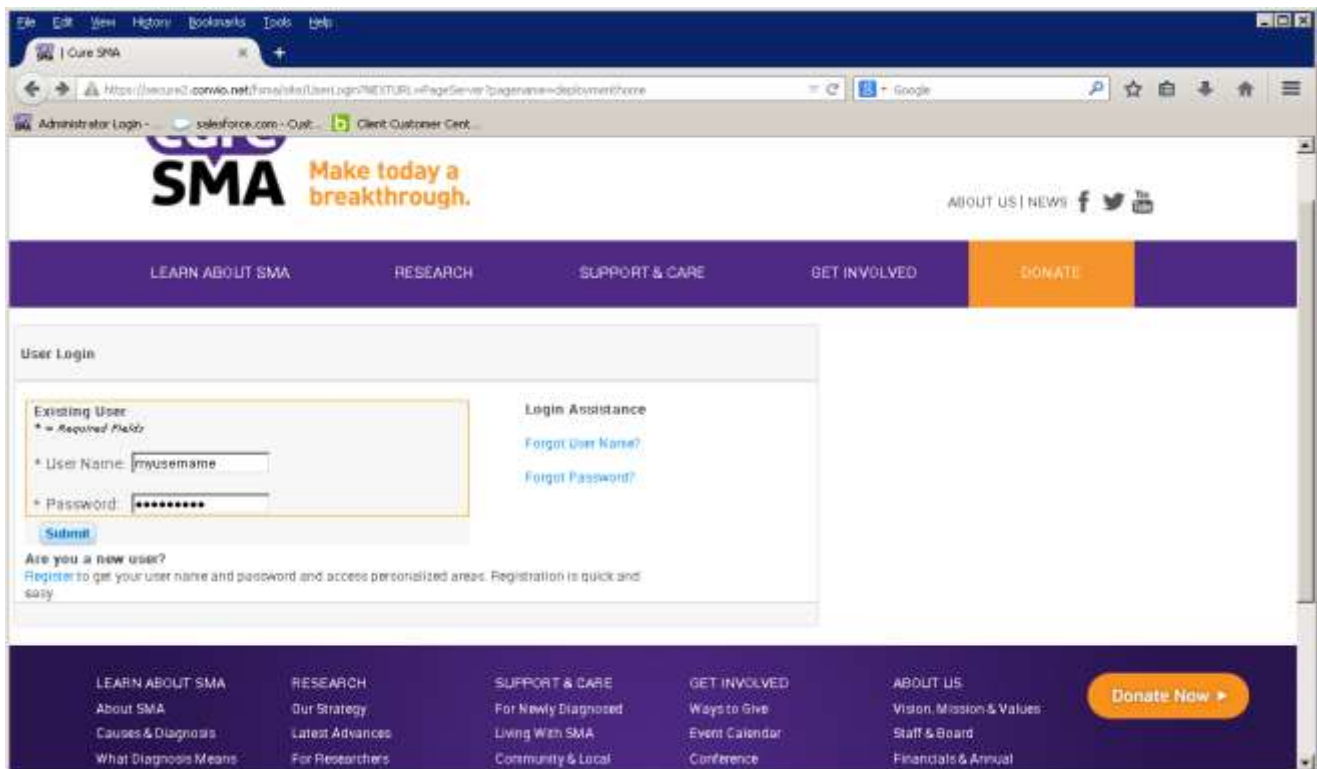




Event Team and Personal Fundraising Guide as of 11.21.14

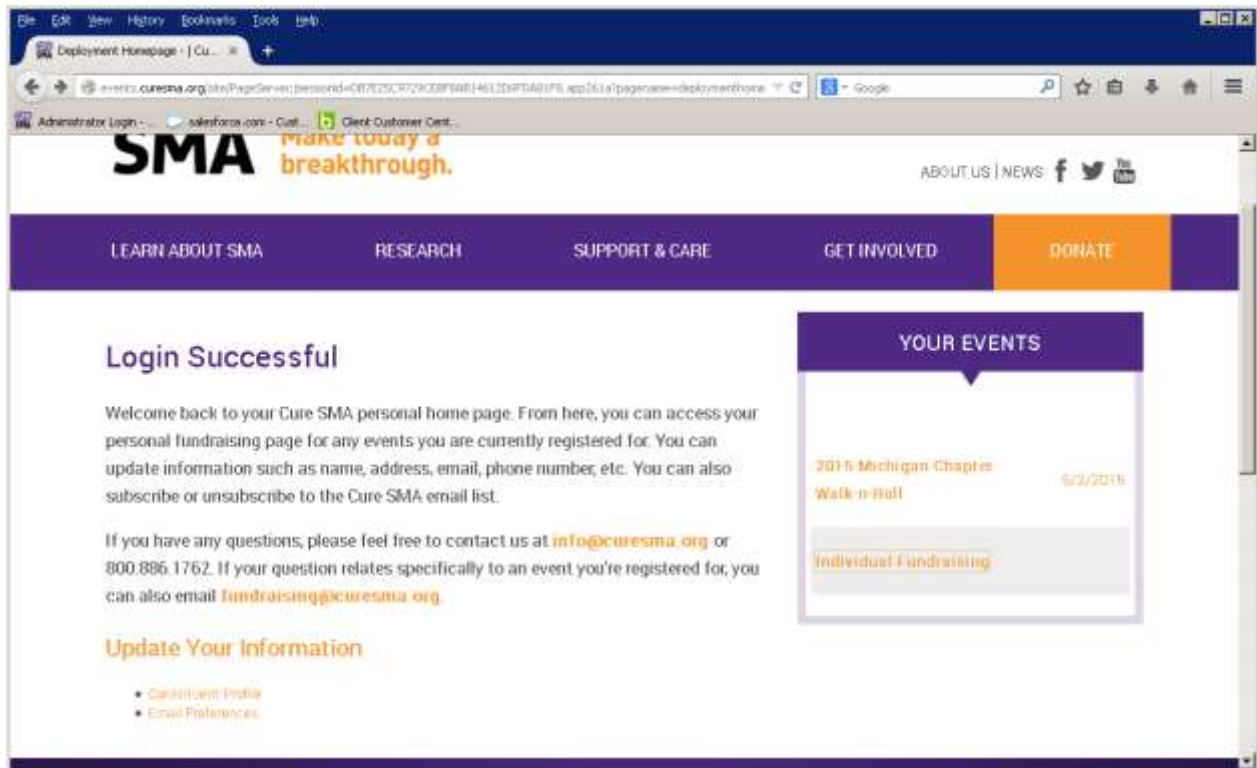
Logging to the Cure SMA website (www.cureSMA.org)

The login link is located on the upper right side of the webpage. Enter your username and password on this page. Your username and password will be created the first time you register for an event. If