



Bark For Life Online Quick Publish Guide

Thank you for taking the time to complete all the steps in this guide to ensure your event details are accurate and up to date. Verifying all information is correct ensures that Bark For Life participants can register and make donations as soon as the websites launch!

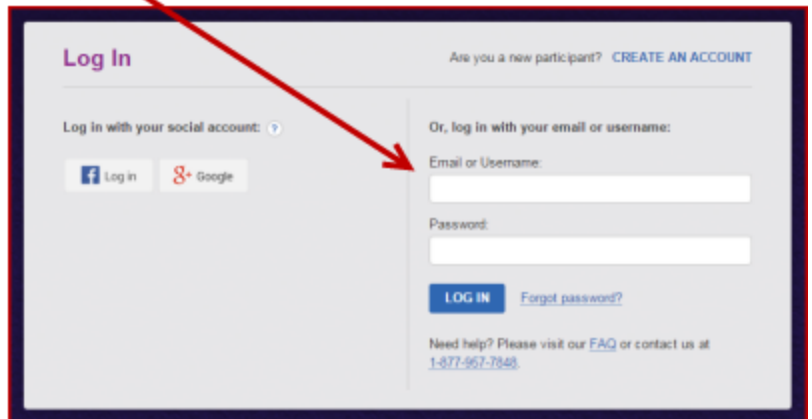
Logging In

Access your site by following the long/unfriendly URL link provided in Event Manager notification email. You can also use the friendly URL to access your site.

At the top of the page, click the Log In button. In the window that opens, enter your username and password. (Note: It will be the same for all events you manage)

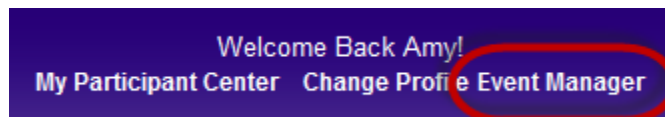


- **Existing ACS Staff:** Your username/password will be the same as it was in prior years.
- **New Staff/Volunteers:** See [Appendix A](#) for EMC access instructions.



You can also have a password reset link emailed to you by clicking the **Forgot Password** link in the login box. Simply enter your email address to have it sent to you!

Once you have logged in, select the “Event Manager” link that appears.



CONGRATULATIONS! You are now logged in to your Event Management Center. Please follow each of the following steps as written to get your site ready for fundraising as soon as possible.

Your site will be published on your behalf, and rolled out to you once it becomes available in the system.

Event Center Customization

Welcome back Amy DeLozier [Click here to logoff](#) [Help](#)

Event Center Event Web Site Event Emails Customer Service Reports + Switch To Another Event

Event Center Bark For Life of Hope City

Related Actions

- ▶ [Edit Event Options](#)
- ▶ [Edit Milestones](#)
- ▶ [Edit Event Properties](#)
- ▶ [Edit Event Coordinator Properties](#)
- ▶ [Manage Event Library](#)
- ▶ [Edit Lead Events](#)

Welcome to Your Event Management Center

Event Status: Unpublished

If you have appropriate permissions, from this Event Center, you can accomplish the following tasks:

- **Event Website** to work with TeamRaiser Web pages (including Event Website)
- **Event Emails** to work with three types of email messaging (Event Emails, Event Newsletters, and Event Invitations)
- **Customer Service** to register participants and manage their information
- **Reports** to view and run reports about the participant fundraising information
- **Related Actions** (listed to the left) to work with event information, participant and donor information

Note: For assistance with these tasks, click the Help link above the top navigation bar.

This is a screen shot of your Event Management Center homepage!

For all tasks listed in the Event Center Customization section, your first click will always be the 'Event Center' tab in the top navigation bar, and you will work your way through each of the steps under the Event Center.

