"MY HQ" HOW TO

Your online "My HQ" provides a wealth of resources to help in your fundraising efforts. This guide will show you how to effectively take advantage of these tools as you join us in the fight against pancreatic cancer.

You must be registered for this year's event to log in and use My HQ. If you have registered for a previous year's event, you may use that log in information when registering this year.

ONCE REGISTERED,

there are two places you can click to sign in to My HQ

ONCE SIGNED IN, YOU MAY USE YOUR HQ TO:

- View your fundraising dashboard: Page 2
- Edit your fundraising webpage: Pages 3-4
- Send emails to friends and family: Pages 5-9
- Monitor your fundraising efforts and run reports: Pages 10-11
- Other tools (edit login information, goal, etc.): Page 12
- Promote your page using Social Media: Pages 13-15
- Use the Mobile Fundraising App: Pages 16-17

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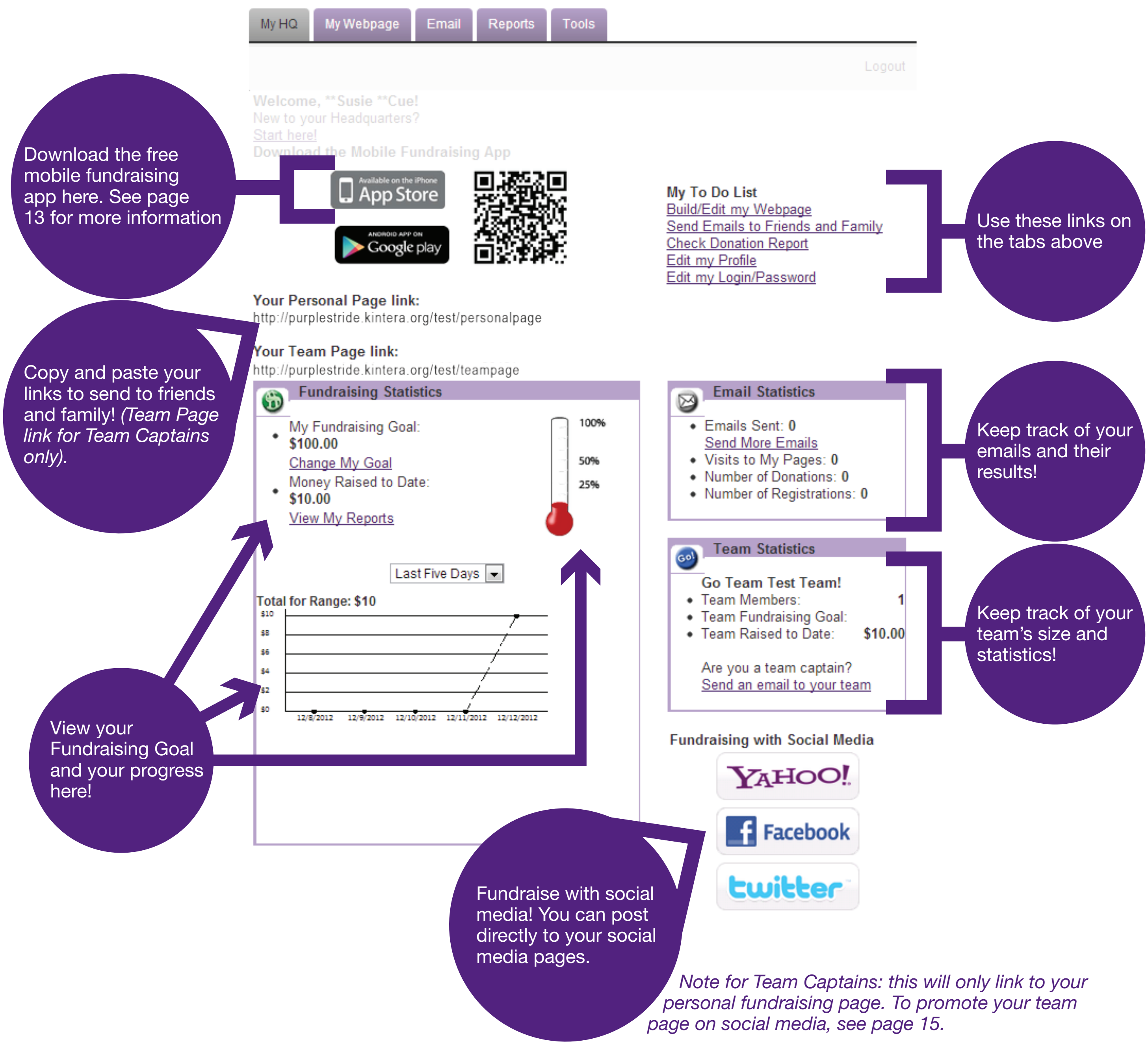
YOUR FUNDRAISING DASHBOARD

Your fundraising dashboard displays your statistics and basic information at-a-glance:



UPDATE YOUR FUNDRAISING PAGE

To update your fundraising page, click the “My Webpage” tab, then “Edit Personal Page.”

Team Captains may also follow these instructions to edit their team page by clicking “Edit Team Page.”

UPDATE YOUR FUNDRAISING PAGE TEXT

There are four areas you can edit on your page:

1 Your personal page friendly URL

2 The header and subheader

3 The caption under your image

4 The main body text

Preview your changes before you click submit

COMPLETE ANY DESIRED EDITS TO THESE AREAS, THEN CLICK SUBMIT
Your personal edits will be updated to reflect your changes

After you click “Submit” you will be redirected to your fundraising page to see the update

UPDATE YOUR FUNDRAISING PAGE PHOTO

You have an option to use a default photo or a personal photo as your fundraising page photo. Unfortunately you cannot upload a personal video at this time.