you have not yet created a username and password, click the register link located on the lower left of the page.



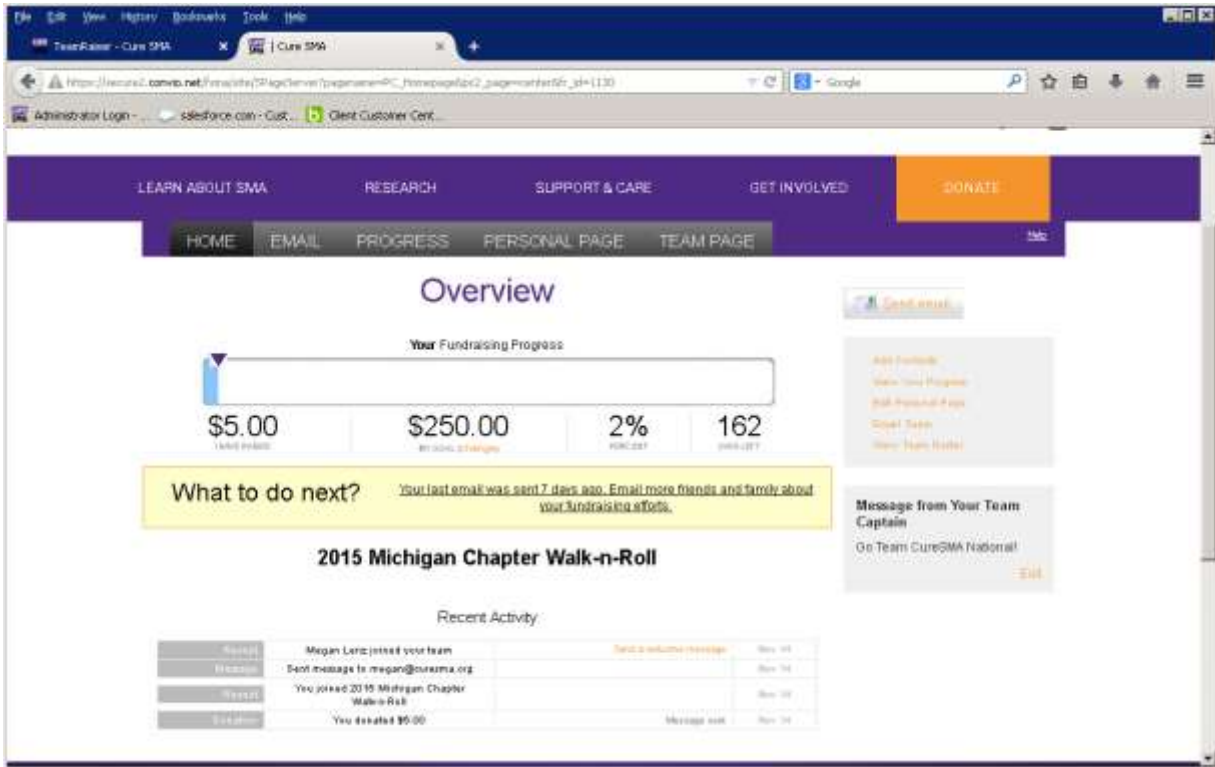
Once logged into the website, on the right you will see all events you are currently registered for that have a personal fundraising option including, plus any individual fundraising (birthday, athletic event, etc.) pages you have active.

