

How To Guide – Creating Your Fundraising Page for the St. Louis Marathon

1. Go to www.missioncontinues.org/Get_Involved/host_a_benefit.
2. Choose the first option, GO! St. Louis Marathon. Then click “Next”.

Host a Benefit

Use our event planner to become more informed about our different benefit opportunities and to get started with your own event. Take a minute to read through the Benefit types and find the opportunity that best suits you. Select the type by clicking the circle to the left of the description. Once you have done this, click the “next” button at the bottom of the page and you are well on your way. The event planner will allow you to contact and update your supporters and guests as you plan the event. If you have any questions or concerns please feel free to contact us. We are always excited to help.

Step 1: Select Type > Step 2: Details > Step 3: Options > Step 4: Confirm Event
Step 1 of 4

Please select the type of event you would like to create:

GO! St. Louis Marathon

Sign up to raise funds for The Mission Continues by participating in the GO! St. Louis Marathon and Family Fitness Weekend. You can upload email addresses and ask all of your friends to donate! If you have not registered for the run yet, please contact Lyndsey Hodges at lhodges@missioncontinues.org to receive your special registration form with discounted entry fees. Deadline to register for the run is February 15th, but funds can be raised up until and even after the Fitness Weekend, April 9th-11th.

3. **Name & Description:** You will be required to name your event. You can be as creative or as serious as you want.

Example event names:

- Lyndsey’s Run For the Vets
- 26.2 or Bust
- On the Road Again
- Etc.

4. Enter a description for your event.

This can be as long or as short as you want. Perhaps you can explain why you are walking/running and why helping wounded and disabled veterans is important to you. The more personal your message, the more likely people will donate to the cause!

5. A picture is not required, but feel free to add one if you would like.

6. **Date & Time:** Set the date as either April 10th or 11th. Choose April 10th if you are participating in the 5k

run/walk, Mature Mile (for those 60+), or any of the Children’s Fun Runs. Choose April 11th if you are running the Marathon, Half Marathon, Wheelchair Marathon, or 4-Person Marathon Relay.

7. You are required to enter the time and duration of the event. For the time, please put 7:00 a.m. no matter what event you are participating in. For the duration, enter how long you think it will take you to walk or run in your event.

8. **Location:** The only thing required under this section is the zip code. Please enter the zip code where you live. Click “Next”.

The screenshot shows a web form for creating an event. The 'Name*' field contains 'Lyndsey's Run For the Vets'. The 'Description*' field contains a paragraph about running for veterans. Below the description is a rich text editor with bold, italic, underline, list, and link icons. The 'Optional Picture' section has a 'Browse...' button. The 'Date & Time' section includes a date picker set to 04/11/2010, a start time dropdown set to 07:00 AM, and a duration dropdown set to 2 Hour 15 Minutes. The 'Location' section has fields for Address (Line 1 and 2), City, State, and Zip (set to 63139).

9. **Contributions & Attendees:** It will ask you if a contribution is required to register for the event. Leave this radio button on “no”. **NOTE: The word “register” does not mean that someone is registering for the marathon, it just means they are donating to you.**

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Contributions & Attendees

Contribution required Yes No
Is a donation required to register for this event?

Contribution amount
Choose a separated list of available donation amounts (Example: 10.00,20.00,30.00)

Event Spaces
Maximum number of attendees (leave blank for no limit on attendance)

Additional Options

Event link
 Change URL
You can choose a custom URL for your event (upto 32 letters, numbers and dashes only)

Notification Yes No
Would you like to be notified via email when someone registers?

Private event Yes No
Should people only be able to register for this event if they have been invited?

Include in directory Yes No
Should this event be included in the public directory?

Step 3 of 4

- 10. Leave the “Contribution Amount” field blank.
- 11. Leave the “Event Spaces” field blank.
- 12. **Additional Options:** You can leave the link to your event as it is, or you can make it “friendly” by changing the last set of numbers and letters to something that is easier for people remember. For example, in the “Change URL” box you can make your link “lyndseysrun”.
- 13. Notification, Private Event, and Include in Directory can all be kept at their default selections. Click “Next”.

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14. **Confirm Event:** Review the details of your event to see if they are correct. If you need to make any changes, please select the “Previous” button and make needed changes. If your event details are correct, please select the “Create an Account” button.

15. After confirming your account, you will be taken to a page that will ask you to provide your email address and to create a password for your account. **NOTE:** If you have, at any point in time, registered an event on the Mission Continues website, the page site will think of you as a duplicate. If this is the case, please log in with your email address and password previously used.

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Event Details

You are creating a GO! St. Louis Marathon

Name Lyndsey's Run For the Vets
 Description I will be running in the St. Louis Marathon on April 11th to raise awareness and funding for The Mission Continues, a nationwide non-profit based in St. Louis that provides Fellowships to wounded and disabled veterans.

