bank nights (less cash and paperwork to handle with online fundraising).	
Continue sending email messages every two weeks and monitor results. Link to particularly good personal donation pages to illustrate effective customization	
Report overall online registration and contributions totals to the Relay leadership committee.	
Contact team captains of largest teams and encourage usage of the Relay Web site.	
Encourage the leadership committee to promote the Web site in their personal email signature.	
Continue placing messages about the online tools in the Relay newsletter.	

Online Promotional Checklist for Volunteers 2-4 Months from Relay

2-4 Months from Relay	Date(s) Completed
Continue to promote the Web site at team captains' meetings	
Promote the online tools at bank nights (less cash and paperwork to handle with online fundraising).	
Continue sending email messages every two weeks and monitor results.	
Consider sending special emails to online registrants who have not raised any money, as well as those online participants who have done exceedingly well.	
Report on all online registration and contributions totals to the Relay leadership committee.	

Online Promotional Checklist for Volunteers 6-8 Weeks from Relay

6-8 Weeks from Relay	Date Completed
Keep the emails rolling out every two weeks! Look for the most inspiring stories and news to share Congratulate top online fundraisers. Link to exceptional personal donation pages.	
Follow up with team captains who have not signed up online.	
Continue to work with the publicity chair to encourage the media to promote the Relay Web site.	

Online Promotional Checklist for Volunteers 1 Month from Relay

1 Month from Relay	Date Completed
Seize every opportunity to promote the Web site! The primary message is to encourage participants who have registered online to use the Web site to email friends and family members asking for donations.	
Send the "Just 10 days" email message. More than 50% of online funds come in 10 days prior to the event! Emphasize that it is never too late to sign up to fundraise online.	
Send an email message the Wednesday prior to the event encouraging participants to send out a few more emails to family and friends. Remind them to take photos at Relay that they might want to use on their team or personal pages next year Remind them to update their Web page immediately following the event.	

Online Promotional Checklist for Volunteers at the Relay and Post-Event

At the Relay	Complete (Y/N)
Announce online totals at the event. Number of teams and participants and the amount raised online. Give special thanks to the teams using the online tool to raise funds.	
Interact with other teams and encourage them to get involved with Relay online next year	
Take photos of the event so that you can update the front page and remind everyone to take photos of their team and themselves at Relay so they can update their team and personal donation pages.	
Identify possible online committee members for next year's event.	
Post Event	**Complete (Y/N)**
On Monday following the event, edit the front page text to reflect the overall amount raised, to thank the community, and let potential donors know they can still contribute. Include an address where donations may be sent. Update the front page with a photo taken at Relay. (Photo needs to be of good quality.)	
Request feedback from the top online teams. What worked great about the site and what changes would they like to see. Send the feedback to your region's point person. Gather success stories and best practice to share within your	

division.	
Send one last blast to all participants to encourage them to update their personal donation page with news of the event, and a new photo, if possible. The email should encourage participants to send out one last plea for donations.	

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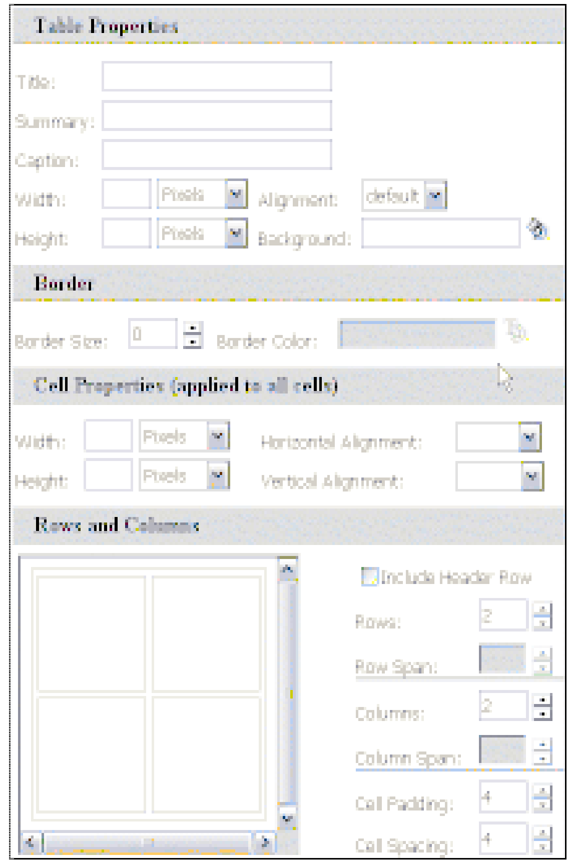
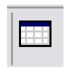
Appendix A: WYSIWYG Basics



