



powered by **APLA**Health

Personalization Guide

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

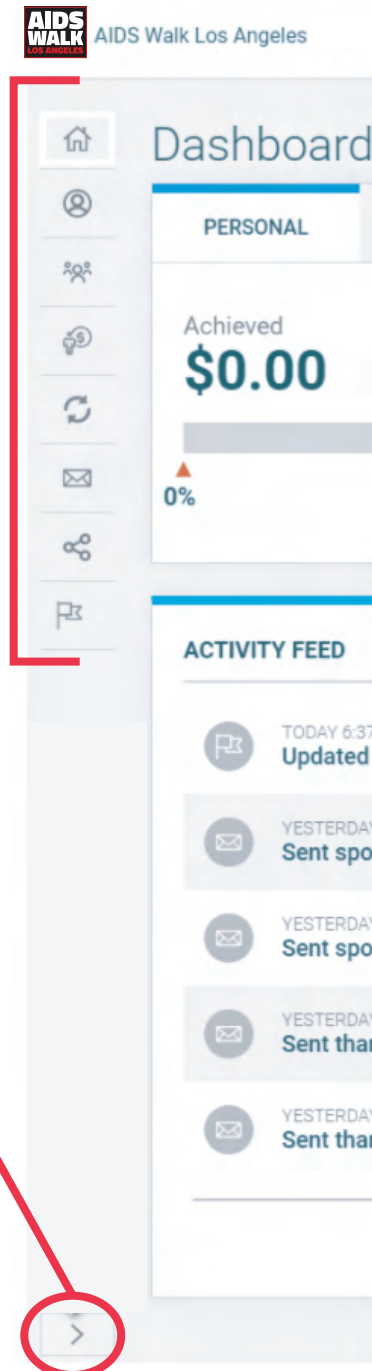
Get Familiar With The Site

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.

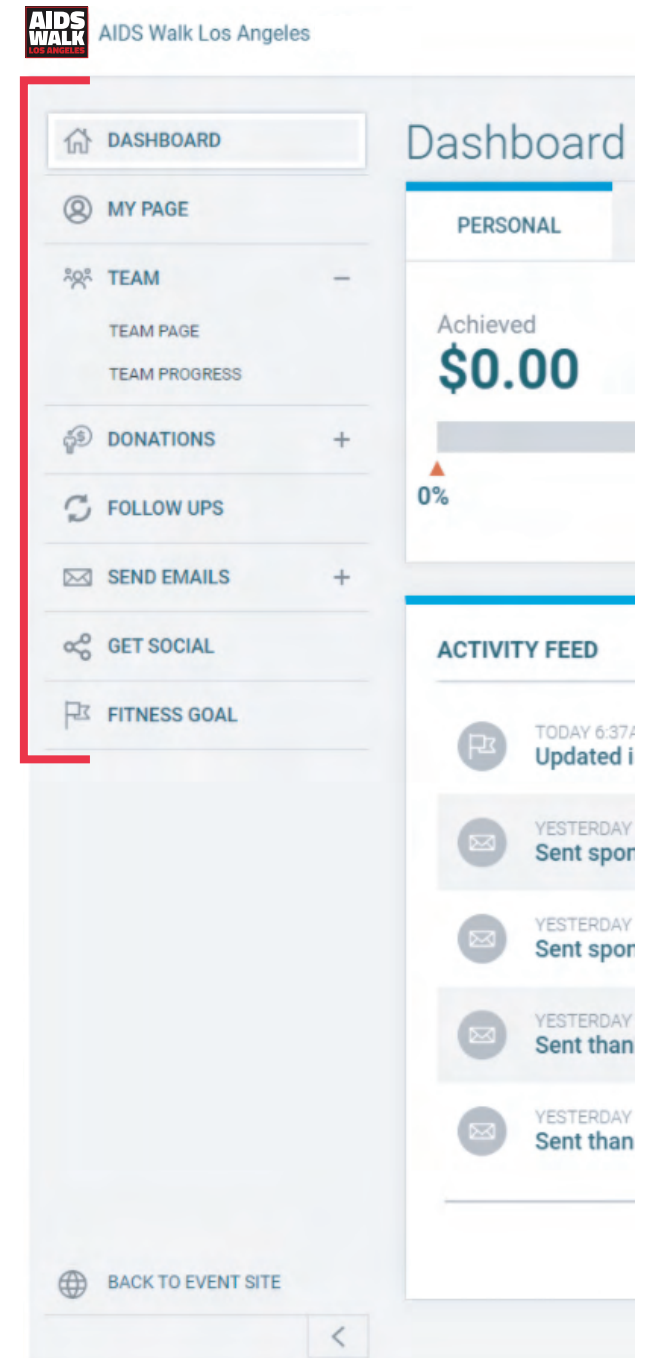
1

Notice the different Toolbars.