TO USE A DEFAULT PHOTO

TO USE A PERSONAL PHOTO

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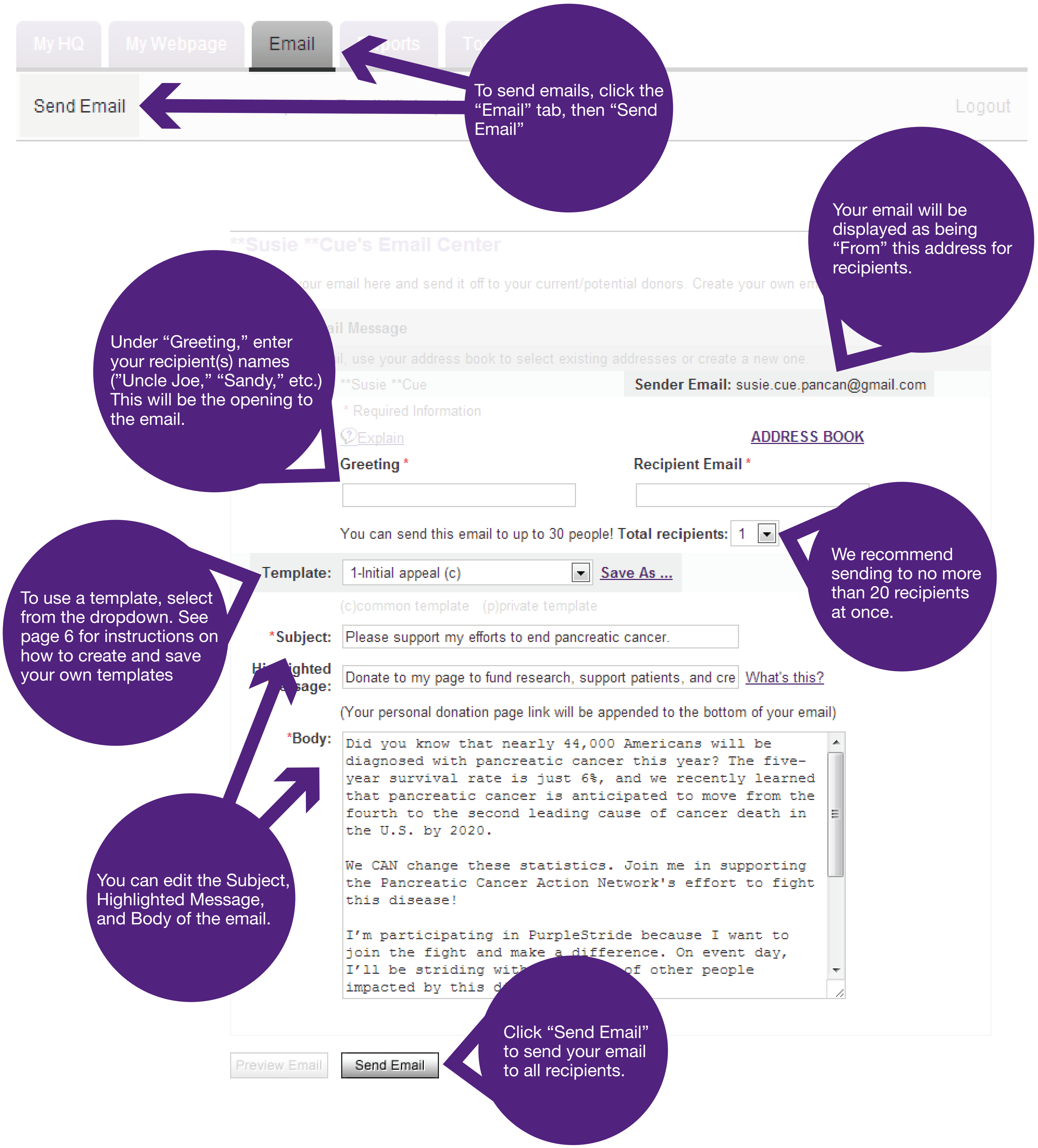
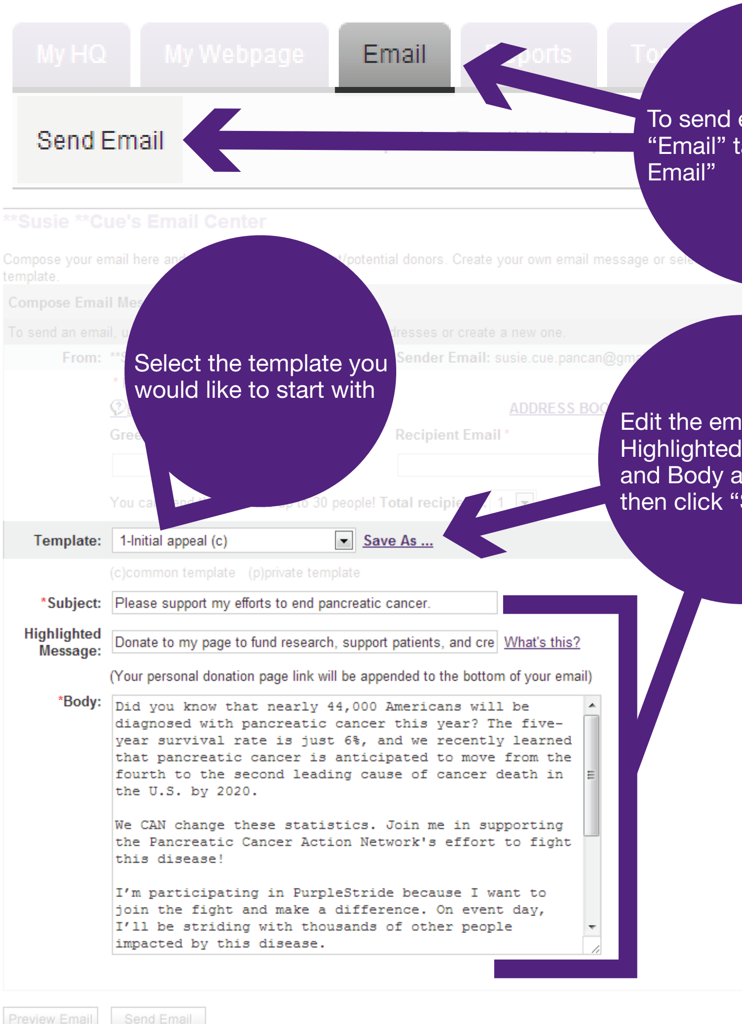
SENDING AN EMAIL