Inserting a Table

Before entering any content, you will need to insert a table to control the layout of your content. The table will be invisible to the user but it will help you place your content appropriately.

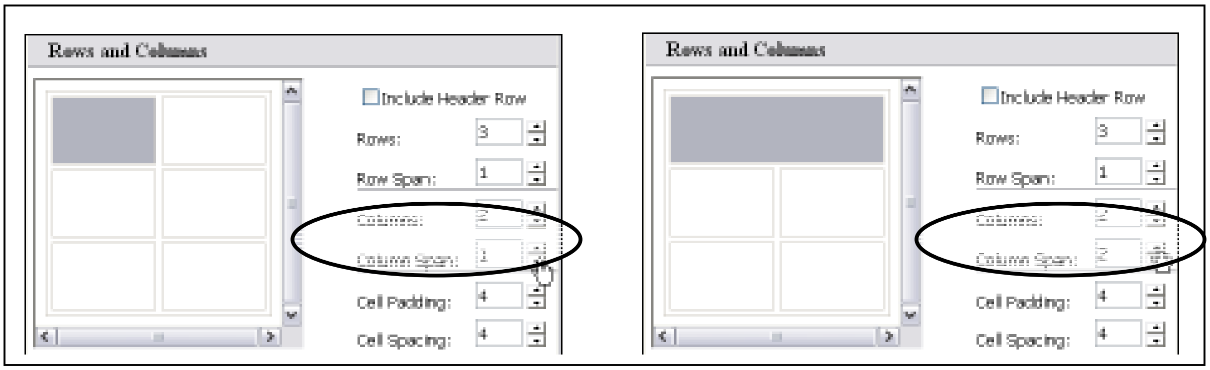
To insert a table, click the table icon  in the second row toolbar of the WYSIWYG editor. The **Table Properties** window will display.

- Set the ***Border Size*** to "0" so the table border is not visible to the user
- Set the ***Vertical Alignment*** to "top" so content entered in the table cell aligns to the top of the cell.
- Adjust the number of rows and columns so it correlates to the initial sketch of your page.
- Use the row and column span settings to merge cells if necessary.

Merging Two Cells into One Column

To merge two cells into one column, do the following:

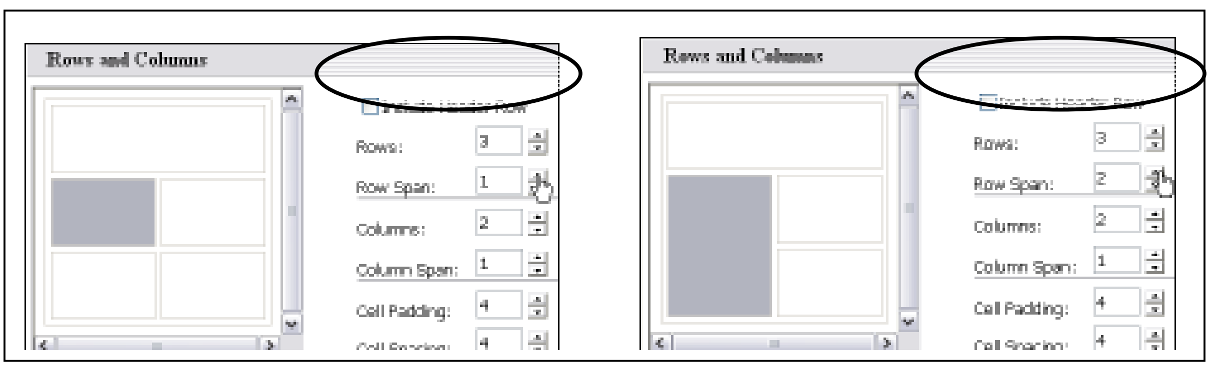
1. Highlight one of the cells to be merged
2. Change the Column Span from “1” to “2”