Date & Time

Date & Time 04/11/2010 07:00 AM
 Duration 2 Hour 15 Minutes

Location

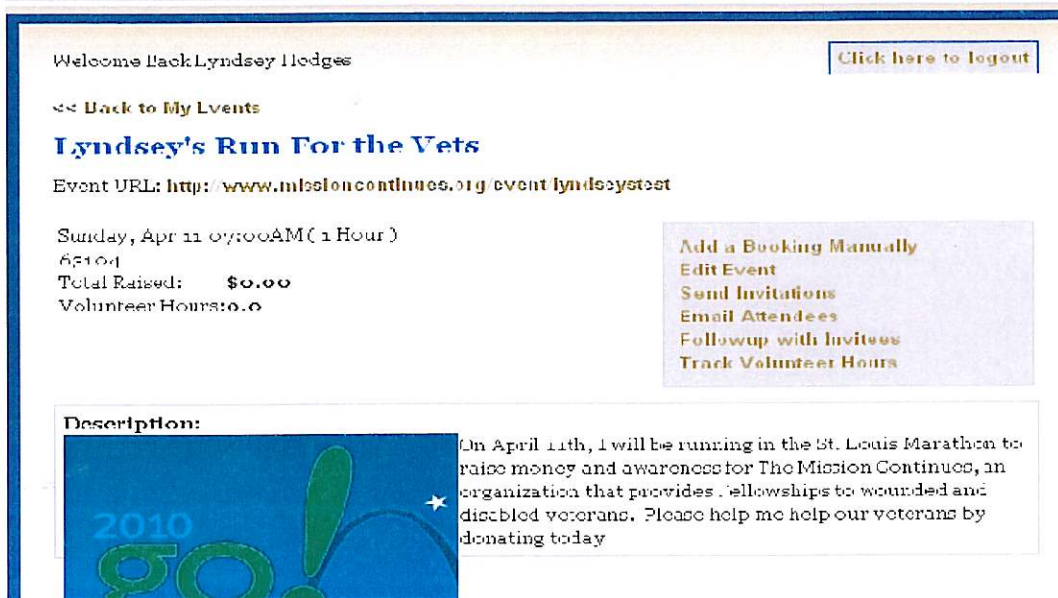
63139

Options

Contribution required A Donation is not required to register for event
 Event Spaces No limit on attendance
 Event URL http://www.missioncontinues.org/event/lyndseysrun
 Notification You will be notified via email when someone registers
 Private event Anyone can register for this event
 Directory This event will be included in the public directory

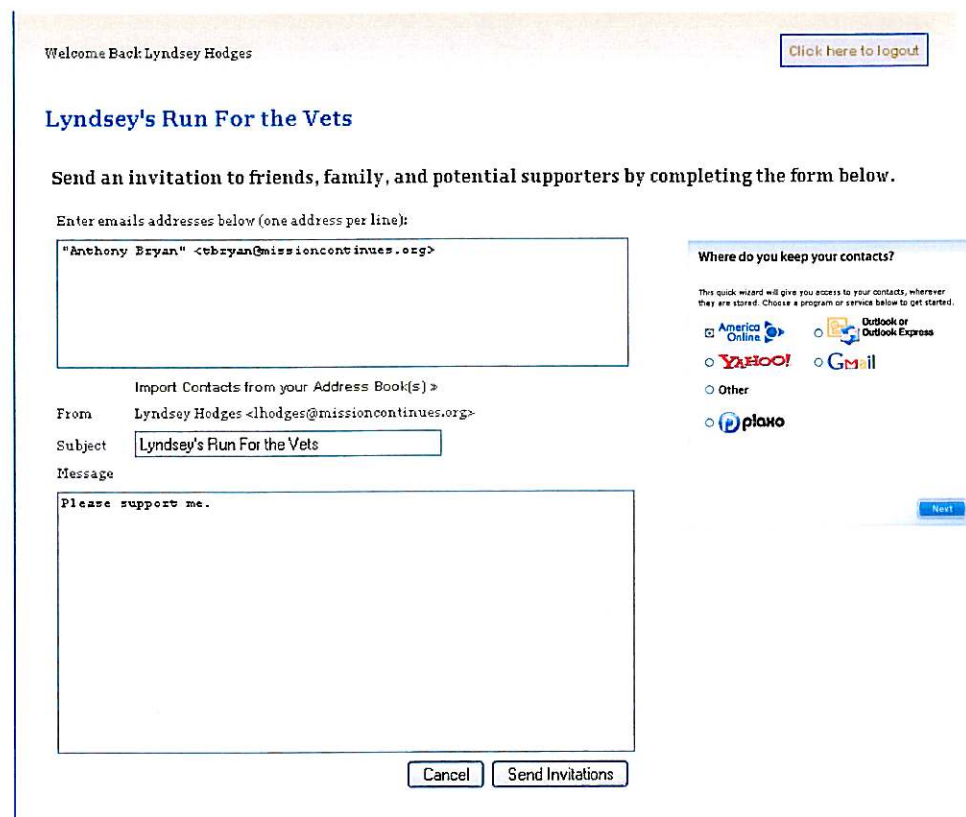
Step 4 of 4

16. **After your email address and password is set up/recognized:** You will be taken to a screen that will show your event, with the url for your event, the date, time, duration, and description. In the upper right hand corner there will be a log out button. On the right side, as indicated by the screen shot below, there will be a box that includes several links, starting with "Add a Booking Manually," and ending with "Track Volunteer Hours."



17. The main link you will need to use is "Send Invitations." By clicking on this link you will be able to email your friends and family to ask for donations.
18. You can either enter email addresses by hand, or you can import your contacts if you have America Online, Outlook or Outlook Express, Yahoo!, Gmail, Other, and/or Plaxo. To import, just click on the "Import Contacts from your Address Book(s)" link, and you will get a pop-up box like the one to the left that says, "Where do you keep your contacts?" Then you will be asked to sign in to your email account, and our importer will walk you through all of the proper steps. The importer will allow you to select which contacts you would like to import.

Click "Next" and then click "Done".



19. Create the message for your email to friends and family. Remember, the more personal the message, the more successful. You can suggest that they donate a certain amount of money for each mile you are going to run. Then click "Send Invitations."

**The easy part is now complete.
The next thing to do is start training!**