



# Login and Personalization Guide

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

# Get Familiar With The Site

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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.

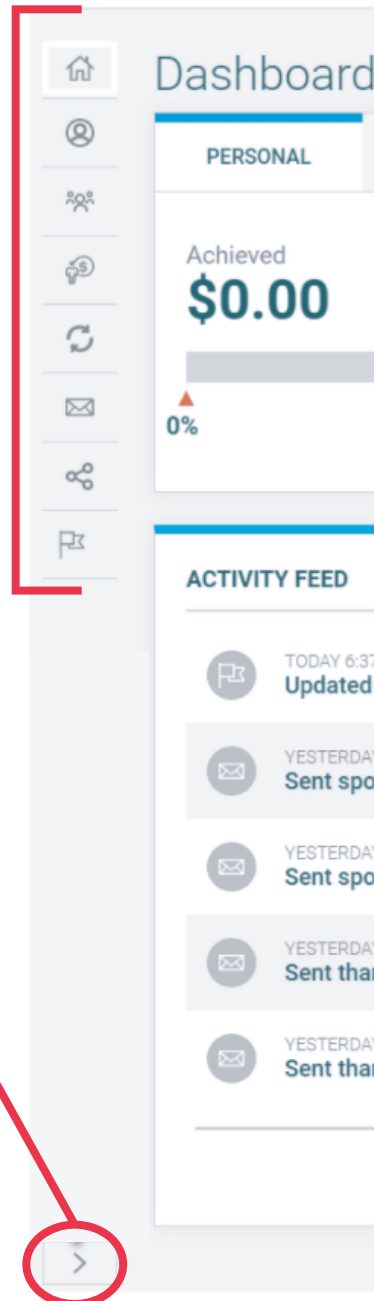
1

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

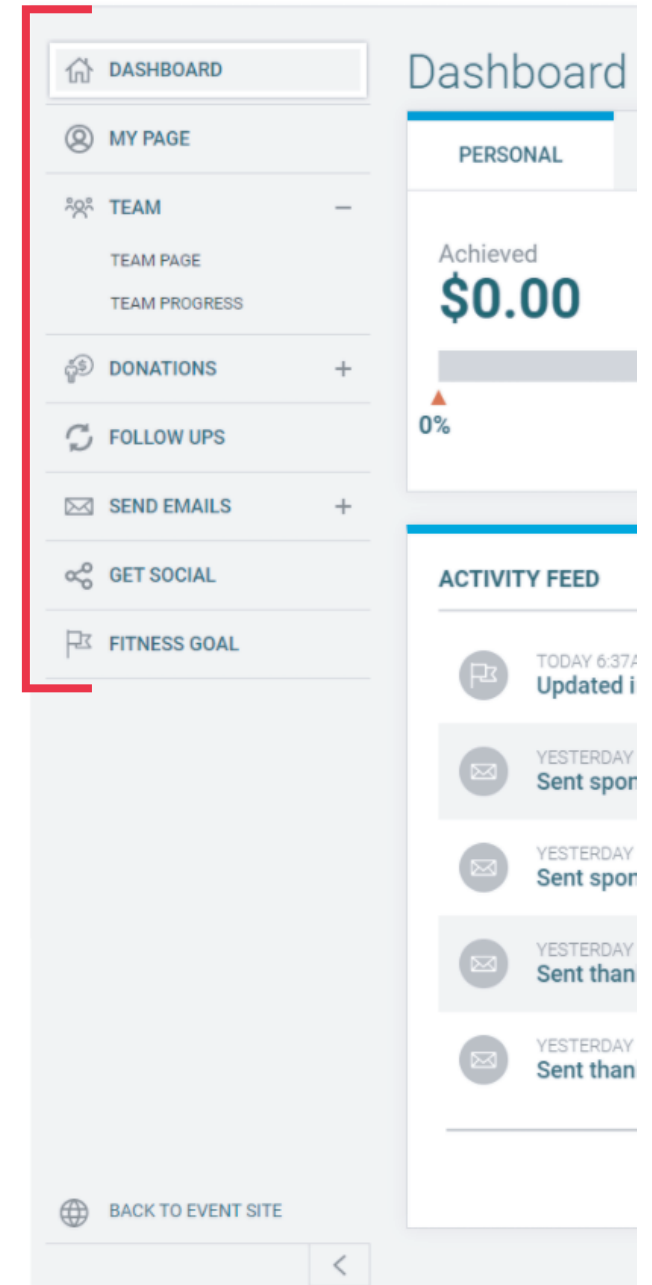
AIDS Walk Los Angeles



Toolbar changes from this...