A. Event Center > Edit Event Options

1. Edit Event Information

- Public Name: Verify the Event Name is correct. If it is not correct, please see [Appendix B](#) for the steps to submit the Event Name Change so it can be updated in all systems.
- Event Date: Verify the Event Date. If it is not correct, please see [Appendix B](#) for the steps to submit the Event Date Change so it can be updated in all systems.
- Click 'Next'

2. Edit Event Options

- Different Event Fundraising Goal: Verify your event goal, update if necessary.
- Click 'Next'

3. Location Information

- Event Location Details and Local Office Mailing Address: Verify that the information in each of these data fields is correct. If they are not correct, please see [Appendix B](#) for the steps to submit the new location information so it can be updated in all systems.
- Click 'Next'

4. Edit Advanced Options

- New Team Notification (Optional): Enter your email address if you wish to be notified whenever a new team registers for your event. You can enter multiple email addresses, simply put a comma between each email. This is a great way to engage new team captains by sending a welcome email!
- Sponsor Image Relative Path (Optional): You can update field with your Scrolling Sponsor Logo file, and it will appear in the Sponsors box on your Greeting Page. Visit http://relayforlife.org/EMC_Guide for detailed instructions for creating your sponsor scroll.
- Click 'Next'

Click here to download the instructions for creating your scrolling sponsor logos.

If you have any questions, please open a support ticket at helpme.cancer.org.

5. **Edit eCommerce Options** - A luminaria store has automatically been added to your Bark For Life website.
 - a. *If your event **will not** be offering luminaria:* You can simply delete the 5-digit store id.
 - b. *If your event **will** be offering luminaria:* You can leave the store ID in place.
 - i. Currently, the luminaria store page has not been added to the left-hand navigation bar on your website; however, if you choose to offer luminaria on your website, you can simply add the page to the event navigation to help promote luminaria.
 - ii. See the steps for [Setting Up The Navigation Bar](#)
 - c. Click 'Next'

B. Event Center > Edit Event Properties

- a. Event Name: Verify the Event Name is correct. If it is not correct, please see [Appendix B](#) for the steps to submit the Event Name Change so it can be updated in all systems.
- b. Schedule: Verify the Event Start Time
- c. Date & Time: Verify the Event Date. If it is not correct, please see [Appendix B](#) for the steps to submit the Event Date Change so it can be updated in all systems.
- d. Event Location Details: Verify that the event location name, state and city are correct. If it is not correct, please see [Appendix B](#) for the steps to submit the new location information so it can be updated in all systems.
- e. Sponsor Lines: *Sponsor lines 1-5 can be updated at any point throughout the year if your event decides to start a new social media feed.*
 - i. Sponsor name (1): Please remove the default content and replace with an Event Announcement. Text entered here will appear on the My Event tab in dashboard. *Please make sure you are keeping the announcement in Sponsor name (1) updated and relevant throughout the Relay season.*
 - ii. Sponsor name (2): Official RelayForLife.org YouTube Channel. Please leave as is.
 - iii. Sponsor name (3): Twitter feed. This is defaulted to the national Twitter page. If your event has a Twitter feed, please enter the web address of your twitter feed. Must remain in "https://twitter.com/..." format.
 - iv. Sponsor name (4): Facebook feed. This is defaulted to the national Facebook page. If your event has a page on Facebook, enter the Facebook ID to enable the Facebook News Feed on the Contact Us page of your site.
 1. To find your Facebook ID, simply plug the URL into <http://findmyfacebookid.com/>. (Note: if you update, it must be a valid Facebook PAGE ID, not group or profile). If your event does not have a Facebook page, please leave the existing ID as is.
 - v. Sponsor name (5): This is defaulted to the national Flickr account. If your event has a page on Flickr, enter the page ID to enable your Flickr photo gallery populating to the EVENT PHOTOS section on your website. If your event does not have a Flickr page, please leave the existing ID as is.
- f. Click Finish