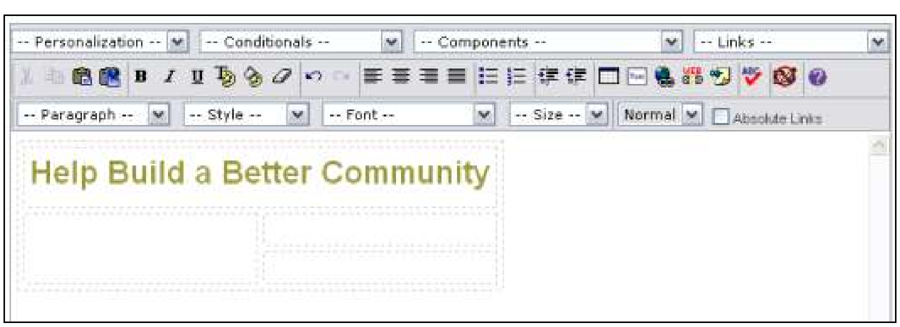
Merging Two Cells into One Row

To merge two cells into one row, do the following:

1. Highlight one of the cells to be merged
2. Change the Row Span from “1” to “2”

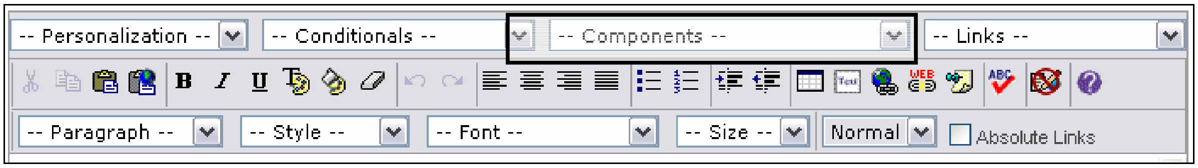


Once you’ve configured your table options, click ***OK*** and your table will appear in the WYSIWYG. As you add content, the table will expand to fit your content.



Adding Components

Along with text, you can add components to your web page. The Components menu can be found at the top of the WYSIWYG.

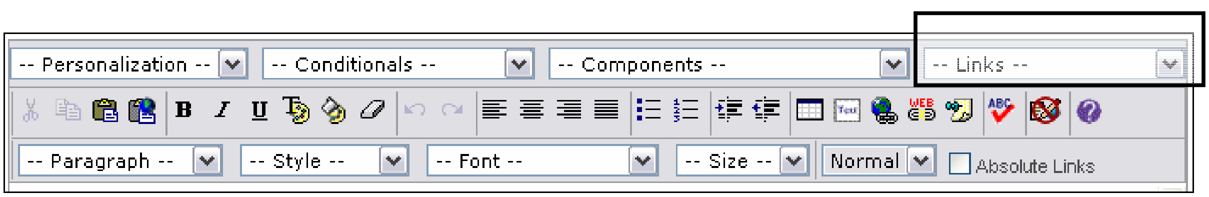


The components that you will most likely use as you set up your event web pages are:

- ***Image*** – insert an image from the Image Library
- ***Reusable Page*** – create a separate PageBuilder page (minus the PageWrapper) that can be inserted into other PageBuilder pages
- ***Survey*** – create a survey and embed it into the content of your page
- ***TeamRaiser Components*** – add TeamRaiser status fields that update dynamically

Creating Hyperlinks

To create hyperlinks, click on the ***Links*** drop-down menu in the top of the WYSIWYG.



