



powered by APLAHealth

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.

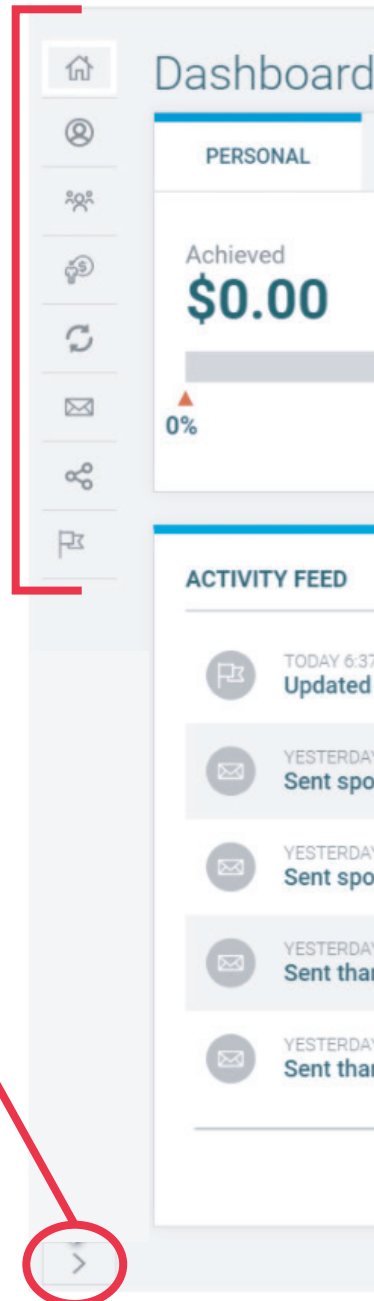
1

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

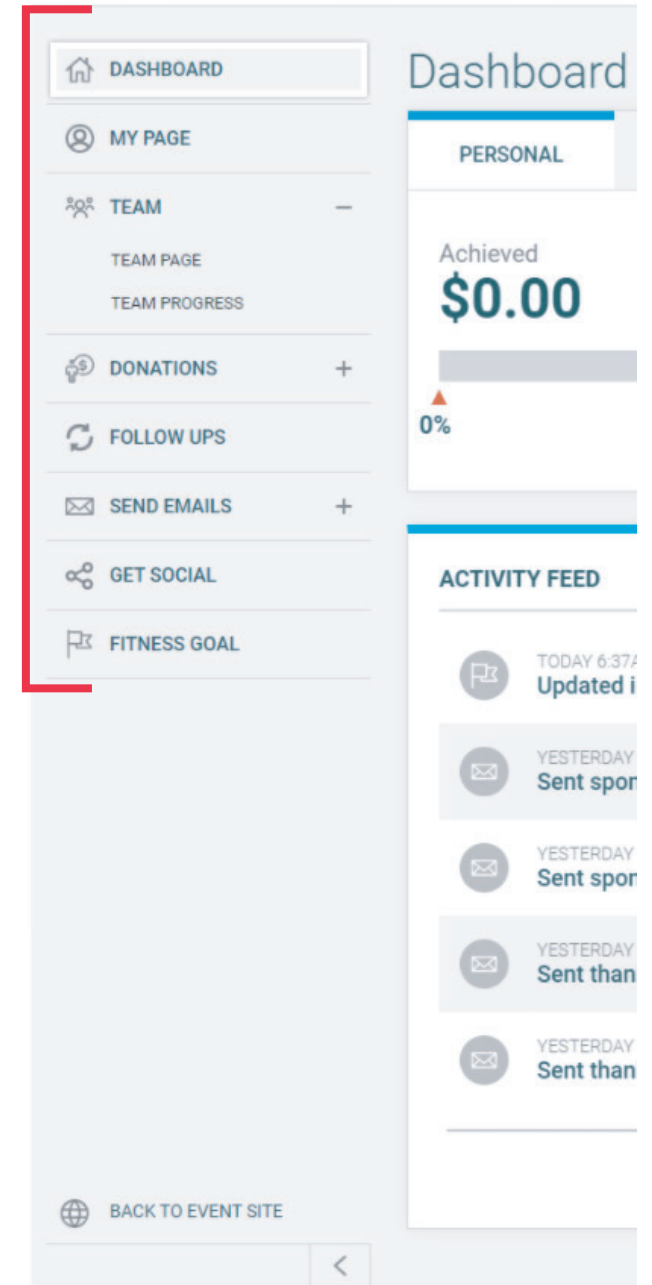
AIDS Walk Los Angeles



Toolbar changes from this...