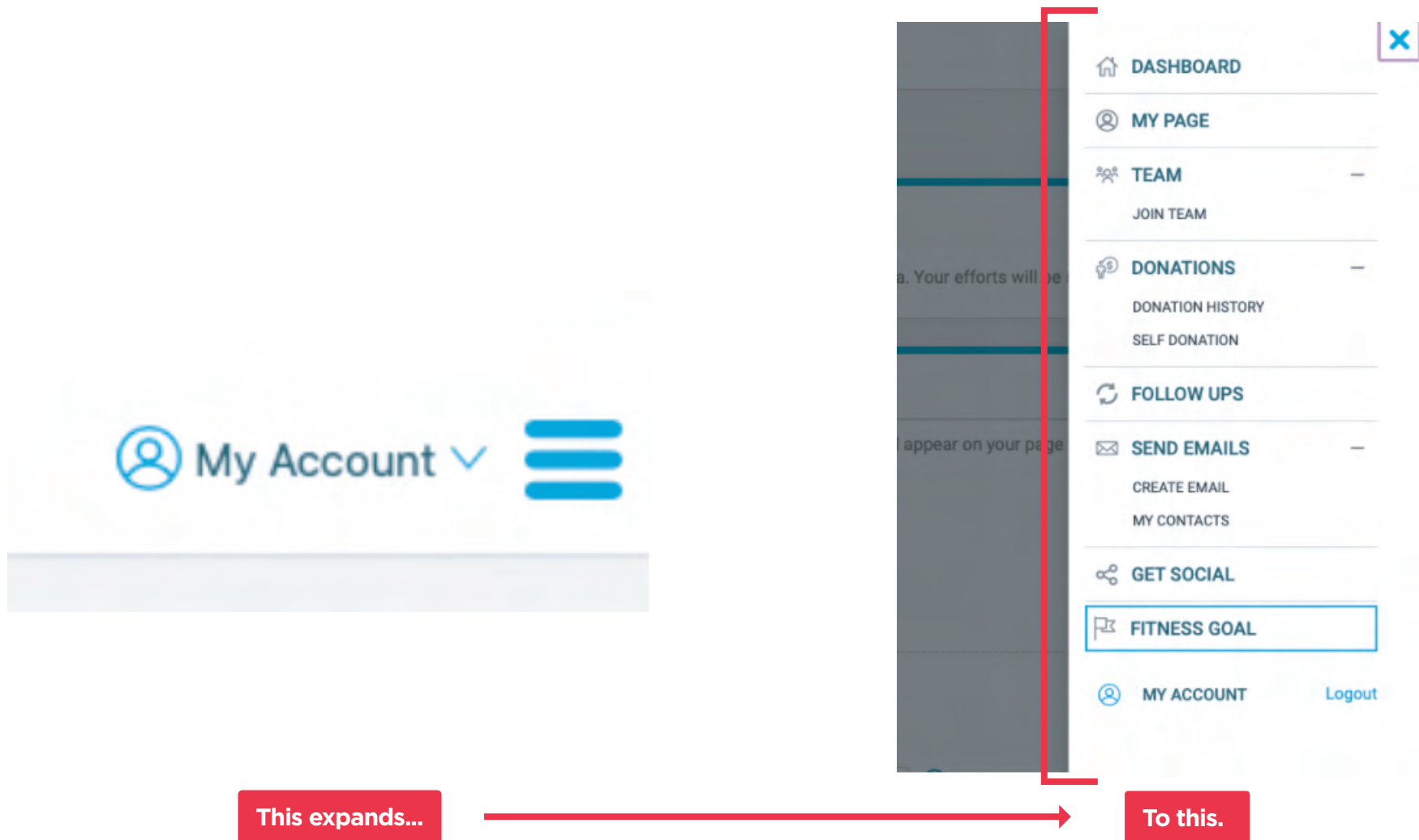
The Toolbar to the left can be expanded from Icons to a more viewer-friendly list by clicking the arrow button at the bottom-left corner of the screen.



