



Login and Personalization Guide

A step-by-step guide on how to log in and personalize your online AIDS Walk LA fundraising profile.

Get Familiar With The Site

This site is designed to help you keep track of Tasks, Donations, Thank You's and Your Team (if applicable). We recommend spending time with your Toolbars and Checklists to familiarize yourself with the features.

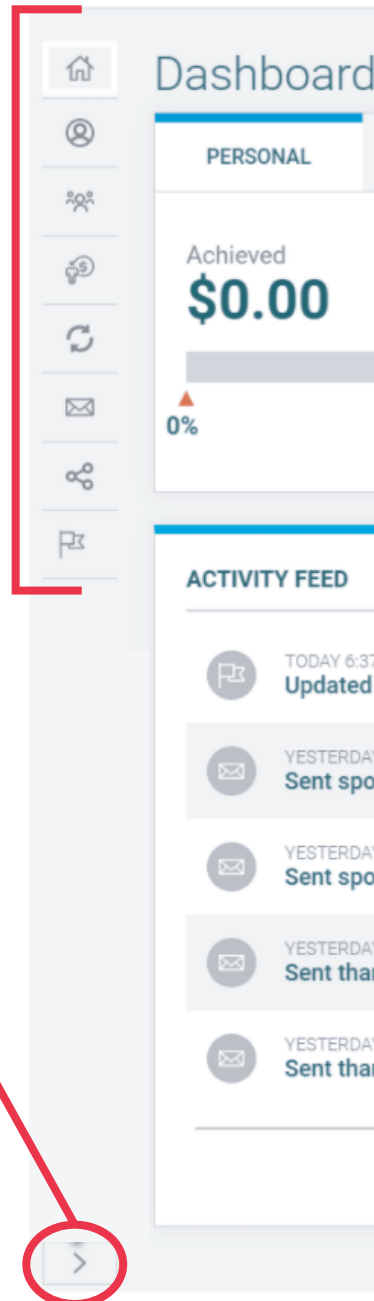
1

Notice the different Toolbars.

The Toolbar to the left can be expanded from Icons to a more viewer-friendly list by clicking the arrow button at the bottom-left corner of the screen.