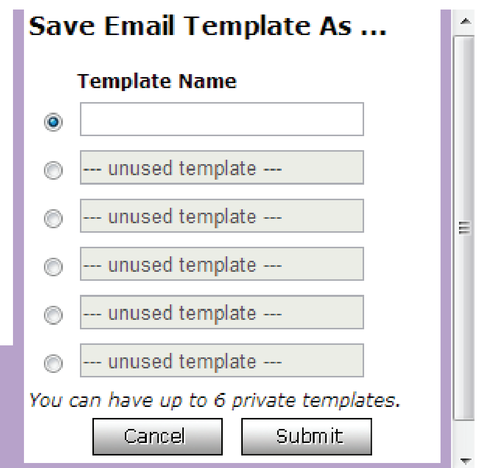
SAVING PERSONALIZED EMAIL TEXT



To send emails, click the "Email" tab, then "Send Email"

Select the template you would like to start with

Edit the email Subject, Highlighted Message, and Body as preferred, then click "Save As..."

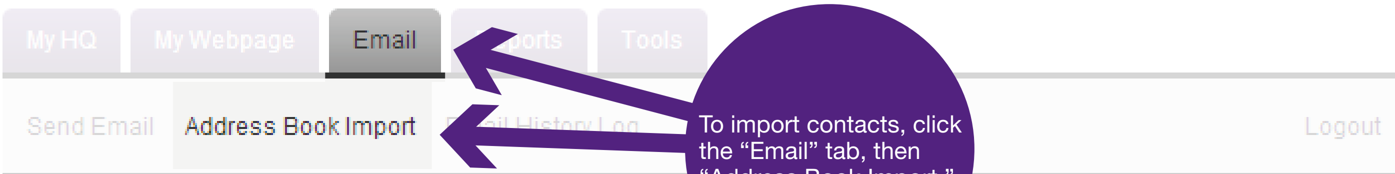


Enter the name you would like to use to save your new email template, then click "Submit."

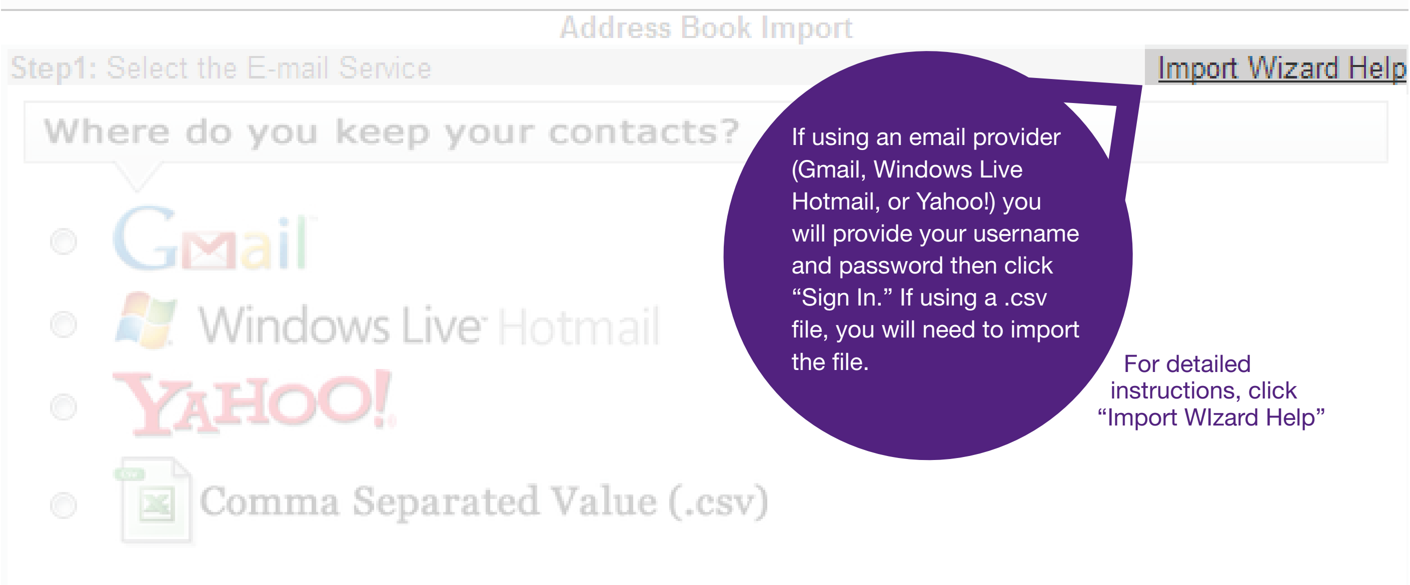
You can have up to 6 personal templates. To write over a current template, click the button next to it, enter the new template name, and click "Submit."

Note: This opens as a popup. If you do not see this window, check to make sure your browser is not blocking popups.