Toolbar changes from this...



To this.



2

Checklists

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

The screenshot shows the top navigation bar with the AIDS Walk Los Angeles logo on the left and a 'My Account' link on the right. Below the navigation bar is a sidebar with icons for home, user profile, group, donation, refresh, and email. The main content area is titled 'SET UP YOUR CAMPAIGN' and contains four task cards: 'Personalize your page' (with an 'Edit Page' button), 'Create an email list' (with an 'Import contacts' button), 'Ask for donations' (with a 'Send email' button), and 'Raise awareness on social' (with a 'Share' button). A red box highlights the 'SET UP YOUR CAMPAIGN' header and the four task cards.

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

The diagram illustrates the progression of task completion. It shows two versions of the 'SET UP YOUR CAMPAIGN' section. In the first version, the 'Personalize your page' task card has an orange border and a red arrow pointing to the 'Edit Page' button. In the second version, the 'Personalize your page' task card has a green checkmark in a red circle, and the 'Create an email list' task card also has a green checkmark in a red circle. A red arrow points from the first version to the second version.

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

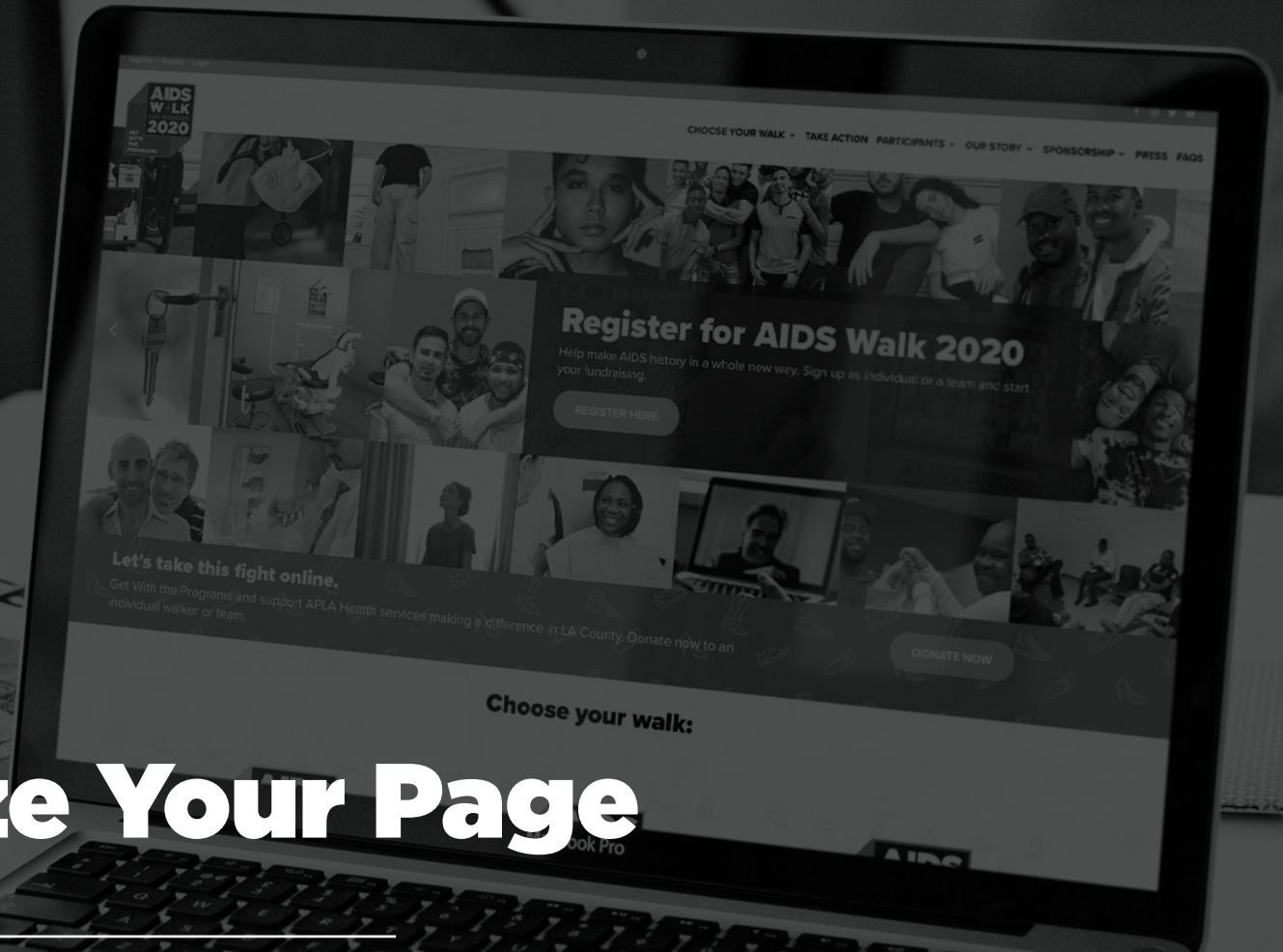
Send your 1st 'sponsor me' email >