AIDS
WALK
2021

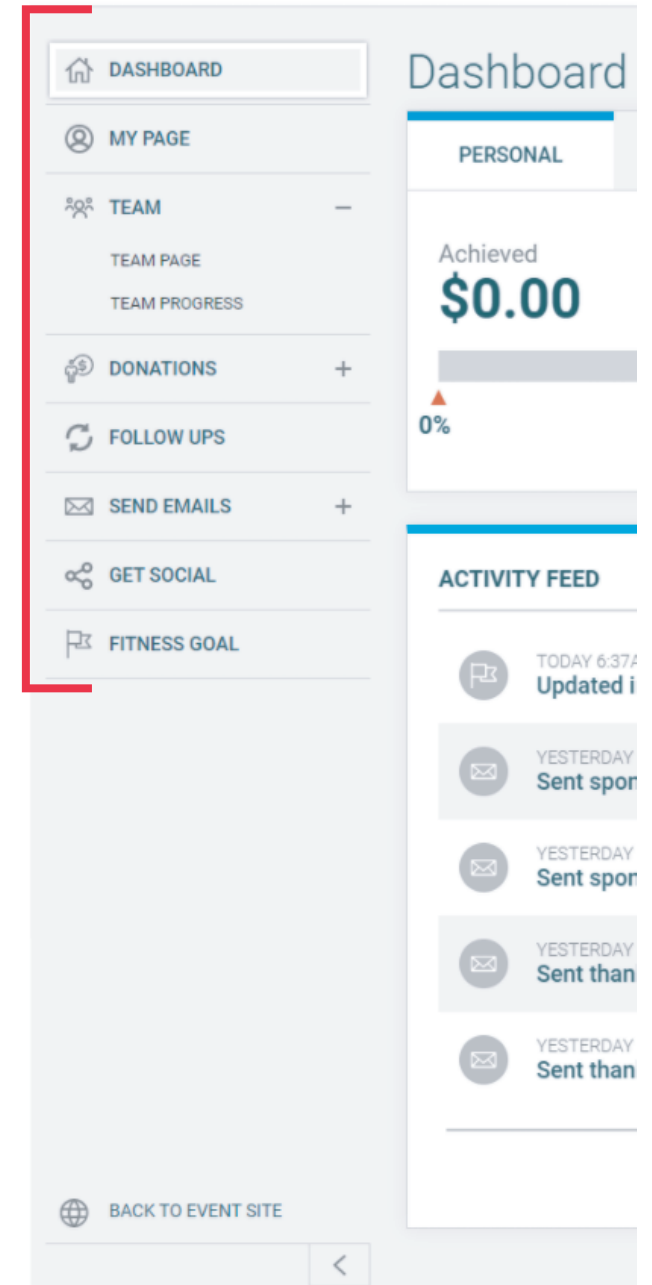
AIDS Walk Los Angeles



Toolbar changes from this...

AIDS
WALK
2021

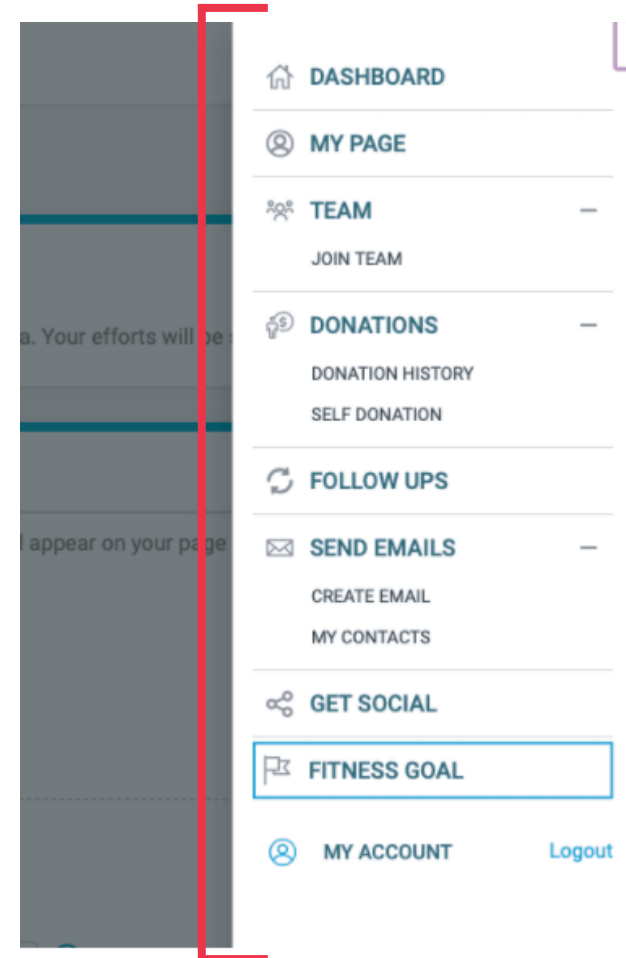
AIDS Walk Los Angeles



To this.

There is also a list feature in the top-right corner, there are three lines to the right of My Account. This toolbar appears on either side to help you navigate the site and its functions.

My Account



This expands...

To this.

2

Checklists

At the top, there is a checklist to keep track of what you need To-Do.



AIDS Walk Los Angeles

My Account ▾



SET UP YOUR CAMPAIGN

[Hide](#)

Personalize your page

Edit Page >



Create an email list

Import contacts >



Ask for donations

Send email >



Raise awareness on social

Share >

As you complete the tasks to 'Set Up Your Campaign', you will see Green Check Marks.

SET UP YOUR CAMPAIGN



Personalize your page

Edit Page >



SET UP YOUR CAMPAIGN



Personalize your page



Create an email list



There is also a To Do Checklist at the bottom of your Home Page.

First Thing:
Personalize

To do items

Personalize your page >

Create an email list >

Send your 1st 'sponsor me' email >

Raise awareness on social >

As you complete each of these Tasks, they will disappear from your site or change! Depending on what the task is and what needs to be done. This is a great tool to keep yourself on-track.

To do items

Send your 1st 'sponsor me' email >

Email 1 contact (1st time) >

Thank 1 donor >

Personalize Your Page

We know AIDS Walk is important to you and we know the most effective way to Fundraise is to make it personal. The best way to let your supporters know why you're fundraising for AIDS Walk and APLA Health Services and Programs is to share your story.

1

Click "My Page" in the left Toolbar.

2

Click "Edit Page" either in the right top corner or anywhere in the shaded, center of your page.