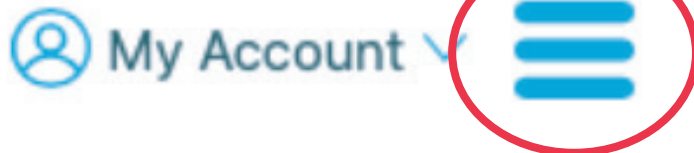
AIDS
WALK
2021

AIDS Walk Los Angeles

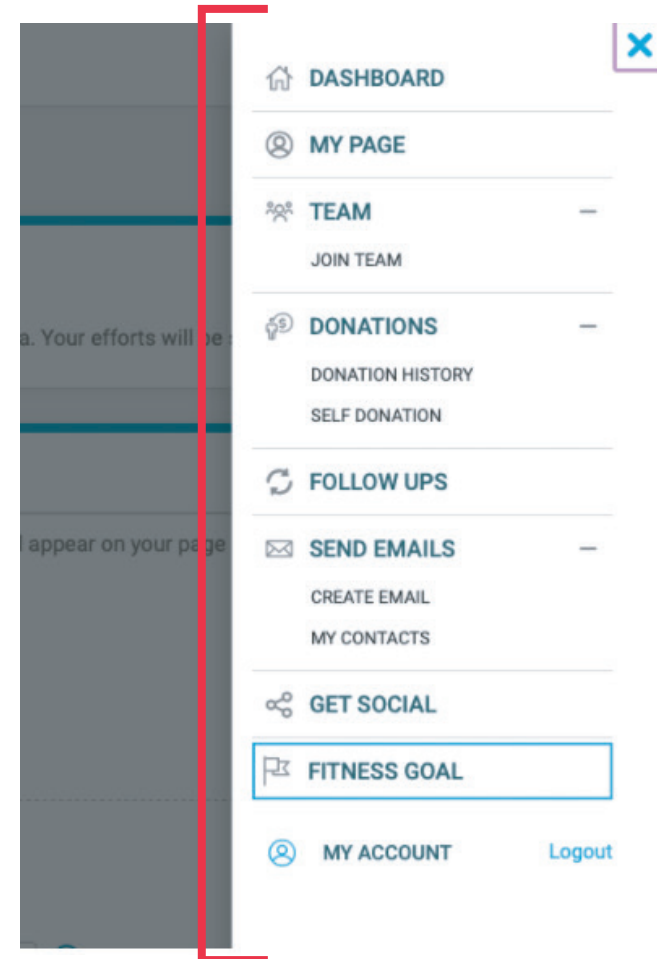


To this.

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.



This expands...



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 and a 'My Account' link. Below the navigation bar is a sidebar with icons for home, user profile, group, idea, 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 'Hide' link is visible in the top right corner of the task cards area.

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 is highlighted with a red border. An arrow points to the second version, where the 'Personalize your page' task and the 'Create an email list' task are both marked with a green checkmark inside a red circle, indicating completion.

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 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), 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 highlighting an 'EDIT PAGE' button. In the top right corner, there is a 'My Account' link and a 'View live page' button. A red circle highlights an 'Edit page' button in the top right corner of the main content area.

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

View 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

DASHBOARD

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

My Page

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 [Undo] [Redo]

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.