AIDS  
WALK  
2021

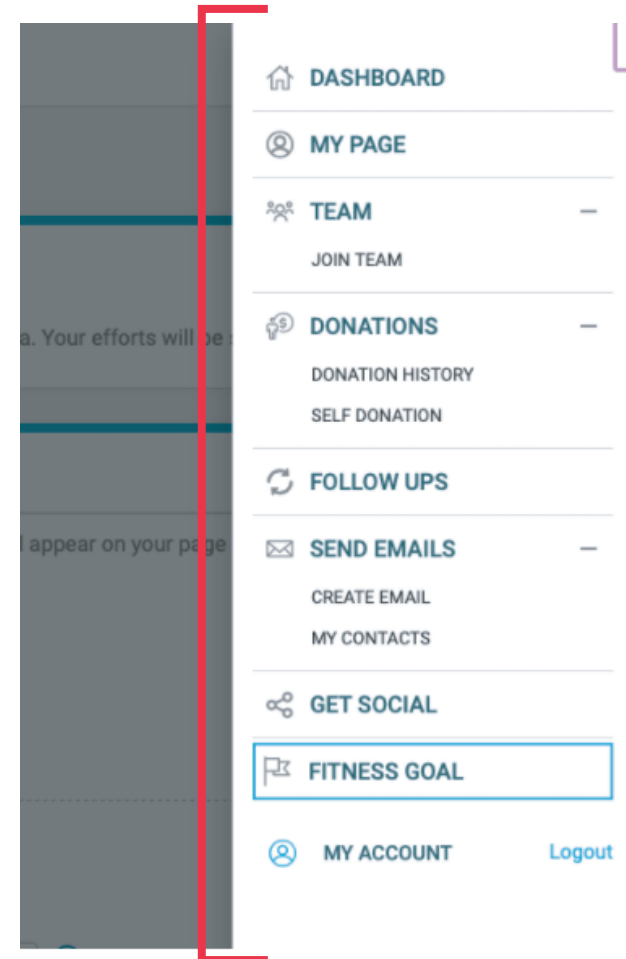
AIDS Walk Los Angeles



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 &gt;



Create an email list

Import contacts &gt;



Ask for donations

Send email &gt;



Raise awareness on social

Share &gt;

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 &gt;



## 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

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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 displays the 'My Page' interface for the AIDS Walk Los Angeles 2021 event. On the left, a vertical toolbar contains several options: DASHBOARD, MY PAGE (highlighted with a red circle and labeled '1'), TEAM, DONATIONS, FOLLOW UPS, SEND EMAILS, GET SOCIAL, and FITNESS GOAL. 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 background with a pattern of icons. It includes a 'Welcome to Stella Walker's page' message, a 'Walk: Get with SUPPORT' section with a 'Join Team' button, and a 'Donate' section showing 'ACHIEVED \$0.00' and a 'GOAL \$1,000.00' with a progress bar. At the bottom, there is a 'Support My Journey' section with a red circle and a pencil icon labeled 'EDIT PAGE' (labeled '2'). In the top right corner, there is a 'My Account' link and a 'New live page' button. A green 'Edit page' button is also visible in the top right corner of the main content area, also labeled '2'.

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

New live page

Edit page

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 and can not be changed.