You may also update your personal information with the links on the lower left.



Accessing your personal fundraising pages

Click on an event link under YOUR EVENTS to access your personal fundraising page for that specific event. You will then see your participant center for that specific event. The grey navigation bar (Home, Email, Progress, Personal Page and Team Page) will guide you through tasks such as setting up your page for the first time, updating your page, emailing potential donors, and more.



Home Tab

Your progress bar will show you your stats for this event. This includes amount raised, your goal (*which you may change by clicking on the link*), % to goal and how many days are left until the event.

What to do Next? – Suggests possible next steps for you to reach your goal.

Recent Activity – Shows you updates and activities pertaining to this event and your page. This includes donations made, new team members, and support requests sent. Use the *send message* link next to a new donor or new team member's name to a thank you email, welcome email, or other communication.

Send Email – See explanation under **Email Tab**

Add Contacts – Allows you to add contacts in a group or individually from your Gmail or Yahoo mail accounts. See more information under **Email Tab**. (Cure SMA does not retain these email addresses in our database, unless it is specifically used to register or donate to a Cure SMA event.)

View Your Progress– Takes you to the Progress Tab. See explanation under **Progress Tab**.

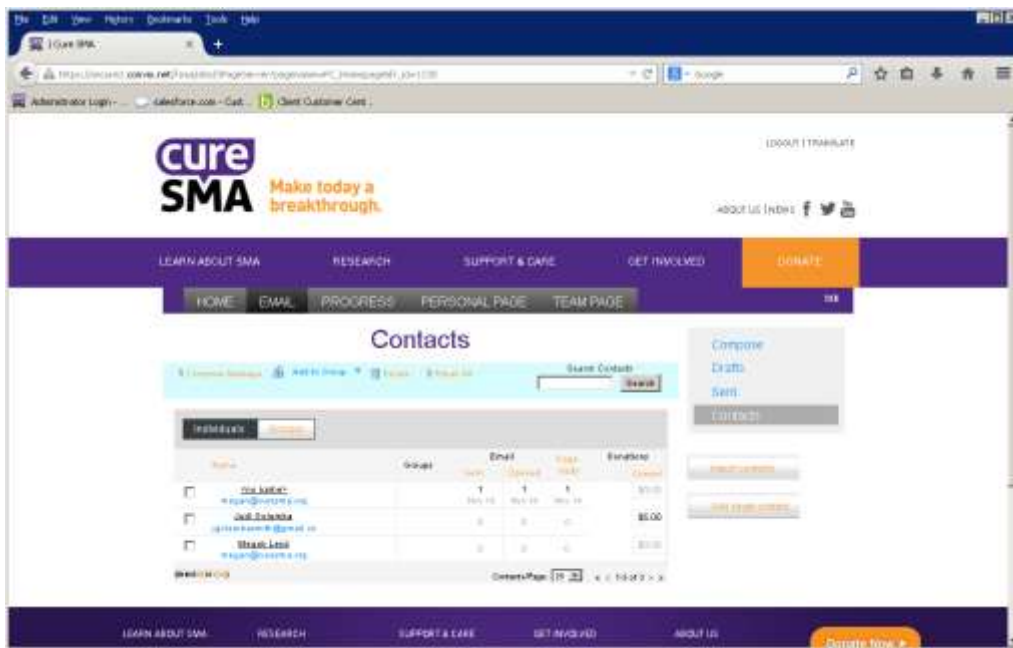
Edit Personal Page – Takes you to the Personal Page Tab. See explanation under **Personal Page Tab**.