To create links to modules within Convio, select a module from the menu. The links that you will most likely use are:

- ***Document Library*** – link to documents uploaded through the Document Library
- ***Donation Form*** – link to your TeamRaiser donation form
- ***PageBuilder*** – link to a page created in PageBuilder
- ***Survey*** – link to a survey or registration form
- ***TeamRaiser*** – link to any of the pages within your TeamRaiser event

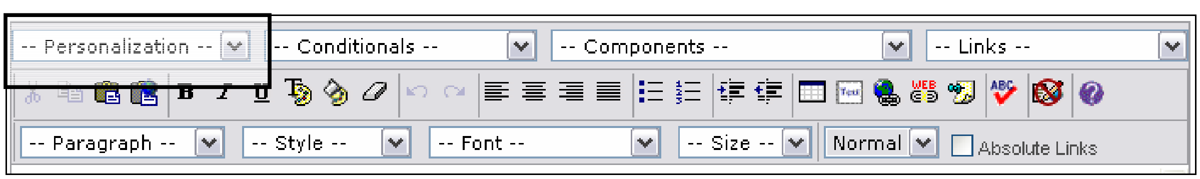
You can also create links to web addresses external to Convio (ex. www.relayforlife.org). To create external web addresses, select ***Web Address*** from the bottom of the menu.

When the window displays, either select an existing web address or click ***Create a New Link***.

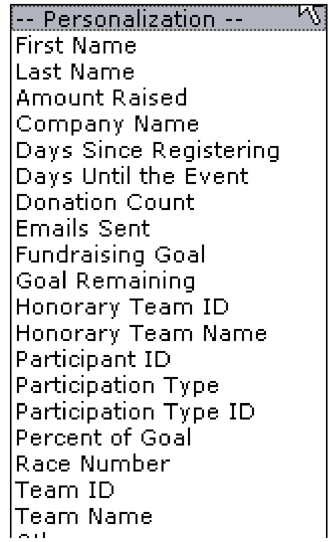
Personalization

A great way to make the user's experience more relevant is to insert personalization into your content.

To add personalization to your web content, click on the Personalization menu at the top of the WYSIWYG and you'll find a shortcut to personalize your content with the first name or last name of the user.



If you choose ***Other***, you can personalize your content with a number of other Constituent360 profile fields.



NOTE: When creating content within the TeamRaiser module, you have additional choices from which to personalize.

Conditional Content

Another great feature to add to your web pages is **conditional content**. Conditionalizing content allows you to create one page with messages for different groups of constituents (ex. Team Captains, participants who have not updated their personal page, etc.) The two examples below are from the home page of the Participant Center:

Appendix B: HTML Quick Sheet

HTML (Hypertext Markup Language) is the simple markup language of the World Wide Web. Most documents you view on the Web are written in HTML, this includes document formatting, hyperlinks, graphics, fill-in forms, and multimedia documents.

Task	HTML code	Final Product
Create a new paragraph The paragraph tag in HTML is and is placed at the beginning of a new paragraph. Use a close tag at the end of the paragraph. **Insert a single line break** The line break tag allows you create a single space between lines. The tag for line breaks does not need a close tag </br> in order to function.	This is an example of when to use the HTML tag for a paragraph versus a line break. For additional information please contact: Example ABC 123 Main Street Atlanta, GA 30329 Thank you for your continued support!	This is an example of when to use the HTML tag for a paragraph versus a line break. For additional information please contact: Example ABC 123 Main Street Atlanta, GA 30329 Thank you for your continued support!
Create bolded text The tag allows you to create bolded text. Use a close tag at the end of the text you wish to bold.	The blue house	The **blue** house
Create italicized text The tag allows you to create italicized text. Use a close tag at the end of the text you wish to italicize.	The blue house	The *blue* house