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' dashboard for the AIDS Walk Los Angeles. The left sidebar contains a 'DASHBOARD' menu with 'MY PAGE' circled in red. The main content area is titled 'My Page' and includes a section for 'Import from a previous event' with a dropdown menu. Below this is a 'CUSTOMIZE YOUR PAGE' section with a red callout box stating: 'You can also import from a previous event. choose from the dropdown, hit Save, and then hit Edit to see the changes.' The main content area also features a 'Welcome to Stella Walker's page' section with a 'Join Team' button, a 'Donate' section with a progress bar showing 'ACHIEVED \$0.00' and 'GOAL \$1,000.00', and a 'Support My Journey' section with an 'EDIT PAGE' button circled in red. In the top right corner, there is a 'My Account' link and a 'View live page' button. A green 'Edit page' button is also circled in red in the top right corner of the main content area.

AIDS WALK LOS ANGELES

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

You can also import from a previous event. choose from the dropdown, hit Save, and then hit Edit to see the changes.

Welcome to Stella Walker's page

Walk: Get with SUPPORT

Join Team

Donate

ACHIEVED

\$0.00

0%

GOAL

\$1,000.00

Support My Journey

EDIT 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 that you chose 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

B I U [List icons] [Link icon] [Image icon] [Format dropdown] [Undo/Redo icons]