AIDS Walk Los Angeles

**My Page**

**DASHBOARD**

- MY PAGE
- TEAM +
- DONATIONS +
- FOLLOW UPS
- SEND EMAILS +
- GET SOCIAL
- FITNESS GOAL

**EDIT PERSONAL PAGE**

**Page setup**

Page title: Welcome to Stella Walker's page

Fundraising goal: 1000

Personalized URL: StellaWalker

https://aplahealth.akaraisin.com/awla20/stellawalker

**Images**

ADD MEDIA

**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.

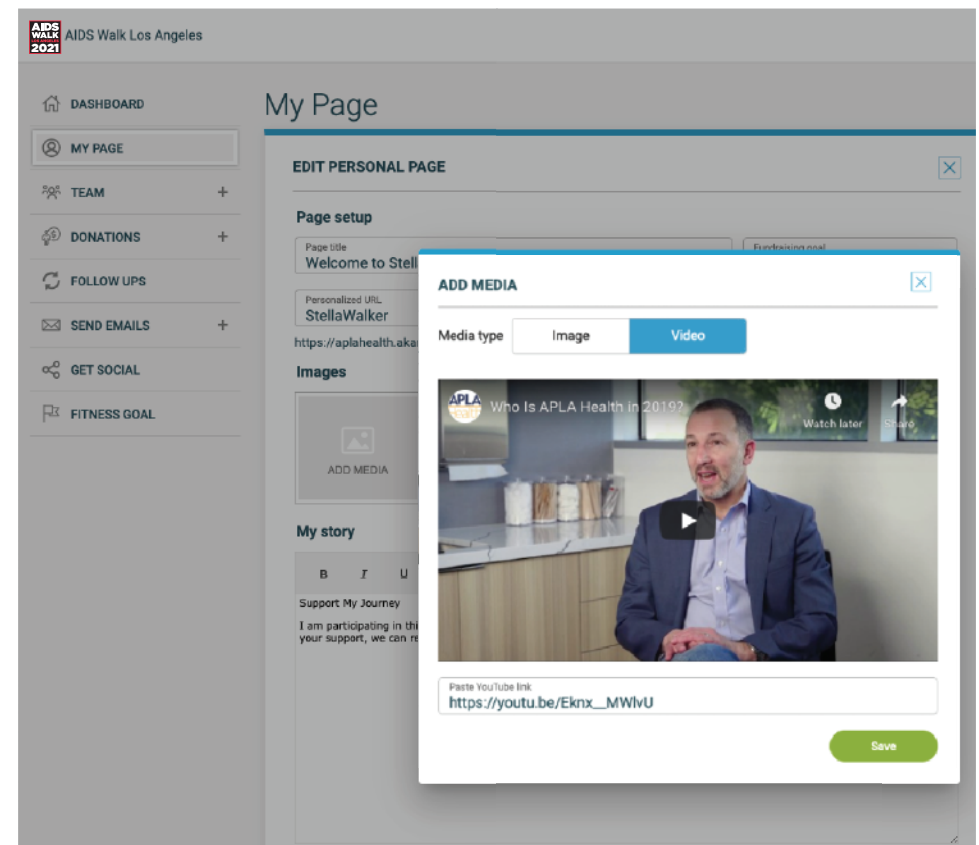
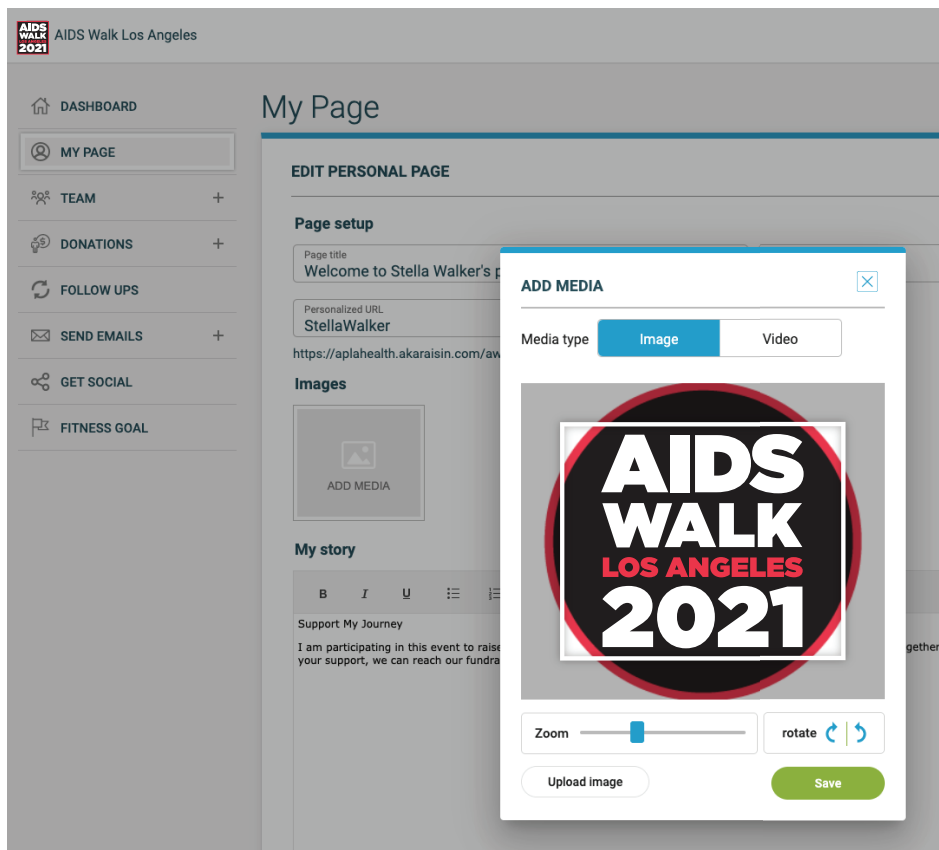
Cancel Save

BACK TO EVENT SITE

Uploading photos and videos to your page.  
• Profile image dimensions: 640 x 533 pixels

**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

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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!

1

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

2

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.”

AIDS WALK 2021 AIDS Walk Los Angeles

DASHBOARD

MY PAGE

TEAM +

DONATIONS +

FOLLOW UPS

SEND EMAILS -

CREATE EMAIL

MY CONTACTS

GET SOCIAL

FITNESS GOAL

## My Contacts



### Set up your contact list

Import your contacts to create your email list. Don't worry, your contacts are private to you only.

Import contacts

Add Contact

Hide

### ADDRESS BOOK



**Your address book is empty!**

Import your contacts and kick-start your fundraising campaign!

Import contacts

**Click “Send Emails” and then “Create Email/”**

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

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

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

**Send away!**

 My Account 

[Hide](#)

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

## Template

Select Template  
**Sponsor Me**

**Send To**

## Recipients

## Subject

Your Subject  
**Sponsor Me**

## Message

B I U       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!

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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

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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, group, and a circled icon representing a donation with a dollar sign. The main header has 'Donation History' and two tabs: 'MY DONATIONS' (active) and 'DONATIONS TO TEAM >'. Below the tabs is a table of donations. A blue mail icon is in the top left of the table. A red circle highlights the 'THANKED' toggle switch for the donation dated Jul 6, 2020.

**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.**

<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

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  All Contacts

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