IMPORTING CONTACTS TO YOUR MY HQ ADDRESS BOOK

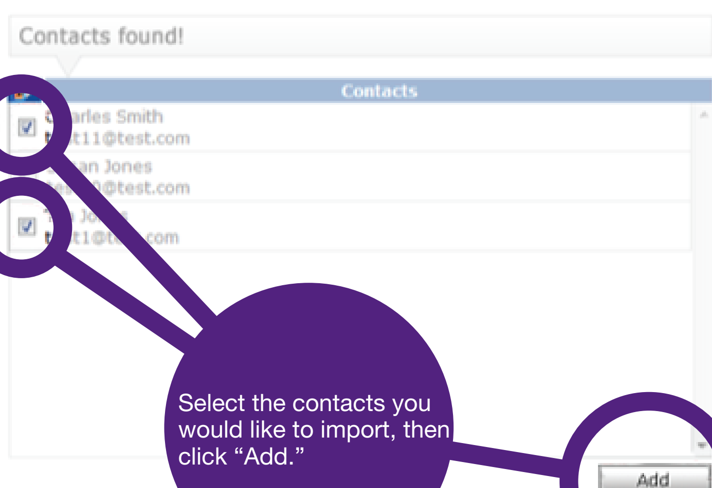


To import contacts, click the "Email" tab, then "Address Book Import."

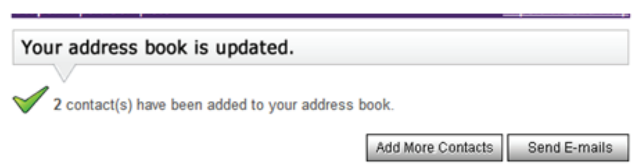


If using an email provider (Gmail, Windows Live Hotmail, or Yahoo!) you will provide your username and password then click "Sign In." If using a .csv file, you will need to import the file.

For detailed instructions, click "Import WIzard Help"



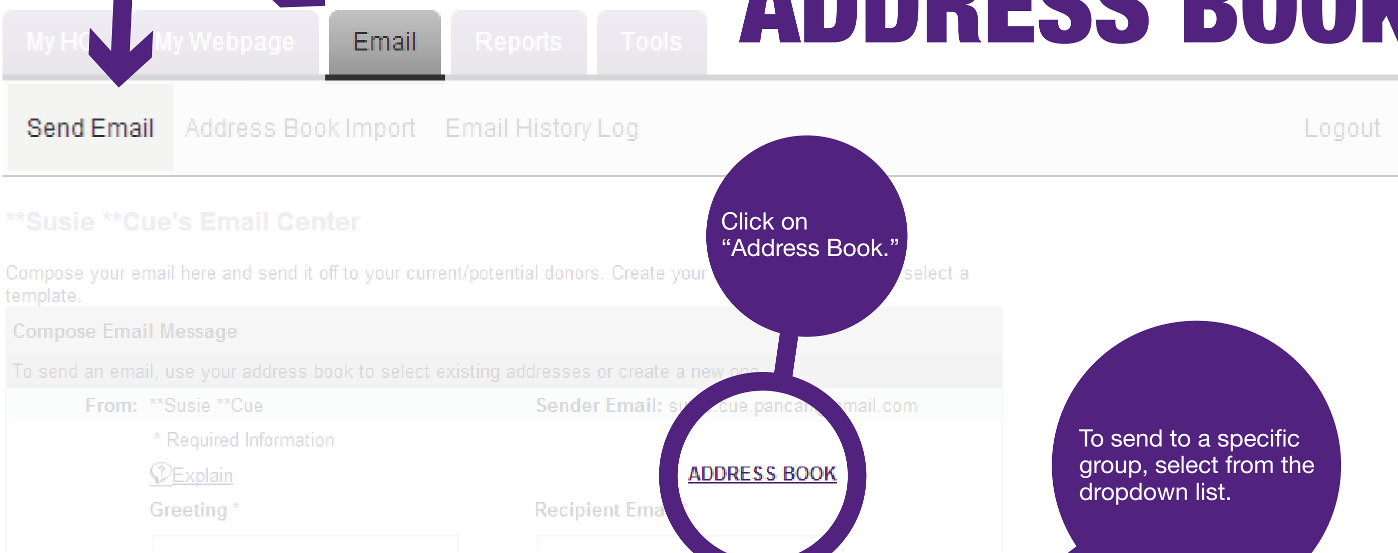
Select the contacts you would like to import, then click "Add."



If you would like to add more contacts, click "Add More Contacts." If you are done importing, click "Send Emails" to return to the "Send Email" section (see page 5).

USING YOUR MY HQ ADDRESS BOOK

To email your contacts, click the “Email” tab, then “Send Email.”

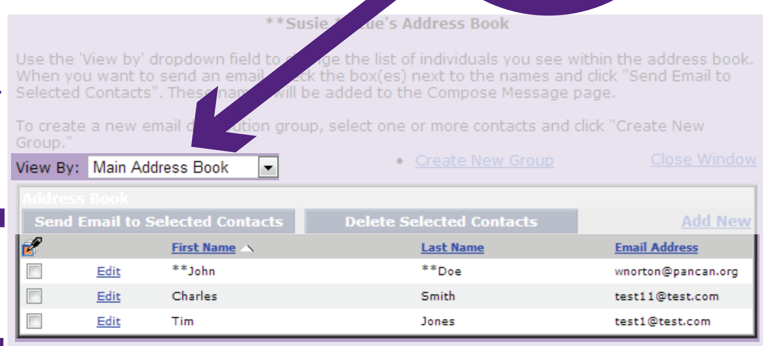


Click on “Address Book.”

To send to a specific group, select from the dropdown list.

This opens as a popup. If you do not see this window, check to make sure your browswer is not blocking popups.

Select the contacts you would like to send this email to, then click “Send Email to Selected Contacts.”



STANDARD GROUPS:

Main address book: any contacts you have imported or saved.