The screenshot shows the 'My Page' interface for the AIDS Walk Los Angeles 2021. The left sidebar contains a 'DASHBOARD' menu with 'MY PAGE' highlighted. The main content area is titled 'My Page' and includes a section for 'Import from a previous event' with a dropdown menu set to 'AIDS Walk Los Angeles 20...'. Below this is a 'CUSTOMIZE YOUR PAGE' section. The main content area features a large green banner with the text 'Welcome to Stella Walker's page' and a 'Join Team' button. To the right of the banner is a 'Donate' section showing 'ACHIEVED \$0.00' and a progress bar towards a 'GOAL \$1,000.00'. At the bottom of the page, there is a 'Support My Journey' section with a red 'EDIT PAGE' button. Two red callout boxes provide instructions: the first points to the 'MY PAGE' button in the sidebar, and the second points to the 'Edit page' button in the top right corner and the 'EDIT PAGE' button at the bottom center.

AIDS WALK 2021 AIDS Walk Los Angeles

My Account

DASHBOARD

MY PAGE

TEAM

DONATIONS

FOLLOW UPS

SEND EMAILS

GET SOCIAL

FITNESS GOAL

My Page

Import from a previous event

Select event

AIDS Walk Los Angeles 20...

CUSTOMIZE YOUR PAGE

Welcome to Stella Walker's page

Walk: Get with SUPPORT

Join Team

Donate

ACHIEVED \$0.00

0%

GOAL \$1,000.00

0 DONATIONS

EDIT PAGE

Support My Journey

I am participating in this event to raise money for a great cause. Please sponsor me and help

1

Make your page your own with a custom title.

2

Increase your fundraising goal. If you aim for \$1,000 or more, you will be a part of our Star Walker Club!

3

Choose a URL that lets your supporters know they're in the right place.

4

Add photos and videos. Drag your photos/videos left or right to change the order they appear on your page.

5

Tell your story. This Walk is about you. Why are you participating?

6

Don't forget to save your work.

NOTE

The header background color is set by the Walk that you chose and can not be changed.



AIDS Walk Los Angeles

My Page

EDIT PERSONAL PAGE

Page setup

Page title: Fundraising goal:

Personalized URL:
<https://aplahealth.akaraisin.com/awla20/stellawalker>

Images

My story

Support My Journey

I am participating in this event to raise money for a great cause. Please sponsor me and help make a difference. Together, with your support, we can reach our fundraising goal.

[BACK TO EVENT SITE](#)

