How to edit your personal 5K page

**Step 1:** Click on Participant Headquarters Login.

![Login Page](image1.png)

**Step 2:** Log in with your username and password.

If you do not remember your username and password, you can click on **Forgot Username and/or Password** and it will be emailed to you.
How to edit your personal 5K page (cont’d)

**Step 3: Familiarize yourself with your “My Headquarters” page.**

Your Personal Headquarters provides all of the tools necessary to recruit and fundraise. Here you can:

- personalize your web page.
- send emails to friends and family asking them to join your team or to donate.
- edit your personal information such as your login, password, and fundraising goal.

Notice that you also have a snapshot of your team’s statistics and overall fundraising goal.

**Step 4: Personalize your web page.**

Click *My Webpage* to change the text and images that are associated with your fundraising page. You can add a personal story and upload a photo.

*If you are a team captain*, you can edit both your personal fundraising page and the team page.
Step 5: Send emails.

- Go to the Email tab to send emails to your friends, family, co-workers, team members—anyone at all! Use the Email Center to
  - invite them to join your team.
  - encourage them to raise money for cancer research.
  - ask them to make a donation to help you reach your goal.

Step 6: Track your progress.

- The Reports tab allows team captains to see reports on personal fundraising efforts and those of the team as a whole.
Here are a few easy recruiting ideas to get your team-building efforts off the ground:

- **Make a list of possible team members.** Invite anyone and everyone to join your team.

- **Once they have signed up, ask them to invite others to join as well.** There is no limit to the size of your team, and you can keep adding members right up until the week of the 5K.

- **Spread the word.** Talk about the event and your team to everyone you meet. Even if there is no personal connection, your passion will be contagious!

- **Advertise.** Use corporate or neighborhood newsletters, event posters, brochures, email, and breakroom bulletin boards to advertise your team recruitment efforts. Be creative! Make sure to include your team name, captain’s name, contact information, and the website.

- **Kickoff party.** Host a party or family gathering to sign up team members! This is a great way to share information about the event and your reasons for participating. With everyone in one room, it will be easier to ramp up the excitement and get people registered right then and there.

- **Enjoy!** Remember, your most powerful resource when recruiting team members is your enthusiasm. If you are excited to get started, then others will be ready and eager to join you!
**Tips to help build your team**

- **Encourage** your team members to register online using the link provided in the recruitment email you send from “My Headquarters” on your team page.

- **Motivate and inspire** your team by sending weekly email updates or making weekly phone calls with the latest event information, fundraising ideas, or team success stories.

- **Challenge** another team to see who can recruit the most members or raise the most money. Friendly competition is always a fun way to help keep your team motivated!

**Tips for effective fundraising**

- **Use the online fundraising tools** found in “My Headquarters.” These tools are especially helpful for those who don’t feel comfortable asking directly for donations.

- **Create a buddy system.** Ask someone who cannot participate on event day to help collect donations. Buddies also have the option of registering as “sleep-in warriors” and conducting their own fundraising campaigns.

- **Ask one person per day to donate to your team.** Your friends, family, co-workers, neighbors, and other acquaintances are all potential supporters. No gift is too small!

- **Find out if your corporation has a matching gift program.** Matching gifts are a quick and easy way to double or even triple your donations. Encourage your donors and team members to check their companies’ policies as well.

- **Hold a fundraising event to benefit your team.** Consider hosting a garage sale, dog wash, car wash, or bake sale.
# How to raise $250 in a week

**All you have to do is ask!**

<table>
<thead>
<tr>
<th>Action</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>When you register, donate $25 to yourself</td>
<td>$25</td>
</tr>
<tr>
<td>Ask two friends for a $25 donation</td>
<td>$50</td>
</tr>
<tr>
<td>Ask your doctor’s office for a $25 donation</td>
<td>$25</td>
</tr>
<tr>
<td>Ask four family members for a $20 donation</td>
<td>$80</td>
</tr>
<tr>
<td>Ask three neighbors for $10 donations</td>
<td>$30</td>
</tr>
<tr>
<td>Ask three local merchants for $10</td>
<td>$30</td>
</tr>
<tr>
<td>Take a week’s worth of coffee money and put it toward your fundraising</td>
<td>$10</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$250</strong></td>
</tr>
</tbody>
</table>

Plus, don’t forget to use the [online fundraising tools](http://winship5k.emory.edu) to increase your chances of success.
Tip #1  Take advantage of online fundraising tools
Once you register as a participant, a personal fundraising page is automatically generated for you. We encourage everyone to visit their “My Headquarters” center as soon as registration is complete and personalize this page. You can set your fundraising goal, upload pictures, and tell your story on this page. Once your page is complete, you can send emails to all of your contacts, inviting them to join or donate to your team.

Tip #2  Create a personal fundraising email
We have provided you with easy-to-use email templates inside your Participant Headquarters. Feel free to edit the template or create your own. A personalized appeal to friends and family can go a long way. And remember, to fully maximize your fundraising efforts, reach out to not only friends and family members but also co-workers, neighbors, club members, and local businesses.

Tip #3  Double your fundraising with matching gifts
Many companies have matching gift programs that can double and sometimes triple donations. Check with your employer to learn more about the matching gift program and encourage your donors and team members to do the same.

Tip #4  Voicemail greetings
Some people have great fundraising success by changing the message on their voicemail. You can say that you will be participating in the Winship 5K and appreciate supporters who join your team and donate.

Tip #5  The sky’s the limit, so be creative
While there are some great tried-and-true fundraising tools such as letter writing and bake sales, creative fundraising efforts will show your supporters that you are working hard to reach your goals. Think of fun ways to involve your co-workers with a jeans day or early-release day, where for a donation of $5 or more, employees can wear jeans or leave early on a designated day. You also can host a brown bag lunch day where you ask co-workers to bring their lunch and donate the saved funds to your team.
Top 10 fundraising tips (cont’d)

**TIP #6  Post and tweet**
Inside your Participant Headquarters you easily can post your personal fundraising page link to your Facebook wall or in your Twitter feed. Invite your friends and followers to sign up and support your fundraising efforts.

**Tip #7  Don’t be afraid to follow up!**
Sending one email may not be enough to motivate all of your contacts to support your efforts. Most people are busy, and even though they plan to support you, your initial request may have gotten lost in the shuffle of their lives. Sending a reminder or update on your efforts is a great way to remind your friends and family that you still need their support and to motivate them to take action. Let them know how much you already have raised and how far you have to go to hit your goal, and then ask for a donation to help you complete your mission.

**Tip #8  Get support from those you support all year long**
Dry cleaners, accountants, doctors, hair stylists, and dog walkers without a doubt appreciate your business and would be happy to support you.

**Tip #9  Keep your team motivated and excited**
The easiest way for a team to fall short of its potential is to become complacent about fundraising. Everyone on your team must understand that they play an important role in the success of both your team and the entire event. Using the Team Captain Participant Center, found in your headquarters under the Reports tab, share news about new team members, fundraising goal progress, or other event updates.

**Tip #10  Saying “thank you” is important**
Sending a thank you is an important and easy way to show your donors how much you appreciate their support. You can thank someone through an email, a handwritten note, or a phone call. No matter the form, thank your donors sincerely and in a timely manner. Once you have thanked your donors, keep sharing your progress and important milestones (percentage of your goal achieved or that you have increased your goal). This will demonstrate that their support made a difference and may inspire them to make additional donations or pass along your website to others.