C. Event Center > Edit Event Coordinator Properties

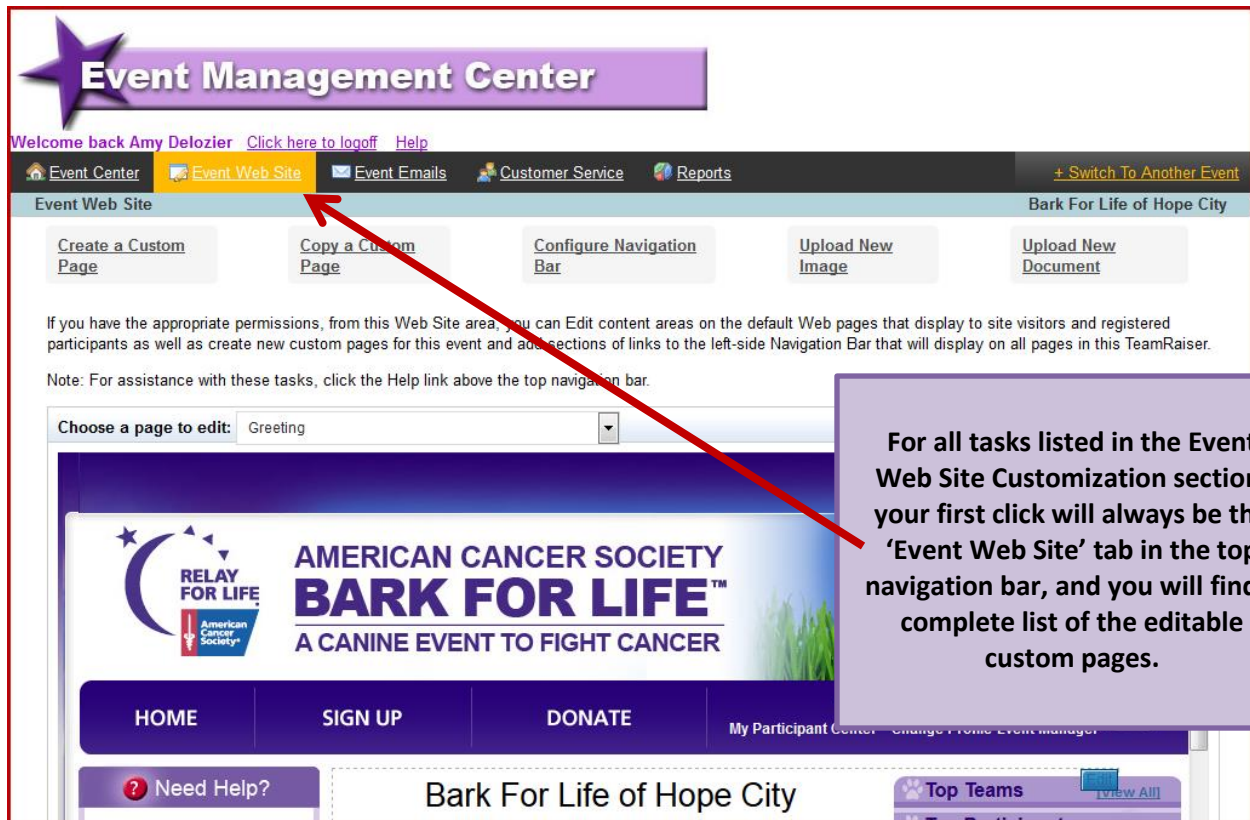
- a. Name: Verify ACS Staff Person name, phone number and cancer.org email
- b. If the ACS Staff Partner information is not correct, please see [Appendix B](#) for the steps to submit the Event Coordinator Change so it can be updated in all systems.
- c. Click 'Finish'

D. Event Center > Manage Event Library (Optional)

- a. Within the 'Images' section of the Event Library you can manage the scrolling photos that appear on your greeting page Media Wall! This is a great way to highlight photos from the prior year event, and give your website a more local look and feel. [Click here for the Media Wall guide](#).
- b. Visit http://relayforlife.org/EMC_Guide for complete instructions for uploading documents and images to your Event Library, and inserting them into your custom pages and emails!

If you have any questions, please open a support ticket at helpme.cancer.org.

Event Web Site Customization



Event Management Center

Welcome back Amy Delozier [Click here to logoff](#) [Help](#)

[Event Center](#) **[Event Web Site](#)** [Event Emails](#) [Customer Service](#) [Reports](#) [+ Switch To Another Event](#)

Event Web Site Bark For Life of Hope City

[Create a Custom Page](#) [Copy a Custom Page](#) [Configure Navigation Bar](#) [Upload New Image](#) [Upload New Document](#)

If you have the appropriate permissions, from this Web Site area, you can Edit content areas on the default Web pages that display to site visitors and registered participants as well as create new custom pages for this event and add sections of links to the left-side Navigation Bar that will display on all pages in this TeamRaiser.

Note: For assistance with these tasks, click the Help link above the top navigation bar.