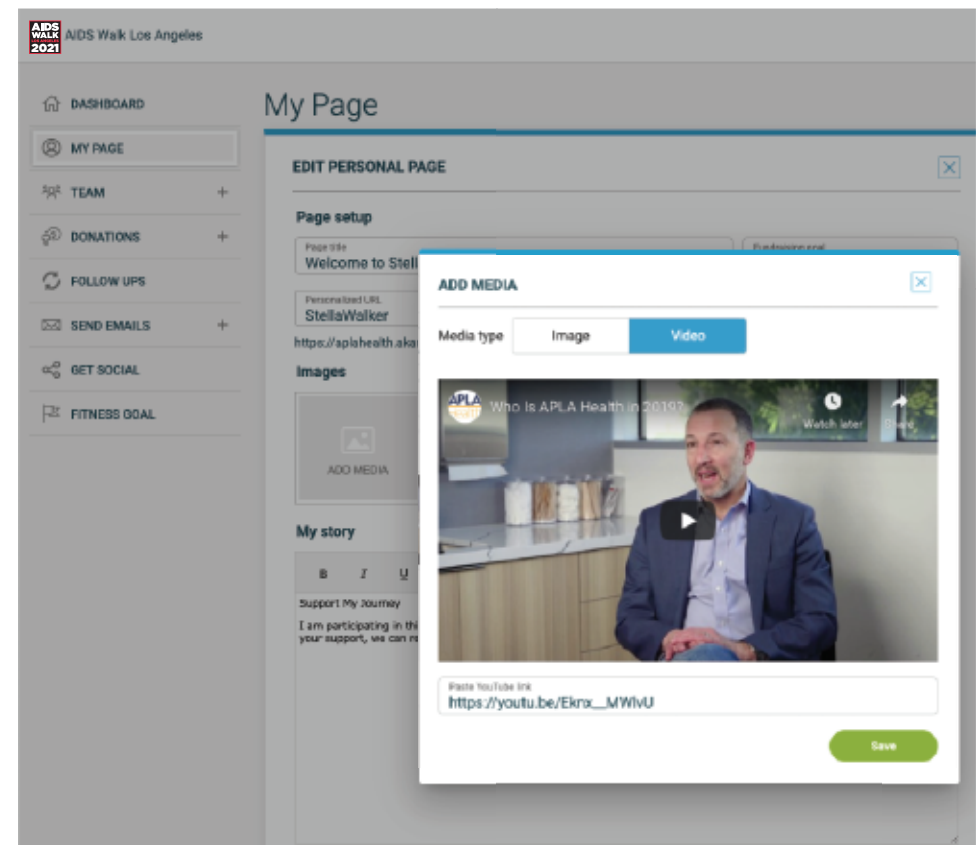
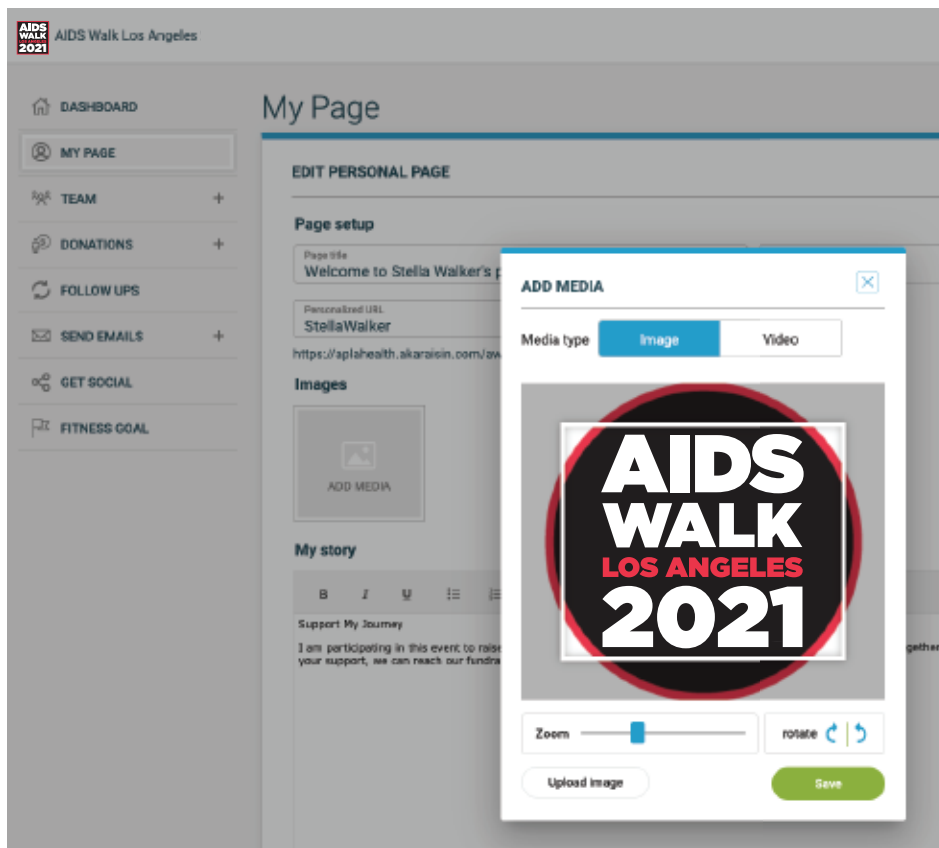
Uploading photos and videos
to your page.

TIP

We've got some great
YouTube clips that will
highlight how funds
raised support people
in need.