Task	HTML code	Final Product
Create a Hyperlink The <a href> tag is used to create a link to another URL. Use the close tag at the end of the text you wish to be linked.	<p>Visit the Relay For Life home page to find an event in your area.	Visit the [Relay For Life] home page to check out the event schedule and other Relay For Life details.
Create Bulleted List In HTML, bullets are created using the unordered list markup tag, together with the list item tag, . For example, if you want to create a list of reasons for volunteering at the American Cancer Society you would use the HTML code listed to the right:	 meet new people join in the fight against cancer get involved in your community 	▪ meet new people ▪ join in the fight against cancer ▪ get involved in your community
Create Numbered List If you want to create a numbered list, use the ordered list and the list item tags. Using the same example as above, a numerically ordered list is created by using the following tags:	<ol type ="1"> meet new people join in the fight against cancer get involved in your community 	1. meet new people 2. join in the fight against cancer 3. get involved in your community
Create an Email Link The <a href> tag along with the “mailto” command is used to create an email link. Use the close tag at the end of the text you wish to be	For more information, contact Sarah.	For more information, contact [Sarah].

Task	HTML code	Final Product
linked.		
Link to an Image The <img src> tag is used to link to an image.	<IMG SRC="image.gif" ALT="some text"> **Image.gif** = file name **ALT** = alternate text; this is the text interpreted by accessibility software	 (if this were published on the Web and you put your mouse over this image, text would appear that reads “some text”)

Appendix C: List of Available Autoresponders

AutoResponder	Trigger	Recipient	Notes
Thank You for Forming a Team	A participant registers online and creates a new team, thereby becoming its captain	Team Captain	This is the captain's version of Thank you for Registering
Thank you for Registering	A person registers as a new team member or individual participant	Participant	Don't load this message with too much content. Instead, drive traffic to the Participant Center Home page, where you can present more detail and dynamic content. Be sure it's clear that participants should consider that page their primary source for event information. (Hint: to link to the Participant Center Home page, select *TeamRaiser* from the WYSIWYG Links menu, click *Options* and choose *Participant Center Home*).
Someone has registered you	A participant registers someone in addition to themselves	Additional Participant	Include an auto-login link to the Participant Center with username and password
Sample Solicitation to Forward	Online registration	Participant	You may choose to suppress (set to Do Not Send) and instead create an email template for solicitation on the Messages Tab. The difference the two is that this solicitation is created with the WYSIWYG, so it can include graphics, links and other HTML elements, while the other has more tracking options in the Participant Center.
Thank You for Your Gift	A person donates to sponsor a participant or team	Participant	By default, this autoresponder is suppressed, and donors receive the *Donation Thank You* autoresponder from the donation form. You can turn it on if you want donors sponsoring a person or team to get a unique version.
Offline Gift Thank You	A participant enters an offline gift in their Participant Center	Donor	

AutoResponder	Trigger	Recipient	Notes
Congratulations for Reaching 50% Goal Congratulations for Reaching Your Goal	A participant's confirmed gift total reaches 50% or 100% of goal.	Participant	Ignore this one if your participants are not required or encouraged to set a goal.
Someone Made a Donation on Your Behalf	Someone donates online to sponsor a particular participant	Participant (opted-in)	Participants have the opportunity to opt in or out of this particular message as they register.
Someone Joined Your Team	Someone registers online and joins an existing team	Team Captain	
TR 1st Follow-Up TR 2nd Follow-Up TR 3rd Follow-Up TR 4th Follow-Up	Online registration plus 7, 14, 28 or 42 days.[1]	Participant	These messages are completely blank by default and can be used for whatever purpose you like, or not at all. Keep in mind that as the event date approaches, it might make sense to turn off (set back to *Do Not Send*) the follow-ups that would go out after the event.
TeamRaiser Full or Partial Refund	Refund processed through IMA	Participant	

[1] You can change these default settings *via Site Setup> Site Options> TeamRaiser*. Look for the F2F_FOLLOW_UP_DAYS attributes..

