

## Online fundraising is fast and easy – we’ve already created a personal page for you!

Login to your Step Out Center at [diabetes.org/stepout](http://diabetes.org/stepout) and follow these six easy steps!

### Step 1: Update your personal fundraising goal.

Set your sights high! Choose a goal that will motivate you and your donors! \$250? \$500? \$1,000? Often walkers surpass their original goal so you can always raise it again! Click on “change” next to “My Goal” on your progress bar.

**Walkers who  
fundraise online raise  
4 times as much as  
those who don’t!**

### Step 2: Select “Personal Page” to customize your personal web page.

- Create a personalized web address for your fundraising page (and for your team if you are a Team Captain). Example: <http://main.diabetes.org/goto/JennysWalk>.
- Create a personal title. Example: Welcome to Jenny’s Walk Page!
- Choose your font size, type, color and paragraph format.
- Enter your own text and tell why you are participating in Step Out. Your contacts will visit this page to support you with a donation.
- Add two photos or video. **Click Components** to change the settings for your thermometer, fundraising honor roll or personal blog. Be sure to click **Save** as you go!

### Step 3: Upload contacts to your address book.

- **Import Contacts** from an existing address book from AOL, Outlook, Yahoo!, Gmail, or a generic CSV file by following the easy steps.
- Use the “Add to Group” feature to group your contacts if you want: family, co-workers, etc.
- Or **Add Contacts** manually by entering their name and email address information.

The more addresses you import and the more people you send emails to, the more money you’ll raise to Stop Diabetes@!

### Step 4: Send email to family, friends and co-workers...

and neighbors, old classmates, etc. You never know how diabetes has touched someone’s life.

- Click “Email” to begin messaging your contacts
- Select a “Use a template” to get started.
- Customize your Subject line and body text or leave the template text in place.
- Type your contact’s name in the “To” field and it will pull the contacts from your address book. You can also type in the name of a Group you’ve created or select recipients directly from the Contacts page.
- **Important Note:** Be sure to click **Save Draft** as you are composing so your work is not lost.

### Step 5: Follow-up with your contacts.

- The Contacts page will also show how much each contact has donated and how many emails they’ve opened.
- Use the Groups to see who needs to be thanked for their donation and who needs to receive a follow up email.
- You can check the box beside each of these contacts and then click “Compose” to start an email just to these contacts.

### Step 6: Enter checks and cash received.

Cash and checks you turned in to the American Diabetes Association are called “offline donations” and will not appear automatically on your web page. You have to enter them manually if you want to see them in your total. To do so start on your homepage:

- Click “Enter a new Gift.”
- Enter the details and click “Add.”