Click for Video

Click for Video

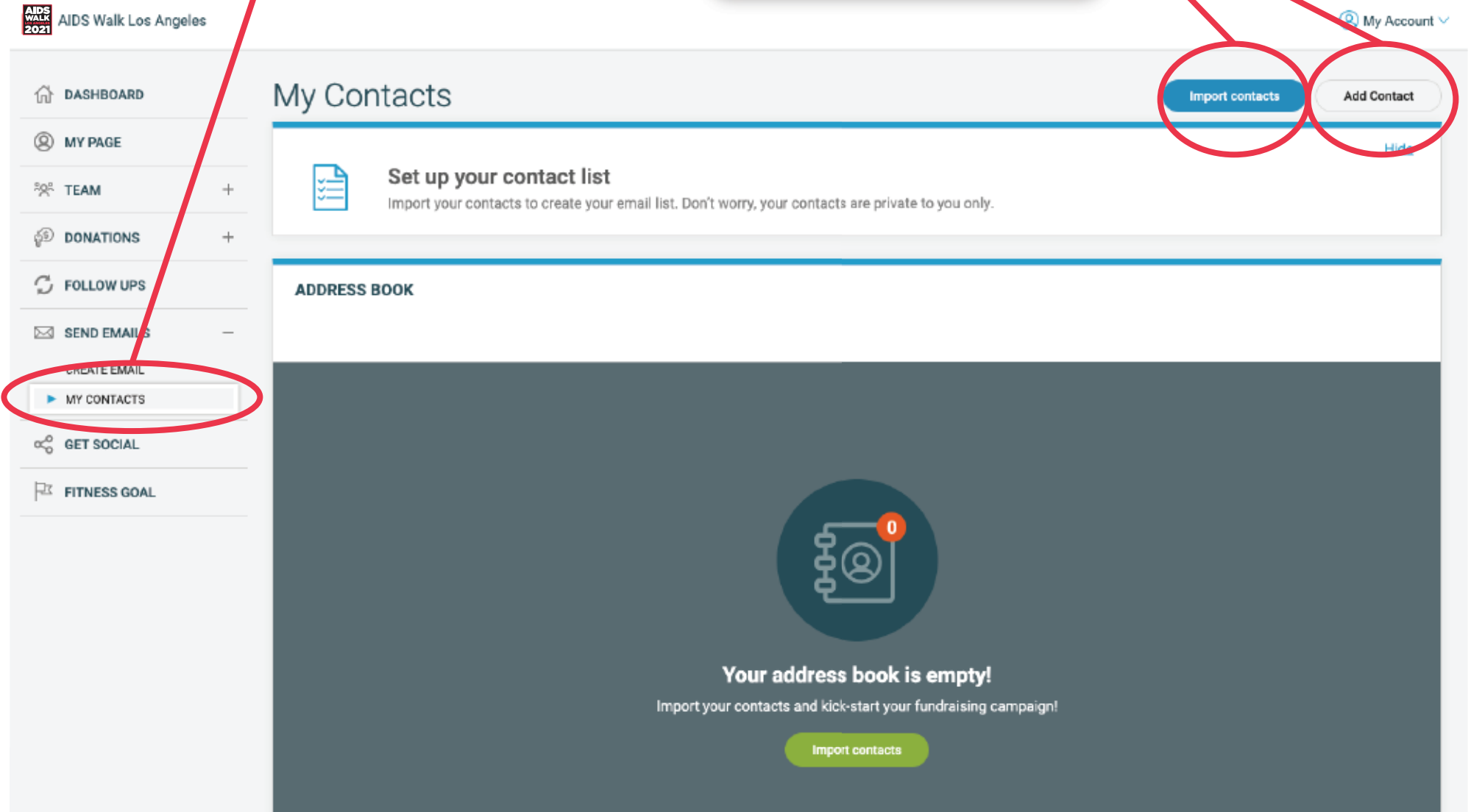


Get The Word Out

If you're anything like us, your best supporters are your friends, family, colleagues, bowling buddies, book club, fellow dog (or cat!) lovers, alumni, bingo enthusiasts, and of course Last Years Donors. Get the word out to family and friends that you're participating in AIDS Walk Los Angeles using the Email Tool!

Click “Send Emails” and then “My Contacts.”

Either import contacts from popular email apps (or even a csv file) by clicking “Import Contacts” or type them in yourself by clicking “Add Contact.”



1

Click "Send Emails" and then "Create Email/"

2

Use a preset Template as a guide, or compose your own text.

TIP

If you write your own email, you can save it as a template and use it again later.

3

Choose one, some, or all of your contacts as recipients.

4

Send away!

2021 AIDS Walk Los Angeles

My Account ▾

E-mail



Emailers raise more money!

Select a template, email your contacts and track responses in [Follow Ups](#). You're on your way to reaching your goal!