Appendix D: Homepage Text Samples

Celebrate. Remember. Fight back.

Pre-Kickoff

Each year, across the nation, one event brings together entire communities to take part in the fight against cancer. That event is the American Cancer Society Relay For Life®. It's a time and place where people come to celebrate those who have survived cancer, remember those we've lost, and fight back against a disease that touches too many lives.

Won't you join us this year and be a part of Relay?

It's not just an opportunity to celebrate, remember, and fight back – your involvement will help the American Cancer Society work toward a mission of eliminating cancer as major health issue and will support much-needed services in your community. Thanks in part to the donations from Relay For Life and other events, the Society is saving lives, helping those touched by cancer, and empowering people to fight this disease all over the world.

If you want to be a part of the fight against cancer, sign up today for the Relay For Life of <name>.

After you register, make plans to join us at the 2008 kickoff celebration. We'll get the season started with an informative and inspirational event on <date> at <location> at <time>. If you're interested in learning more or receiving an invitation, please email us at <email address> or call <number>.

Thanks for being a part of Relay For Life!

Post-Kickoff

Relay is under way! And that means that people right here in <name of community> are busy making plans for this year's American Cancer Society Relay For Life®. We've already had a great kickoff celebration, and right now people are forming teams, raising funds, and letting people know about this incredible event.

As you may know, cancer affects millions of people across the globe and many people right here in our hometown. By being a part of Relay For Life, everyone has an opportunity to celebrate survivors, remember the people we've lost to cancer, and fight back against this disease. We will be joining millions of others to support the American Cancer Society and the lifesaving mission of eliminating cancer as a major health issue. Plus, we'll be helping fund the important services that the American Cancer Society provides right here in our own community.

We want you to join your friends and neighbors and be part of Relay For Life of <insert Relay here>. Sign up to participate, form a team, and raise money and awareness for this important fight. Don't worry if you couldn't attend the kickoff – it's not too late to be a part of Relay!

If you want to learn more or discover what you can do to help, email us at <address> or call <number>. We need your help to spread hope for a future where cancer no longer threatens the lives of the people we love.

Survivor Message

In this country and around the world there are many people touched by cancer each year. In fact, more that 10 million Americans are cancer survivors. The American Cancer Society Relay For Life® provides an important opportunity to celebrate survivorship and to connect with others experiencing the cancer journey. By coming together as survivors, and as a community, each person can help spread hope and fight back against this disease.

Survivors have a very special place at Relay: they represent the progress we've already made in the fight against cancer. At each Relay event, many are honored during the survivors' lap and with brightly glowing luminaria during the Ceremony of Hope. Each one has a unique story about how cancer has affected them, and each Relay presents an opportunity to celebrate those stories.

Local cancer survivor <name> is just one survivor taking a personal role in the fight against this disease through Relay.

<INSERT A LOCAL RELAY SURVIVOR STORY.>

If you’re a cancer survivor, or if you know of someone who is, we want you to get involved with the American Cancer Society’s Relay For Life of <name>. Sign up today or learn more by emailing us at <address> or calling <number>.

Saving Lives Message

There is good news in the fight against cancer: according to recent statistics, the actual number of people losing their lives to this disease has gone down.

As a result of advanced research and early detection, more and more people are living longer and beating cancer. And the American Cancer Society is working to save even more lives. Over the last several decades, the Society has contributed to almost every major discovery in cancer research, including many that resulted in better ways to prevent, detect, and treat cancer. In 2008, two more Society-funded researchers were awarded the Nobel Prize, bringing the total number of Nobel Prize winners who have received Society funds to 40.

And these lifesaving efforts have made a difference right here in our own community. Just ask local cancer survivor <name>.