Email Team – Only available if you are a team captain. For more information, see **Accessing your Team** section.

View Team Roster – Only available if you are a team captain. For more information, see **Accessing your Team** section.

Email Tab

You can email directly from your personal fundraising page. You may upload your personal contacts from your Gmail or Yahoo account, or you can import a .csv list.



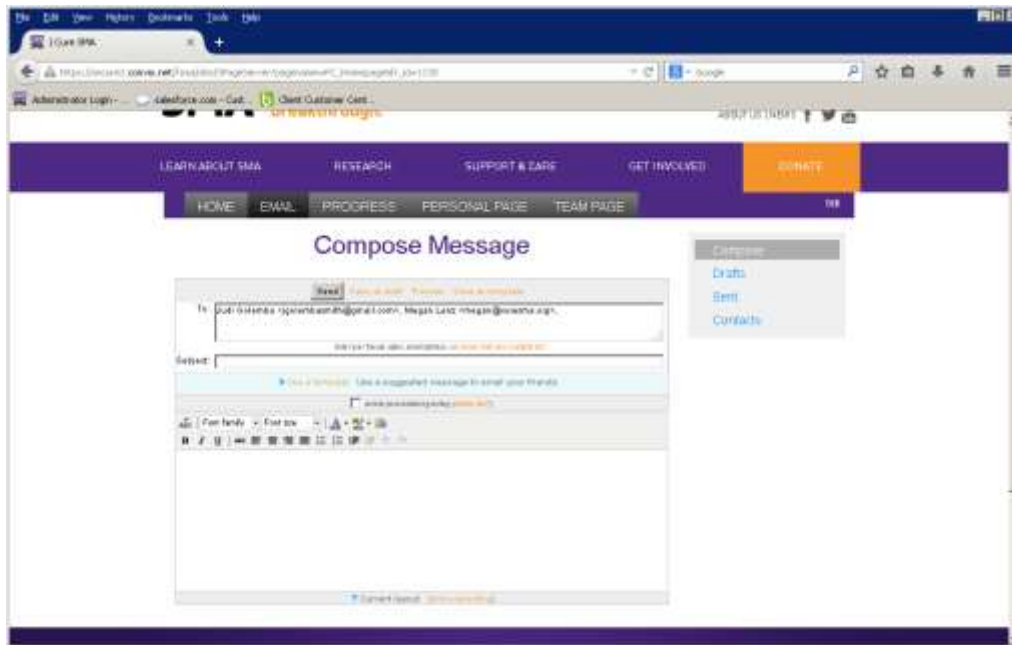
To add contacts, click the Contacts link. Click *Import Contacts* and follow the screen prompts. Or you can click *Add Single Contact* and add contacts one by one. (Cure SMA does not retain these email addresses in our database unless it is specifically used to register or donate to a Cure SMA event.)

Groups-The system will automatically create groups for you if you'd like to select multiple email addresses based on the following criteria. Selecting the link will show who is in each group.