All Donors: anyone who has donated to you this year or in past years (provided you are using the same log in information as in years past).

Recent Donors: anyone who has donated to you already for this event.

Past Donors: anyone who donated to you in past years (provided you are using thesame login information).

For Team Captains:

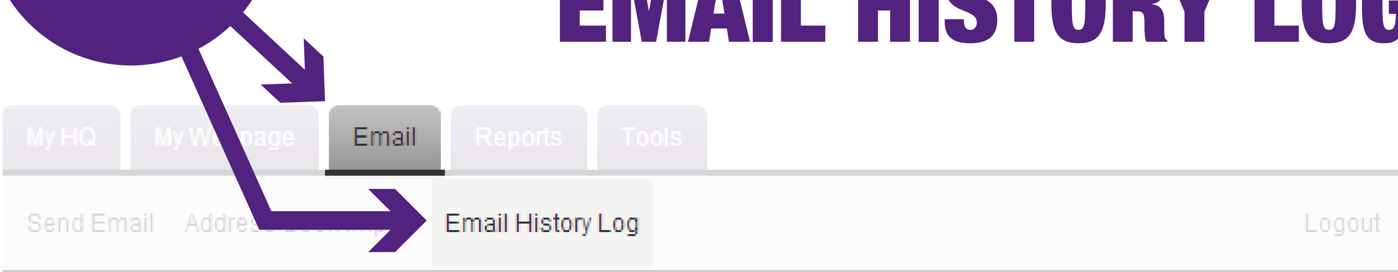
- *All Team Members:* everyone who has been a member of your teamthis year or in past years (provided you are using the same login information as years past and that you were the team captain.
- *Recent Team Members:* anyone who is on your team this year.
- *Past Team Members:* anyone who was on our team in past years (provided that you were the team captain and using the same login information).

Select the contacts you would like to send this email to, then click “Send Email to Selected Contacts.”

We recommend sending emails in batches of 20 or less due to bandwith requirements.

To check past email performance, click the "Email" tab, then "Email History Log."

EMAIL HISTORY LOG



Email History Log

Use this email log to check who you have sent email to and how they have responded. To re-send emails to individuals, check the box next to their names and click the link at the bottom.
Click Update Log to view the most recent email log information.

Select all	Addressee	Email Address	Date Sent	No. of Visits	Date Registered (PST)	First Donated (PST)	Amount
☑	Susie	susiecue@pancan.org	12/12/2012	0			
☑	Uncle Joe	testevents@pancan.org	12/12/2012	0			

Send email to selected people

The Email History Log allows you to keep track of emails sent, and see who has visited your page, registered, and/or donated from the email. Please note this only tracks if someone clicks directly from the email.

To send an email to specific individuals, click the checkbox next to their names and click "Send email to selected people."

DONATION REPORT

My HQ | My Webpage | Email | Reports | Tools

Donation Report | General Team Donation Report | Team Partici... | Logout

To access your donation report, click the “Reports” tab then “Donation Report.”

If you have participated in previous Pancreatic Cancer Action Network events using the same login information, you can access your old reports here.

Fundraising Goal: This is the goal you set for yourself. It is displayed on your personal fundraising page.

View By: Current Event Donation Statistics | Past Event Donation Statistics

Amount needed towards goal is the amount you have left to raise before you meet your goal.

**Susie **Cue's Donation Statistics

...s is where you can track how much you've raised and who your donors are!

Goal	
Fundraising Goal	$100.00
Amount needed towards goal	$90.00
Progress Towards Your Goal	
Confirmed Amount Raised	$10.00
Online Amount - online processing(ie. credit cards)	$10.00
Offline Amount - (checks, cash, charge and inkind)	$0.00
Current Balance	**$10.00**

Your registration fee ... included in the current balance figure.
Check with the ... registration fee is counted towards the receipt of fundraising prizes.

Team	
Team Name	**Test Team**

If you are a member of a team, the team name is shown here.

Confirmed Amount Raised: This is the amount you have raised so far, both online and via money submitted by mail or in person at the event.

Online Amount: This is the amount you have raised through your online personal fundraising page.

Offline Amount: This is the amount you have raised through donations mailed in to the Pancreatic Cancer Action Network or donations turned in at Packet Pickup or at the event. Please allow up to 2 weeks for these donations to be entered.

To send an email to donors, click the check box next to their record, then click the “Send” button. This will open your Send Email Center (see page 5).

Showing ... page.
Prev 1 Ne...

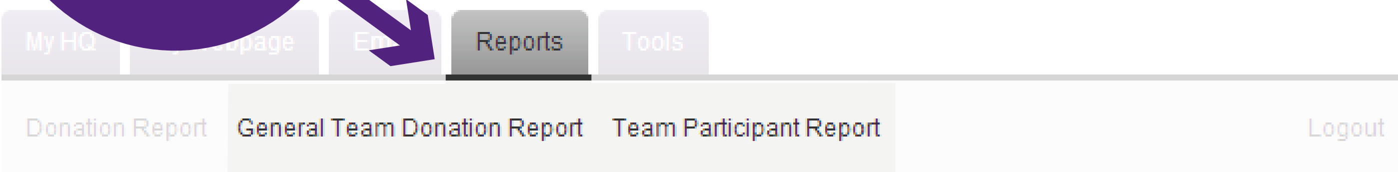
Export XLS
Choose Columns
Printable

Send	ID			...ompany	Amount	Outstanding Amount	Payment Status	Payment Date	Desc	Check Number
	143708100	**John	**Doe		$10.00	$0.00	Paid	12/12/2012		
	143689116	**Susie	**Cue		$0.00	$0.00	Paid	12/11/2012		

This donor list will display all donations made to your personal fundraising page.

