



Event Information

Saturday, August 19, 2017 at Pleasant Ridge & Easterseals

6:15 a.m. — Registration Opens

7:00 a.m. — 5K Race (USATF Certified Course)

8:00 a.m. — Awards & Ceremony

8:30 a.m. — Family Fun Walk

6:30 – 8:30 Children's Area – Petting Zoo, Face Painting, Bouncy Houses and more!

Create a Team

- Event Website: www.walkwithmear.com
- Click "Register"
- Register and click "Continue"
- Choose "Start a New Team"
 - Create Team Name and Team Fundraising Goal
- Skip sending the email – we will come back to that ☺
- Update YOUR account details
 - This is your personal fundraising goal and personal page URL
 - Fundraising goal can be \$25 (cost of registering) or it can be more – whatever you want to work towards.
 - Funds you raise will automatically roll into your team total
 - Personal fundraising goals WILL NOT change the team fundraising goal.
- RSVP – Choose T-Shirt size and pay for registration
 - To add multiple individuals, just click "Add RSVP"
 - This is a good way to add family if they do not need to have their own registration.
 - If they want to fundraise on their own, they will need to create their own personal page
- Update YOUR personal image
 - This is for your individual fundraising page, not the team page.
- Create a Custom URL for YOUR personal page
 - This is for your individual fundraising page, not the team page.
 - For example, www.walkwithmear.com/knorton
- Update YOUR goal
 - Just another chance to update your personal fundraising goal
- Donate to your goal
 - An option to add a donation to your personal goal
- Your team is created!!

Personalizing Your Team Page

- “My HQ” is where you will find all of the links needed to update your team and personal fundraising pages
- For Team Pages - click “View Team Page”
 - Top left of page
 - Hyperlink by your profile picture
- This is where you can customize your TEAM page
 - Update the welcome message
 - Add pictures or videos
 - Update your TEAM URL

Personalizing Your Individual Page

- From MY HQ – Click on “View My Page”
 - Hyperlink by your profile picture
- This is where you can customize YOUR page
 - Update the welcome message
 - Add pictures or videos
 - Update YOUR personal URL
- Once everything is updated, invite people to join!

Growing Your Team

- You can invite individuals to join you in fundraising for Walk With Me! Just follow these steps!
- You will do this from your INDIVIDUAL PAGE, but you can put a link to your TEAM page in any promotions. Plus, anyone who supports you as an individual will also be supporting your team.
 - **Contact Book (link on left side of page)**
 - You can import contacts from an existing email account or enter them manually
 - **Promote via Email (link on left side of page)**
 - Choose contacts from your contact book, email all contacts in your contact book, or enter email addresses and names

- Choose a Template or write your own email
- Templates will be added as we get closer to the event for you to communicate information with your team about the event day information.
- **Promote via Social Media (link on left side of page)**
 - Connect with Facebook, Twitter, or LinkedIn
 - Post through an individual page or through a group page – but you have to choose one
- **Social Auto Post (link on left side of page)**
 - Choose what you want posted automatically to Facebook, Twitter, or LinkedIn
 - This is a great option if you have a specific page for this event – it's an easy way to automatically thank donors through social media

Off-line Donations

- Fundraisers do have the option to enter Offline Donations, but they will not appear on the website until Easterseals staff verify them.
- You can also bring the donation directly to Easterseals instead of entering it. We will do our best to get donations posted the same day you bring them.
- To enter an Offline Donation:
 - Click Enter Offline Donation (left hand side of page)
 - Enter Donor Name how you would like it to be displayed on the website. You can use your email address if you want to.
 - Enter donation information – cash/check and amount
 - For mini-fundraisers (raffles, lemonade stands, car washes, etc.), you can enter one amount for the full amount instead of individuals.
- Once you enter an offline donation, follow these steps to get the donation verified and listed online:
 - Bring the funds to Easterseals (3920 Woodland Heights Rd, Little Rock, AR 72212). Please make sure all of the money is in an envelope with your name, your team name, donor name, and donation amount.
 - The funds should be given to Kathryn Norton, Mac Bell, or Kristy Tabor in the Development Office. Please ask the receptionist to call one of the three of us down to come pick up the money.

- Funds will be verified by Development Staff. If funds are brought in before 4:00 p.m., they will be verified that day. Funds brought after 4:00 p.m. may not be verified until the following business day.

Team Captain FAQs

- **How does someone join my team?**
 - Direct your potential team members to www.walkwithmear.com OR to your team or personal URL. If they go to the main website, they can search for your team and then click “Register” (to register for the run or walk) or “Donate” (to make a donation). Then, they follow the steps to set up their own fundraising page, choosing “Join Existing Team” when prompted.
- **Why does everyone have his or her own fundraising page?**
 - We hope it will encourage participation from team members. People do not need to feel obligated to fundraise over the registration amount, but some people will. These pages give your team members an easy way to invite their friends and family to be a part of your team, giving your team more potential members.
- **What if someone does not want a fundraising page?**
 - People, who make donations, either to individuals or to teams, do not set up a fundraising page. Only those who register will have their own page.
- **What is the difference between registering and donating?**
 - Everyone who registers will get a t-shirt. People who simply make a donation are listed on your team page, but do not receive an event t-shirt.
- **If someone gives me a donation, how do I add him or her to my page?**
 - You can Add an Offline Donation (link on left side of My HQ page) or bring the donation to Easterseals. If you choose to add them yourself, the donation will show up on your page as soon as it is verified by Easterseals.

- **How do I sign someone up without their email address? For example, how do I add my children and make sure they are signed up?**
 - Go to My HQ and click on RSVP, which is one of the tasks listed on the right hand side of the page. Even if you have RSVP'd, you can add others. Click on "Add RSVP", put their name, date of birth, and t-shirt size, and then pay. These individuals will be added under you and will not have individual fundraising pages. IF YOU ARE REGISTERING SOMEONE FOR THE 5K YOU MUST HAVE THEIR DATE OF BIRTH. If you are registering someone for the 2k and do not know their date of birth, you can enter the current date.

- **I accidentally closed the pop-up window when I was registering? How do I make sure I am registered?**
 - All of the registration steps are listed on the right hand side of your My HQ page, right under the "My Progress". Just click on any of the tasks you still need to complete. If a task is crossed off, you can still re-visit it (for example, adding RSVPs).

- **Where can I see my team members and donors?**
 - From "My HQ", click on "My Fundraising Report" to see a list of your donors. As a team captain, you will have a list of donations to your individual goal, as well as donations to your team goal.
 - You can also click on "My Team Fundraisers" to see a list of your team members. This will show you who has donated, who has RSVP'd, who is raising money, who has invited others.

- **Who do I contact if I have trouble with my page?**
 - You can contact
 - Kathryn Norton (knorton@eastersealsar.com)
 - Mac Bell (mbell@eastersealsar.com)