<INSERT A LOCAL SURVIVOR STORY ABOUT SOMEONE WHO HAS BENEFITED FROM SOCIETY-FUNDED RESEARCH OR SOCIETY-FUNDED EARLY/DETECTION TESTING, I.E., GLEEVEC, MAMMOGRAPHY, PAP TEST, ETC.>

There is reason to celebrate – we are making progress. But there is still work to be done.

By raising much-needed funds and awareness, you can help the American Cancer Society continue its lifesaving work. Take part in the Relay For Life of <name>. If you need more information about how you can participate, email <name> at <address> or call <number>.

Helping Those Touched By Cancer Message

For people facing cancer, or those caring for someone who is, a helping hand can be very important. That’s why the American Cancer Society offers information and services in communities across the country. Whether it’s finding answers to questions about insurance and finances, offering patients and caregivers a place to stay during cancer treatment, or simply connecting people with someone who's "been there," the American Cancer Society offers help when it's needed most.

In fact, the American Cancer Society is the only nationwide cancer organization to offer its information service 24 hours a day, seven days a week – so those seeking help can find it anytime, day or night.

These programs and services are made possible through the donations raised at American Cancer Society events, like Relay For Life®. By being a part of Relay and raising funds and awareness, you can help make sure those important services are there to make a difference to people touched by cancer.

And they do make a difference. Just ask <name>, a local cancer survivor who relied on the American Cancer Society in a time of need.

<INSERT A LOCAL SURVIVOR STORY OF SOMEONE WHO HAS BENEFITIED FROM A SOCIETY PROGRAM OR SERVICE.>

Relay For Life gives you an opportunity to celebrate survivors, remember those we've lost, and fight back against cancer. It also is a chance to help the American Cancer Society deliver help and hope through the valuable services it provides. For more information about how you can get involved in the Relay For Life of <name>, email <name> at <address> or call <number>.

Empowering People to Fight Back against Cancer Message

Fighting cancer is a serious effort, both for those facing the disease and those working to save lives, diminish suffering from cancer, and eliminate the disease as a major health problem once and for all. You too can be a part of the mission to defeat cancer by taking part in the American Cancer Society's signature event, Relay For Life®. No matter how you choose to participate – as a donor, a team member, or a survivor – you have the power to fight back against a disease that affects millions.

When you take part in Relay, you join people around the world in celebrating those who have survived cancer, remembering the people we've lost, and supporting the lifesaving mission of the American Cancer Society. And as you raise funds and spread awareness, you are helping deliver the hope that future generations will not have to endure cancer threatening the lives of their friends and family.

Feeling empowered to fight back against cancer has made a difference to local cancer survivor <name>.

<INSERT A LOCAL SURVIVOR STORY OF SOMEONE WHO HAS FELT EMPOWERED TO MAKE A DIFFERENCE AGAINST CANCER THROUGH A SOCIETY EVENT OR ACTIVITY, IE: RELAY, CELEBRATION ON THE HILL, OR ADVOCACY EFFORTS.>

You can help fight back against cancer, too, by signing up for the American Cancer Society Relay For Life of <name>. To learn more about Relay and discover how you can join a team or make a donation, email <name> at <address> or call <number>.

Pre-event Logistics Message

Are you ready for Relay? The big event is right around the corner, and soon people throughout the community will come together to help celebrate survivors, remember those lost to cancer, and fight back against the disease at the Relay For Life of <name>.

Teams have already been working hard to raise funds and awareness to help the American Cancer Society and its lifesaving efforts – but it's not too late to be a part of Relay. If you want to form a team, invite others to join, raise funds, or attend the event itself, there is still time! You can get more information by contacting <name> by phone at <number> or via email at <email address>.

Those planning to be a part of this year's Relay will find information about the event below.

Important notes for current teams and participants:

- Bank night will be held at <local information>.