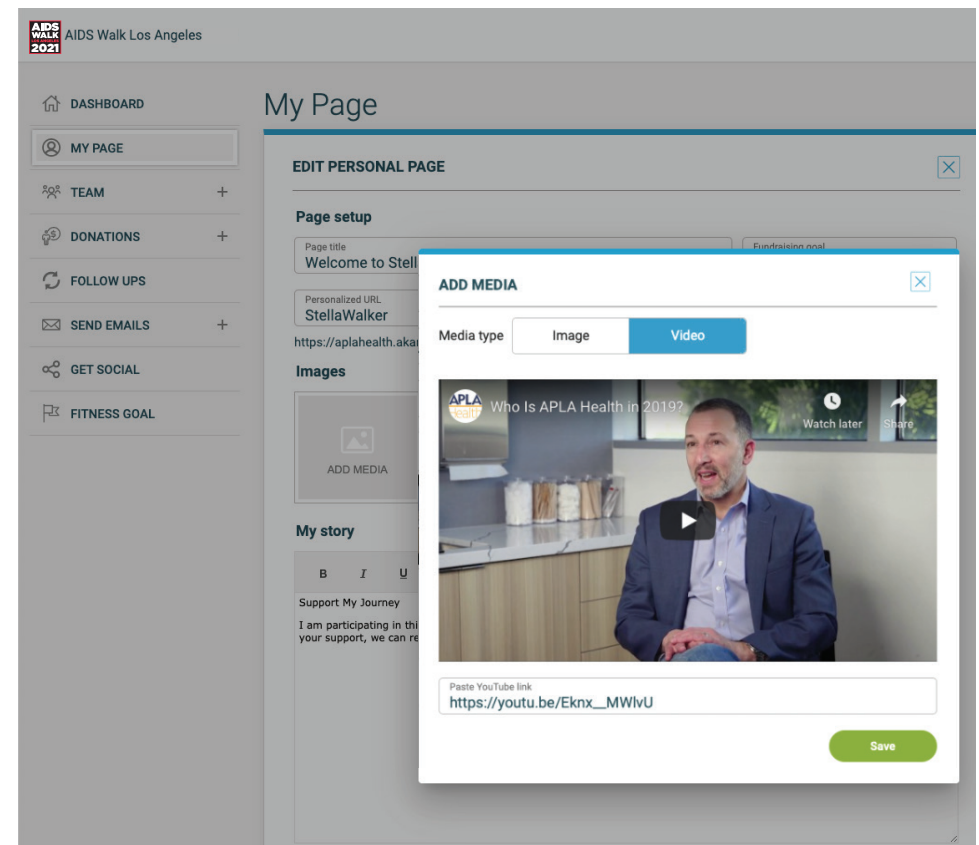
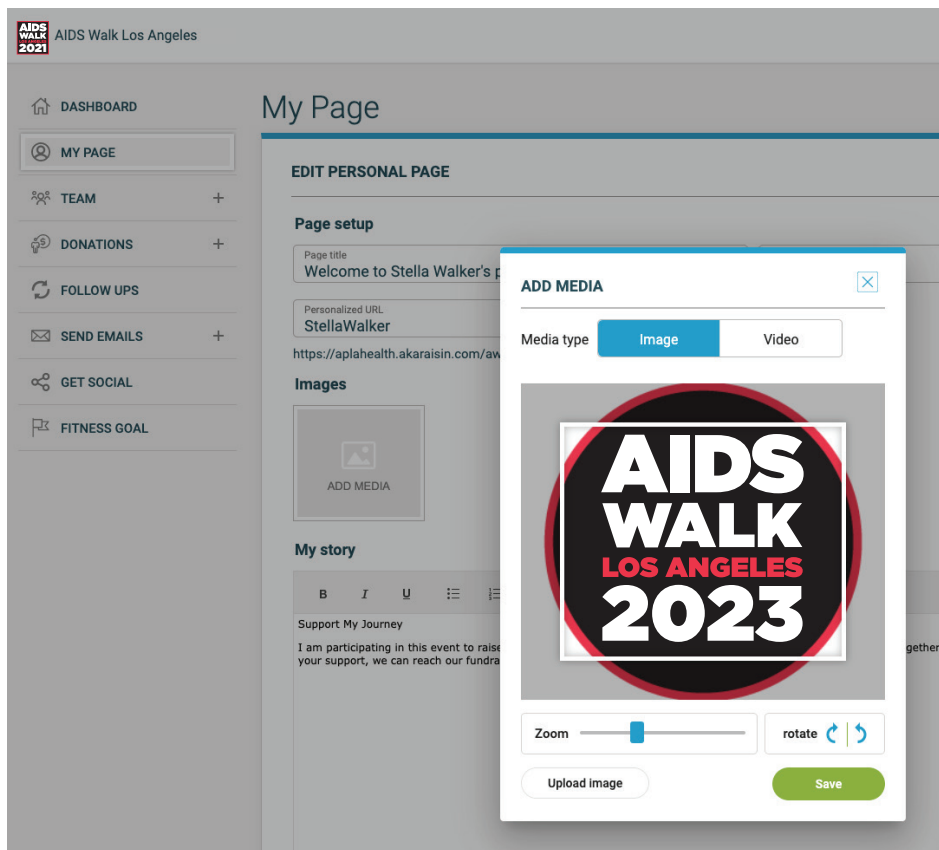
Cancel Save

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

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

My Contacts

[Import contacts](#) [Add Contact](#) [Hide](#)

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

ADDRESS BOOK

Your address book is empty!
Import your contacts and kick-start your fundraising campaign!

[Import contacts](#)

Dashboard Sidebar:

- DASHBOARD
- MY PAGE
- TEAM +
- DONATIONS +
- FOLLOW UPS
- SEND EMAILS -
- CREATE EMAIL
 - MY CONTACTS**
- GET SOCIAL
- FITNESS GOAL

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 

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 **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), Refresh, 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 donation data are shown. Red callout boxes provide instructions: one points to the checkbox next to the first donor, another points to the blue mail icon, and a third points to the 'THANKED' toggle switch in the second row. A fourth callout points to the 'THANKED' column header.

Donation History

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

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.

NAME	AMOUNT	DATE	THANKED
<input type="checkbox"/> [Redacted Name]	\$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	Thank donor >