TEAM CAPTAIN REPORTS

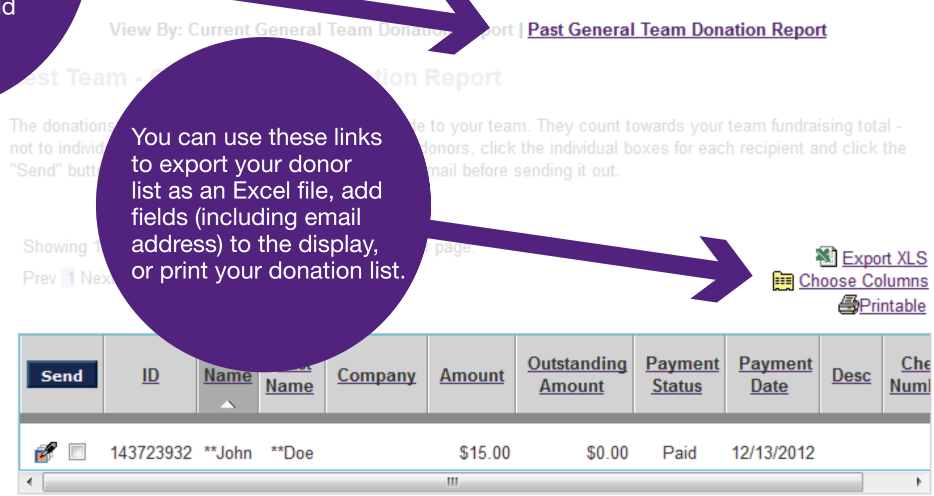
To access your Team Captain reports, click the “Reports” tab and select either “General Tem Donation Report” or “Team Participant Report.”



GENERAL TEAM DONATION REPORT

If you have participated in previous Pancreatic Cancer Action Network events using the same login information, you can access your old reports here

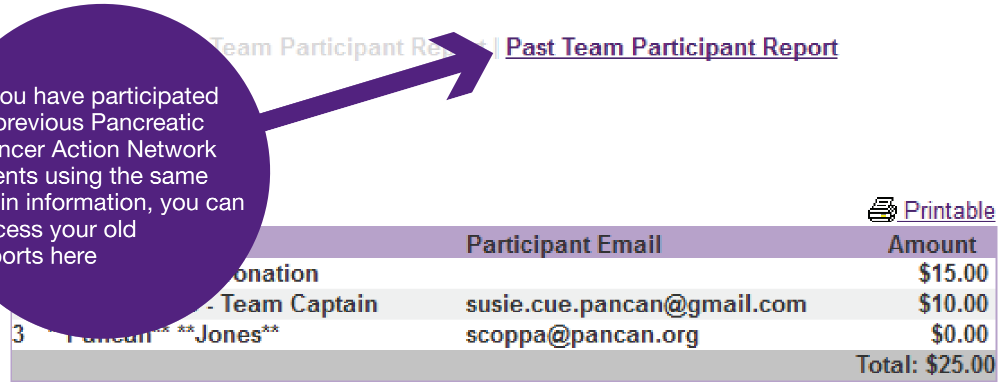
You can use these links to export your donor list as an Excel file, add fields (including email address) to the display, or print your donation list.



This donor list will display all donations made to your team’s general fundraising page (not to any particular team member). To send an email to donors, click the check box next to their record, then click the “Send” button. This will open your Send Email Center (see page 5 for more information about how to send emails).

TEAM PARTICIPANT REPORT

If you have participated in previous Pancreatic Cancer Action Network events using the same login information, you can access your old reports here



This list displays your current team roster and the total amount raised by each team member.
“General Team Donation” is the amount given to the team’s general fundraising page (not to any particular team member).
“Amount” includes registration fees as well as donations.

OTHER TOOLS

To access your tools, click the “Tools” tab.

My HQ | My Webpage | Email | Reports | Tools

Please note: the “Manage Company Pyramid” option is not relevant to Pancreatic Cancer Action Network events.

Print Donation Form | Edit Profile | Edit Login | Manage Company Pyramid | Assign Co-Captain | Logout

Click “Print Donation Form” to open a PDF copy of the event donation form to distribute to friends and family. This form can also be used to mail in cash/check donations you receive before the event, or to turn in these donations on event day.

Click “Assign Co-Captain” to select a current team member to designate as your Co-Captain. This person will have access to all Team Captain information, including changing your team name, running reports, and updating the team fundraising webpage.

EDIT PROFILE

In the “Edit Profile” section, you can update your contact information (email, phone number), your emergency contact information, choose to decline event incentive prizes, and change your T-shirt size. Make sure to scroll to the bottom and click “Update” to save your changes!

Event Information	
Show Money Raised to Date on Personal /Team Page:	☑
Fundraising Goal: *	$ 100
Team Fundraising Goal:	$
Team Recruiting Goal:	
Team Name: *	Test Team

Email Notifications

☑ Notify me by email when somebody donates to me.

☑ Notify me by email when somebody joins my Team.

Team Captains only have access to Team Fundraising Goal, Team Recruiting Goal, Team Name, and Email notification when someone joins team.

Edit Login

To modify your login, please make changes to the fields below.

Modify Login:	
*Username	susie.cue.pancan
*Password	
*Verify Password	
*Security Question	Who was your childhood hero
*Security Answer	

Update

In the “Edit Login” section, you can change your username, password and security question. Please contact events@pancan.org if you need further assistance.