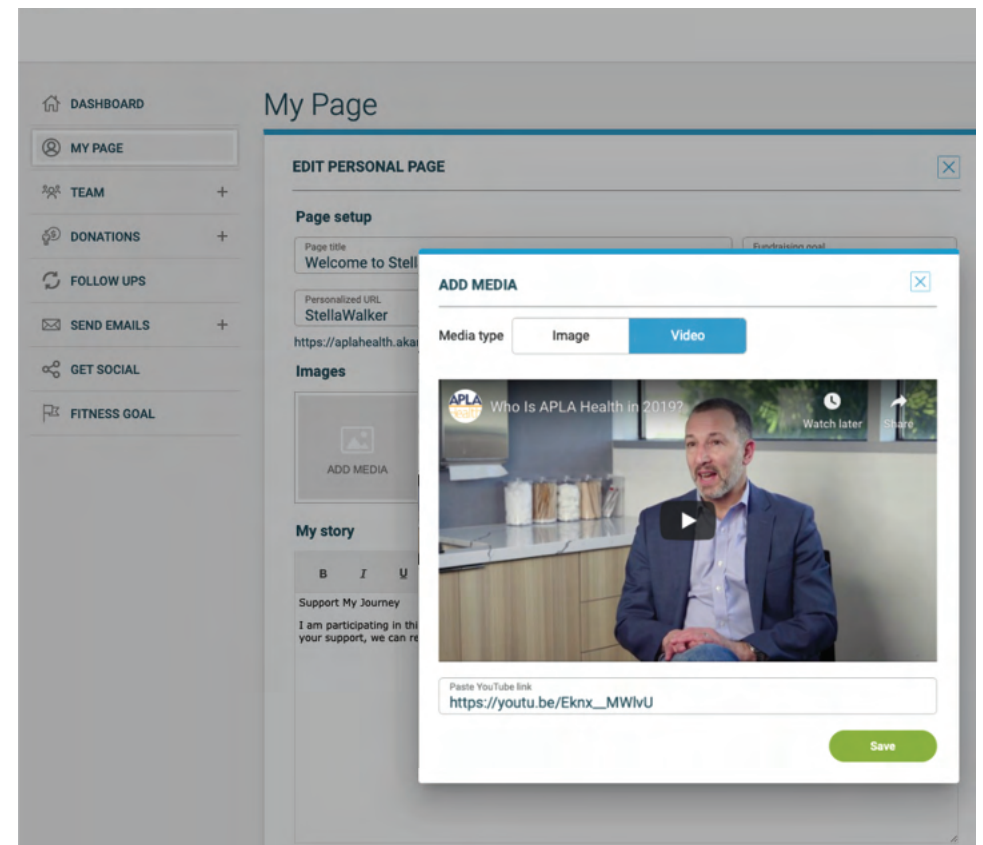
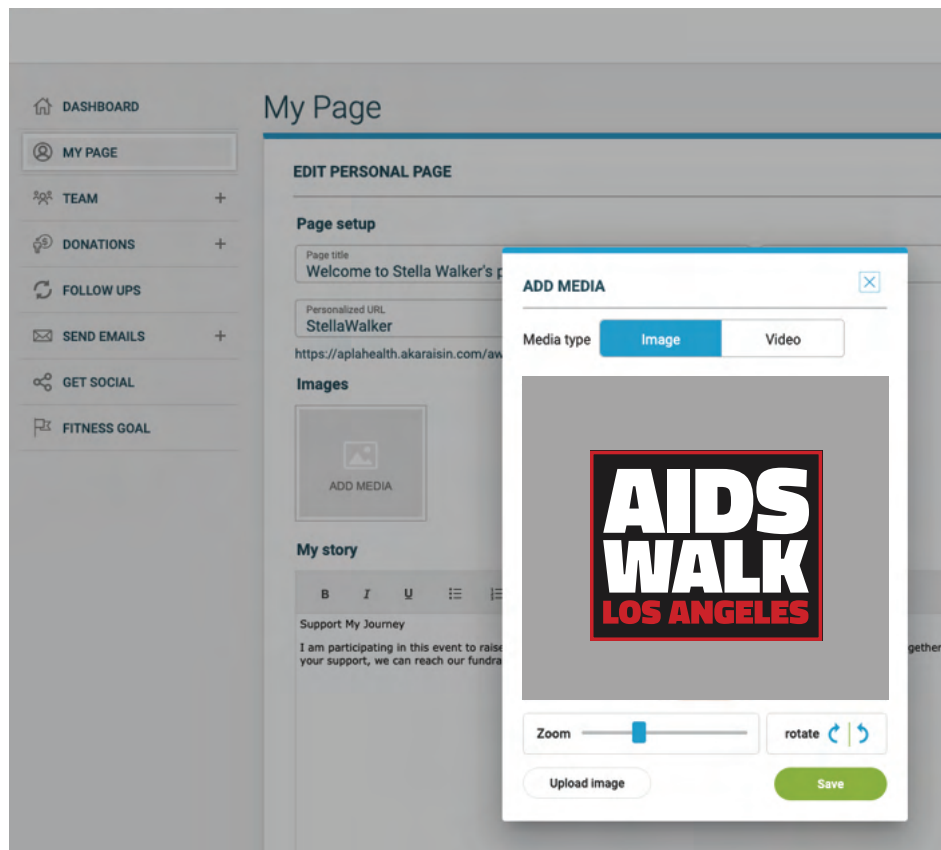
Support My Journey

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.



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 year's 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 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](#)

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!

AIDS Walk Los Angeles

My Account

E-mail

 **Emailers raise more money!** [Hide](#)

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





























CREATE EMAIL

Template **Sponsor Me** 2

Send To 3

Subject **Sponsor Me**

Message

B I U                            

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

Choose a network.

3

Click Post and you're 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.

Your donations will be
listed with the most
recent gifts on top.