Choose a page to edit: Greeting

RELAY FOR LIFE
AMERICAN CANCER SOCIETY
BARK FOR LIFE™
A CANINE EVENT TO FIGHT CANCER

HOME SIGN UP DONATE My Participant Center Change Profile Event Manager

Need Help? Bark For Life of Hope City Top Teams [VIEW ALL](#)

For all tasks listed in the Event Web Site Customization section, your first click will always be the 'Event Web Site' tab in the top navigation bar, and you will find a complete list of the editable custom pages.

You may also choose to customize some of the custom pages for your event website. The pages available for customizing are:

- Greeting Page
- Event Announcements - Add local announcements, important dates and meetings, forms and flyers, as well as any other event specific information you wish to share
- Event Details – Update with the Bark For Life schedule of events
- Fundraisers & Activities - Add upcoming activities, and fundraisers submitted by site visitors
- Local Sponsors - Update Sponsor Levels as appropriate, and add your sponsor logos (must be resized to 310px width max)
- Photos and Videos - Add local Relay photos as desired (must be resized to 310 px width max). Please know, this page does not currently appear on your website, however you may link anywhere you wish throughout your website.
- Copy this page for your custom pages! – Copy this page if you want to create your own custom BFL information page.

NOTE: Your Event Web Site content can be customized at any point during the Bark season. Please make sure you are keeping the webpage content updated and relevant throughout the Bark For Life season.

For complete instructions customizing and managing the content of your website, please download the [Event Site Management Guide](#). We recommend you print this guide and keep it handy throughout the Relay season.

We recommend you bookmark http://relayforlife.org/EMC_Guide to easily access the comprehensive EMC Manual and supporting documentation and how-to guides throughout the Relay season.

If you have any questions, please open a support ticket at helpme.cancer.org.

Appendix A: EMC Access for New Staff and Volunteers

The process for training new staff and online chairs has been centralized and is now managed by the new Talent Strategy training team. Moving forward, the new Event Management Center (EMC) access process will require ALL Event Managers (both staff and volunteers alike) to review two EMC training videos before receiving EMC access to their online website.

Staff should follow the following process:

1. Log in to Society Source
2. Under Employee Services, click on **Access: Learning**
3. Under the 'Learning Tools' menu, click on the **Society Pathways** link
4. Launch Society Pathways, and locate the webinars by searching for 'Online Event Manager Center' – there are two: one on Event Site Management, and one on Participant Management
5. Select **Start** to launch either course. *We ask that you complete both courses*
6. Upon completion of the training modules, staff will receive an email with a link to the EMC Access Request Form to officially request access to their event(s)
7. Staff will receive access within 2-3 business days after submitting the form

Full online chair volunteers should follow the following process:

1. Go to the Volunteer Learning Center <https://volunteerlearning.cancer.org/>
2. Log in if you are a returning volunteer, or register to create a new account
3. Click on **Find Courses**
4. Find the webinar you want to listen to by searching for 'Event Manager' – there are a few, but two we are asking you to specifically take: one on Event Site Management, and one on Participant Management
5. Select **Enroll Me** to enroll in either course. *We ask that you complete both courses*
6. Once in the course you can listen to the webinar and/or download the training guide
8. Following the completion of the training module, the volunteer will need to complete the EMC Access Request Form to officially request access to their event(s)
9. Volunteers will receive access within 2-3 business days after submitting the form

Appendix B: Submitting Event Changes

As you are completing the customization process, if you find that any event details are incorrect, you will need to follow the formal process to submit the changes so they can be made in all databases. We have a new nationally centralized process for submitting various types of event requests, which allows us to update all databases as appropriate. The new process for submitting these types of requests can be accessed through EMT.

1. Log into EMT
2. On the Home screen, under the first section "Resources," select **Update an Existing Event**
3. A new page will open, taking you to the Event Change Request Form
4. Please be thorough when completing this form to ensure all your event details are accurate

Resources

- [Request a new event](#)
- [Update an existing event](#)
- [E-Revenue Request Center \(online reports, email campaigns, customization and more!\)](#)
- [Not sure where to go? Use this Quick Finder](#)
- helpme.cancer.org
- [iBuy Request Form](#)

If you have any questions, please open a support ticket at helpme.cancer.org.