SAMPLE FACEBOOK POSTS

PROMOTING YOUR PAGE WITH FACEBOOK

I am striding for [my mom, dad, brother, sister, friend…]. Please join my team at PurpleStride [City Name] on [Date] at [location]. Help us fight pancreatic cancer! Register now – [link to team page]

I am striding to fight pancreatic cancer! Help me reach my goal of [$goal amount] by donating now! [link to personal fundraising page]

Join me in the fight against pancreatic cancer at PurpleStride [City Name] on [Date] at [location]. Register here – www.purplestride.org/cityname

A cup of coffee and a muffin can cost over $5! Forego your treats for today and donate $5 to help fight pancreatic cancer. Help me reach my goal of [$goal amount] by donating now! [link to personal fundraising page]

Pancreatic cancer has just a 6% survival rate after 5 years. I'm striding for those who can't so we can end this disease. Please support me! [link to personal fundraising page]

IMAGES AVAILABLE FOR DOWNLOAD

We have PurpleStride images available to download for use for your profile picture or as the cover on your Facebook Timeline. Images can be downloaded at: http://www.pancan.org/smiforevents

Facebook has also created useful "How To" pages:

How to change your profile picture: http://goo.gl/FNdc6

How to change your cover picture: http://goo.gl/5eXqS

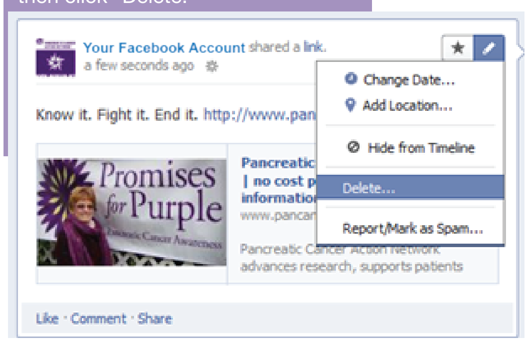
FACEBOOK FAQs

How do I share a webpagge on my timeline?

To share your fundraising page or another webpage on your timeline, just include the full URL in your post!

How do I delete an accidental post?

To delete a post on Facebook, click the "edit" button (it looks like a pen) on the upper-right corner of the post, then click "Delete."



Why doesn't the picture I want appear in my post?

Not every photo or image is available to post on Facebook. This is determined by coding on websites and unfortunately is not something individuals or the Pancreatic Cancer Action Netowrk can address.

PANCREATIC CANCER ACTION NETWORK®

TEAMHOPE

SAMPLE TWEETS

Join me in the fight against #pancreatic cancer at @PanCAN #PurpleStride [City]! Register at www.purplestride.org/cityname

I am striding to fight #pancreatic cancer! Help me reach my goal by donating to @PanCAN #PurpleStride[City] now! [link to fundraising page]

A cup of coffee can cost almost $5! Instead, donate $5 today to help fight pancreatic cancer! [link to fundraising page]

I am striding for [my mom, dad, brother, sister, friend…]. Please join my team at @PanCAN #PurpleStride [City] Register now – [link to team page]

#Pancreatic cancer has just a 6% survival rate after 5 years. I'm #striding for those who can't. Please support me! [link to personal fundraising page]

PROMOTING YOUR PAGE WITH TWITTER

TWITTER FAQs

What is a Tweet?	A tweet is a 140-character (or less) message posted to Twitter. Remember—spaces and punctuation count in the character limit!
What happens if I follow @PanCan on Twitter?	Following @PanCAN means you have subscribed to receive our Twitter updates. When we post a message, you will see it on your Twitter home page.
How do I post a Tweet?	1. Log in to your Twitter account. 2. Type your Tweet in the "Compose new Tweet" box or click on the compose new Tweet button in the top right — - and type your Tweet in the box. 3. Keep an eye on the character count — 140 maximum! 4. Click the "Tweet" button to post your Tweet!
How do I delete a Tweet?	On your profile page on Twitter.com, locate the Tweet you want to delete, and hover your mouse over the message and click "Delete.
What are hashtags?	A hashtag is marked by a "#" and indicates keywords or topics in a tweet. Many people search on Twitter by hashtag, so this makes it more likely for people to be able to find your Tweet. Sample hashtags include: #PurpleStride #pancreaticcancer #KnowItFightItEndIt
What are @replies?	If a message begins with @username, meaning it was directed to another user, it is an @reply. Click the Reply button on another person's Tweet to reply to it. Please note that if your Tweets are protected, users who are not following you will not see your @replies or mentions. If your Tweets are not protected, they will be publicly visible.
What is a Retweet (RT)?	A retweet is a re-posting of someone else's Tweet. Users will sometimes type "RT" in front of a message they are retweeting, but this is not required.
I want to post a URL, but it is long. What should I do?	Twitter automatically adjusts a URL of any length to 20 characters. For more information, visit: https://support.twitter.com/articles/78124-how-to-shorten-links-urls
How can I Tweet a photo?	Images are available for download at http://www.pancan.org/smiforevents

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PROMOTING YOUR PAGE WITH INSTAGRAM

SAMPLE POSTS

Join me in the fight against #pancreatic cancer at @PanCAN #PurpleStride [City]! Register at www.purplestride.org/cityname

I am striding to fight #pancreatic cancer! Help me reach my goal by donating to @PanCAN #PurpleStride[City] now! [link to fundraising page]

A cup of coffee can cost almost $5! Instead, donate $5 today to help fight pancreatic cancer! [link to fundraising page]

I am striding for [my mom, dad, brother, sister, friend…]. Please join my team at @PanCAN #PurpleStride [City] Register now – [link to team page]

#Pancreatic cancer has just a 6% survival rate after 5 years. I'm #striding for those who can't. Please support me! [link to personal fundraising page]

SAMPLE IMAGES

We have great PurpleStride images available to download for use for your personal Instagram postings. Images can be downloaded at pancan.org/smiforevents

INSTAGRAM FAQs

What is Instagram?

Instagram is a social media site using pictures and captions as communication. You can attract followers and gain support for the cause.

What happens if I follow @PanCan?