AIDS Walk Los Angeles

Donation History

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

NAME



Kathlena Gagnon
kgagnon@apla.org



AMOUNT

\$50.00

\$50.00

DATE ↓ THANKED

Jul 7, 2020

☐ No

Jul 6, 2020

☒ Yes

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

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

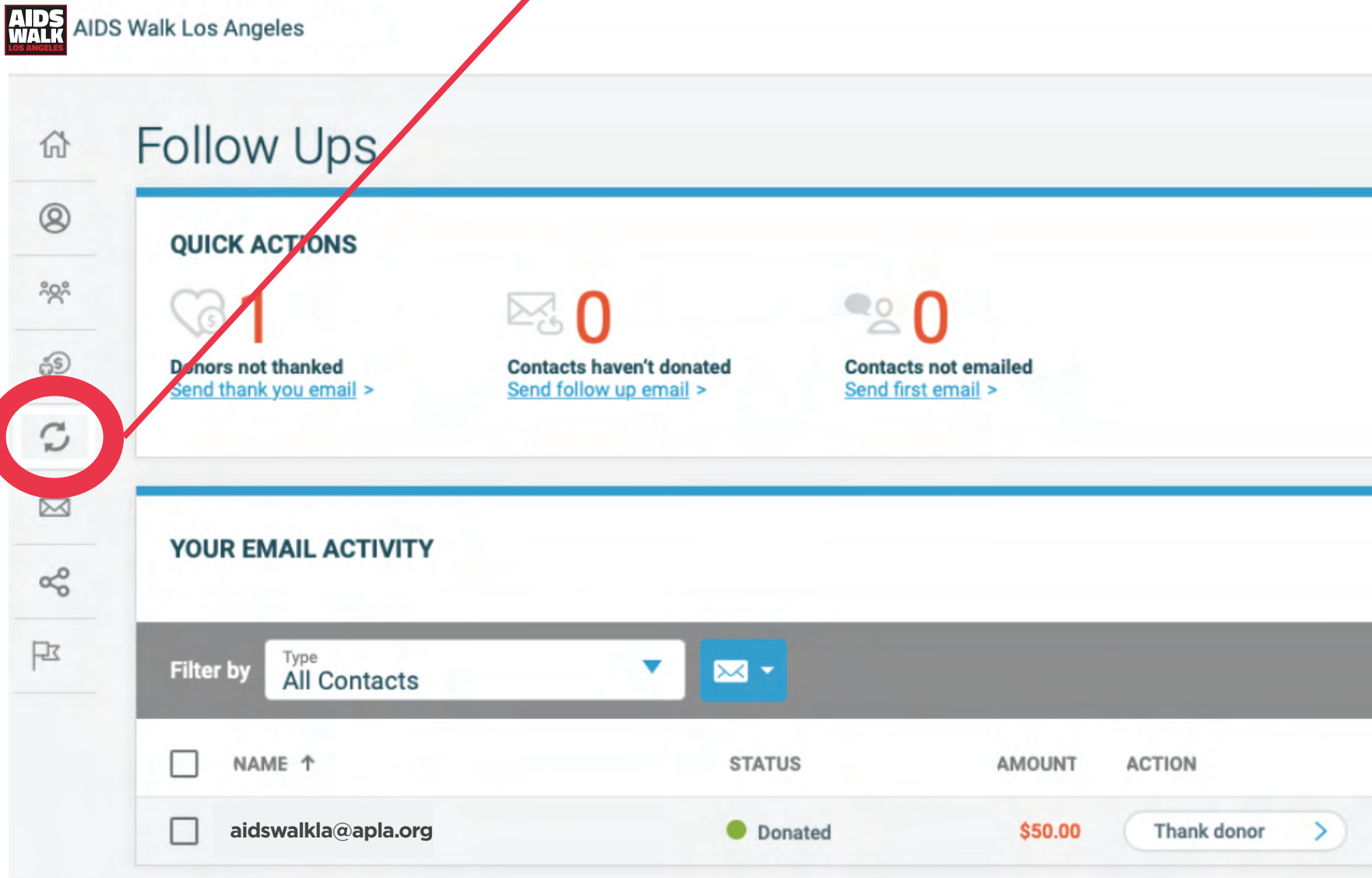
Toggle the THANKED
button to keep track of
those you still need to
reach out to.

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 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 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 Type **All Contacts** 

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