- Remember that fundraising doesn't stop on the day of Relay – donations can be made to your Relay team online through <date>.
- Remember to bring all of the luminaria you've exchanged for donations with you to Relay.
- Don't forget to plan refreshments and fun for your team during the overnight hours that you spend at Relay.
- <other local important notes here>

Special ceremonies include:

- Opening Ceremony – <time>
- Survivors' Lap and Celebration – <time>
- Luminaria Ceremony – <time>
- Closing Ceremony – <time>

We'll see you there!

Post-Event Message

Congratulations and thank you! The 2008 American Cancer Society Relay For Life® of <community> was a big success, thanks in part to the effort of so many people passionate about the fight against cancer – people like you. This year, more than <number> teams and <number> participants took part to help the American Cancer Society advance its mission to save lives, help those touched by cancer, and empower people to fight back against this disease.

In the days leading up to Relay, teams helped raise much-needed funds and awareness through donations, including those made online through our event's official Web site. More than <number> teams registered on the site and a total of <number> has been raised in online donations alone since the start of this Relay season.

At the Relay event on <date>, the community came together to fight back against cancer and celebrate <insert number> survivors who have been touched by this disease. Many survivors helped kick off the event by taking part in the survivors' lap. After this emotional moment, the path opened up for team members who took turns making their way around to complete the laps that make up Relay.

As the daylight faded over the participants and their campsites, luminaria were lit in honor of those fighting cancer and in memory of those who have been lost to this disease. At our event, a total of <number> luminaria helped shine through the darkness and represent the hope that one day, cancer will no longer be a major health issue.

Relay 2008 was an amazing experience, and it took a lot of work to make this year such a success. But remember, even though the Relay itself is over, we can still raise more to help in this fight – donations can be made online through <date>.

Thank you, once again, for being a part of Relay For Life and for helping to celebrate survivors, remember those we've lost, and fight back against cancer. With your support, the American Cancer Society can continue to work toward a future where cancer no longer threatens the lives of the people we love.

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Local Customization Checklist

	Completed
Event Center: Edit Event Options: Edit Event Information	
Public Name	
Event Date	
Event Center: Edit Event Options	
Fundraising Goal	
Event Center: Edit Event Options: Location Information	
Location Name	
Street Address	
City	
State	
Zip Code	
County	
Region	
Event Center: Edit Participation Types	
Team Captain	
Participant (complete a & b on next page)	
Pre-registered Team Captain (complete a & b on next page)	
Pre-registered Participant (complete a & b on next page)	
Survivor Lap Registration (complete a & b on next page)	
Any others your event requires	

	Completed
a. Identify Participant Type	
1. Name	
2. Description	
3. Registration Fee	
4. Tax Deductible Amount (equals registration amount)	
b. Select Type Options	
1. Availability	
Event Center: Event Properties	
Enter applicable information.	
Event Center: Contact Properties	
Enter applicable information.	
Event Web Site <Edit Pages>	
Event Information Pages: Greeting	
Custom Pages: Event Specifics	
Custom Pages: Maps	
Custom Pages: Sponsors	
Participant Pages: Home Page	
Participant Pages: Default Personal Page	
Participant Pages: Default Team Page	
Participant Pages: Default Company Page	

	Completed
Event Web Site: Configure Navigation Bar	
Navigation Links	
Navigation Category	
Event Emails: Edit Autoresponders	
Thank You for Forming a Team	
Thank you for Registering	
Someone has registered you	
Sample Solicitation to Forward	
Thank You for Your Gift	
Offline Gift Thank You	
Congratulations for Reaching 50% Goal	
Congratulations for Reaching Your Goal	
Someone Made a Donation On Your Behalf	
Someone Joined Your Team	
TeamRaiser Full Refund	
TeamRaiser Partial Refund	
Event Emails: Edit Suggested Messages	
Ask for a Donation	
Blank Message	
Follow up to First Email	
Join My Team	
Survivor Email	
Thank You for Donating	

	Completed
Thank You for Joining My Team	
Test Drive	
Test Drive	
Publish Event	
Change Status to Accepting Gifts and Registrations	