Following @PanCAN means you have subscribed to the organizations updates. When we post a photo, you will see it on your homepage.

How do I post to Instagram?

1. Create an account (or log into current account)
2. Click the middle button on the bottom row (it looks like a little square with a circle in the middle)
3. Chose the image you'd like to upload from your saved images
4. Select "next" in the upper right corner (twice)
5. Write a caption for your picture
6. Select "share"

How do I delete a post?

1. Open your Instagram account
2. Select your profile (farthest right icon on the bottom ribbon)
3. Select the photo you would like to delete
4. Hit the button to the bottom right of the screen that looks like 3 dots
5. Click "delete"

What are hashtags?

Hashtags are words or phrases following a "#" Use hashtags to emphasize what you are doing. People can search through Instagram by hashtags, so it makes it more like people will be able to find your post. Examples include: #PancreaticCancer #PurpleStride #KnowItFightItEndIt

What are @ connections?

Use the @ symbols to tag our organization, or your friends and family. This will link them to your photo. Examples: @PanCAN

How do I make my fundraising page active?

You'll notice if you put your personal fundraising page in the comment it's not an active link. Instead, go to your profile, click "edit your profile" at the top. Add your personal fundraising age in the appropriate box. [in your comment you can write "link to fundraising page on my profile!]

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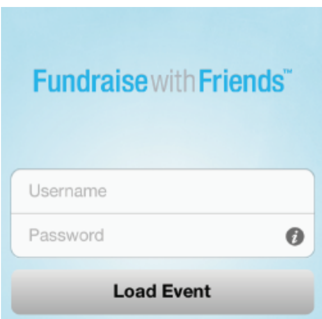
USING THE MOBILE FUNDRAISING APP

Blackbaud, the company that developed our online fundraising system, has created a mobile application to allow event participants to recruit and fundraise on the go! The app is called “Fundraise with Friends” and is available for free on Android and Apple devices.

Please note that this application was designed by Blackbaud for all their clients. Because of this, it is not branded with any PurpleStride information. Additionally, the Pancreatic Cancer Action Network does not have the ability to make any changes or updates to the app.

INSTALLING AND SETTING UP THE APP



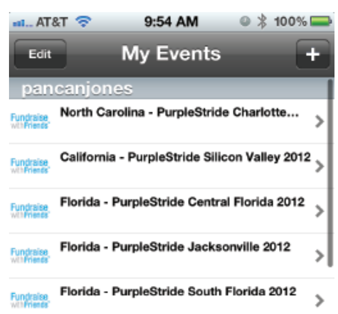
You can download the app through the Apple App Store or Google play for Android and install it on your device just like you would any other app.

When you open the application for the first time, it will prompt you to enter your username and password. Just enter the username and password you have been using to log in to your online PurpleStride HQ.

If you don’t remember your login information, email events@pancan.org and include your full name and the event name.

The app will automatically load all current events for which you have signed up using this login and password.

If you are participating in multiple events using different logins or would like to use one device to manage multiple accounts, you can do so by clicking on the “+” in the top right-hand corner. Please note: this only works for existing accounts; you cannot register to participate in the event through the app.

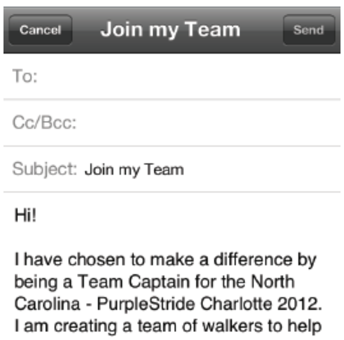


Selecting an event will open your mobile Dashboard for that event. Here, you can see your fundraising goal and the total amount you have raised to date. The amount raised should be updated every 10 minutes, but you can always click the refresh icon in the lower left corner ( ).

From your mobile Dashboard, you can recruit team members, request donations, and send reminders to friends and family. You may also donate to your page through the app.

RECRUITING AND FUNDRAISING WITH THE APP

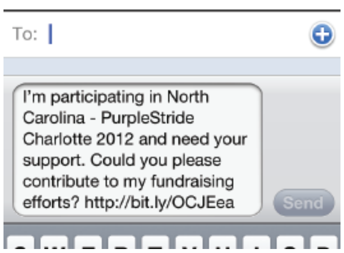
From your mobile Dashboard, choose “Recruit Team Members,” “Request Donations,” or “Send Reminders.” Next, select the tool you would like to use: Email, Text, Facebook, or Twitter. All of these options allow you to compose or personalize standard text. We highly recommend personalizing these messages to tell recipients why you Stride.



EMAIL

Selecting “Email” will open a draft email message in your device’s email application. You can add recipients like you would any other email. You can also edit the message subject and text.

Please note: the “Recruit Team Members” email draft says “I am creating a team of walkers to help me raise funds” - if you are participating in a 5k or other non-walking event, you may want to update this language to accurately reflect your event.

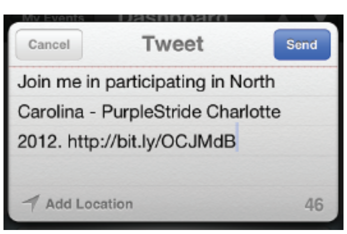


TEXT

Selecting “Text” will open a draft text message in your device’s messaging app. You can add recipients like you would any other text message. You can also edit the message text. Standard text messaging fees apply.

FACEBOOK

Selecting “Facebook” will open a window for you to post to your Facebook page. The first time you use Facebook through the app, follow the directions on the screen and click “Log In” to give permission for the Fundraising with Friends application to access your information.



TWITTER

Selecting “Twitter” will open a tweet for you to post to your twitter feed. Keep in mind, tweets are limited to 140 characters including spaces and punctuation. The total characters remaining in your tweet is displayed in the bottom right-hand corner.

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