[Hide](#)

CREATE EMAIL

Template

 Select Template
Sponsor Me ▾

Send To

Recipients



Subject

 Your Subject
Sponsor Me

Message

B I U [List icons] [Link icon] [Image icon] Format ▾

Dear [%ContactFirstName%],

I'm reaching out because I need your help.

I've chosen to support APLA Health's vital health services in LA County by registering for AIDS Walk Los Angeles 2020. APLA Health serves over 18,000 people in our community, including those living with HIV or at risk of HIV, with programs including medical and dental care, mental health, housing support, food pantries, testing and treatment, benefits counseling, and many more. Unsurprisingly, they're seeing an increase in demand this year for many of these services.

All funds raised at AIDS Walk Los Angeles go toward APLA Health's urgent work to provide quality care for patients with HIV who may also be at risk for COVID-19. You're invited to Get With the Programs with me in this first-ever digital AIDS Walk Los Angeles experience.

To make a donation visit: [%Link-SponsorMe%].

To learn more about APLA Health, you can read up on their story [here](#).

Thank you,
[%MyFirstName%]

See content added to end of email here. [View content >](#)

Save as template

Send email

Let's Get Social!

These Social Media Sharing Tools help you easily connect your Personalized Page and URL with your Social Media circles, ensuring you raise awareness of your goal and our programs and services. Thank you!

1

Sharing is easy with the Social Tool.



AIDS Walk Los Angeles

My Account 

Get Social



Reach out to your social networks!

Raise awareness and increase donations by creating a social post asking for support.

[Hide](#)

CREATE A SOCIAL POST



Share to
Facebook



Share to
Twitter



Share to
LinkedIn

2

Simply click the button for the Social Media you'd like to share your page to, and it's done!



Keeping Track and Following Up with Donations

Once Donations start rolling in, use the Donations History Tool to ensure your supporters feel appreciated.

1

Navigate to the
Donation History Page.

2

Here, you can keep
track of Thanking
Donors easily.

Notice your new
Donations, they'll be
listed most recent ones
on top.



AIDS Walk Los Angeles

The screenshot shows the 'Donation History' page. On the left is a sidebar with icons for Home, Profile, Groups, Donations (circled in red), Recurring, Email, and Share. The main header has a home icon and the title 'Donation History'. Below the header are two tabs: 'MY DONATIONS' (active) and 'DONATIONS TO TEAM >'. A blue mail icon with a dropdown arrow is at the top left of the table. The table has columns: NAME, AMOUNT, DATE, and THANKED. Two rows of donations are shown, both for \$50.00. The first row is partially redacted. The second row is for Kathlena Gagnon (kgagnon@apla.org) dated Jul 6, 2020, with the 'THANKED' toggle set to 'Yes'. The first row's 'THANKED' toggle is set to 'No' and is circled in red. Red arrows point from callout boxes to the mail icon, the checkboxes, and the 'THANKED' toggle.

Donation History

MY DONATIONS | [DONATIONS TO TEAM >](#)

<input type="checkbox"/>	NAME	AMOUNT	DATE ↓	THANKED
<input type="checkbox"/>	[REDACTED]	\$50.00	Jul 7, 2020	<input type="checkbox"/> No
<input type="checkbox"/>	Kathlena Gagnon kgagnon@apla.org	\$50.00	Jul 6, 2020	<input checked="" type="checkbox"/> Yes

Check the box next to the Donor you'd like to Thank.

Click the blue Mail Icon - Follow the Mail Steps outlined above.

Toggle the THANKED button to keep track of those you still need to reach out to.

3

Following Up with
Your Supporters.

The next icon down is the Follow-Ups
Tool. This is another great way to
keep track of Thanking Your
Supporters and Keep Track of your
Next Steps with them.


If you need contact information for your Last Year's
AIDS Walk Donors, contact your AIDS Walk Liaison
and ask them. We can send last year's contact
information via excel sheet for you to Import and ask
for support this year.





AIDS Walk Los Angeles

Follow Ups


QUICK ACTIONS


 **1**
Donors not thanked
[Send thank you email >](#)

 **0**
Contacts haven't donated
[Send follow up email >](#)

 **0**
Contacts not emailed
[Send first email >](#)

YOUR EMAIL ACTIVITY

Filter by 

<input type="checkbox"/>	NAME ↑	STATUS	AMOUNT	ACTION
<input type="checkbox"/>	aidswalkla@apla.org	 Donated	\$50.00	Thank donor >