- Donors
- Non Donors
- Teammates
- Non Teammates
- Never Emailed
- Need Follow up
- Never Thanked

Email Tab (cont.'d)

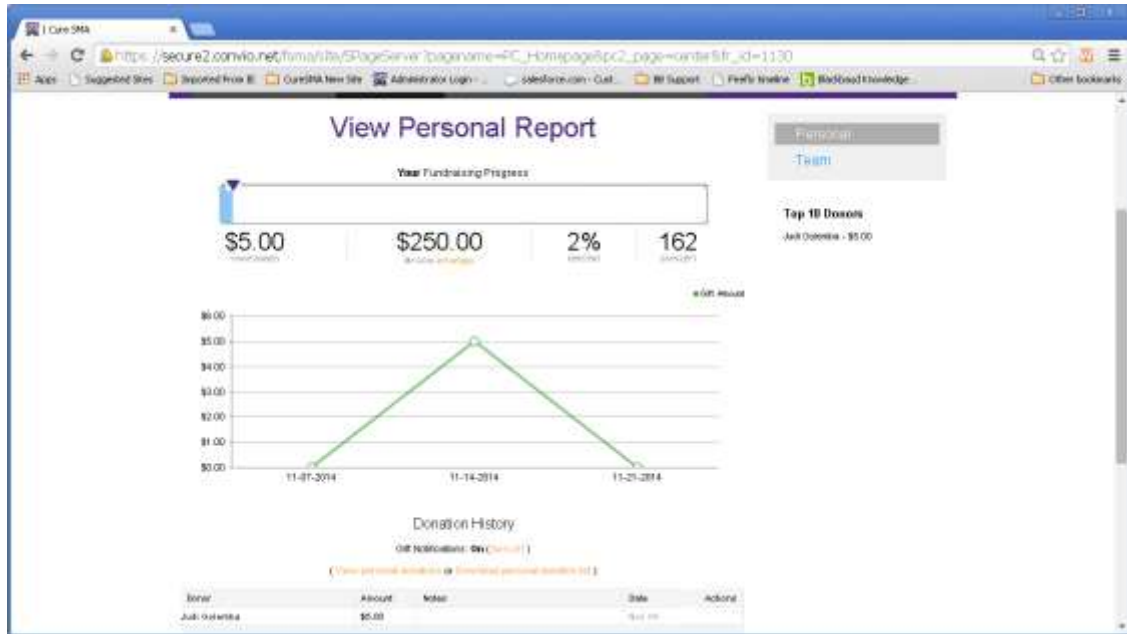
Once you've either typed the email addresses or selected an individual or group from your contacts, click compose message. You may type your subject and message directly. Or select *Use Templates* from the mid section of the message.



To choose a template, select the category and the email will auto-populate.

Progress Tab

This tab shows your progress bar from the overview page, allows you to turn donation notifications on or off, and allows you to view and download donor lists to Excel.



Personal Page Tab

Content - Cure SMA has provided some starting content for your page. Feel free to edit it--it's your page! You may also change the personal page url by clicking the url settings link. By default, your page is public, but if you'd like to make it private so that only those with the url can access it, you may do so here.

The screenshot shows the 'Edit Your Personal Fundraising Page' page. At the top, there's a navigation bar with 'HOME', 'EMAIL', 'PROGRESS', 'PERSONAL PAGE', and 'TEAM PAGE'. Below this is a 'Content' dropdown menu with 'Photos/Video' and 'Components' options. The main content area has a 'Personal Page URL' field with the value 'http://events.curesma.org/getajadMMNR' and a 'This page is Public' status. There's a 'Title' field with the value 'Welcome to my personal page!' and a 'Body' field with a rich text editor containing the following text:

Please join me and support Cure SMA by making a contribution to my personal fundraising page for the 2015 Michigan Walk-a-Roll.

I'm supporting Cure SMA because spinal muscular atrophy is the number one genetic cause of death for infants, and approximately 1 in every 50 individuals is a genetic carrier for SMA. But there's great reason for hope. We know what causes SMA and what we need to do to develop effective treatments.

We're getting closer and closer to an FDA-approved therapy, with 17 ongoing drug programs--and six of those are now in clinical trials.

I've chosen Cure SMA because they are uniquely positioned to direct funds to where they can make the greatest difference as quickly as possible. They've already invested \$57 million in research.

They also provide vital support for families living with SMA, improving their quality of life today. And every year they host the largest SMA conference in the world, bringing families together with the leading SMA researchers.

Photos/Video – You may upload one photo to use on your page OR link to one YouTube Video.

Components – Allows you to enable the blog portion of your personal page.

At any time you may view your personal page by clicking the View Personal Page link.