HOMEWALK

How to use your Personal Headquarters

Creating Pathways Out of Poverty

OVERVIEW

The Personal Event Headquarters is where participants use a suite of online tools to spread the word and motivate friends and family to help the cause. Each new registrant can use his or her username and password to access the protected personal headquarters section of the Web site.

Personal Headquarters Tools

- My Webpage – You can customize your own personal page with "point and click" artwork and photos before spreading the word.
    - Edit Personal Page - Make edits to your personal page including images and text.
    - View Personal Page - View your personal page with the scrolling honor roll and your latest editing changes.
    - Edit Team Page - Make edits to your team page including images and text (team captains only).
    - View Team Page - View your team page with your latest editing changes (team captains only).
    - View Corporate Page - View your corporation page (group leaders only).
- E-mail – You can use this comprehensive E-mail tool to spread the word and send E-mails to friends and family. Send your E-mail campaign to friends and family encouraging them to participate and support your efforts. Use our template letters or customize your own.
    - Send Email - Use the E-mail center to compose, preview and send you E-mail to your friends and family.
    - Address Book Import - Import your address book from your Microsoft Outlook, Yahoo!, or other E-mail system.
    - Email History Log - Review the success from your past E-mails and track how your friends and family are reacting.
- Reports – You can use the online reporting feature to track individual or team fundraising progress. These reports provide detailed donor history, and allow registrants to quickly send personal thank you E-mails to donors.
    - Donation Report - View all of the donors and donations made during your fundraising efforts
    - Team Report - Review all of your team members (team captains only).
- Tools – You can enter cash/checks received using a simple secure donation form to keep up-to-date fundraising data. You can also edit their information, such as name and address to make sure that contact information is always accurate.
    - Pledge Entry Form - Enter your offline check and cash pledges.
    - Pledge Summary History - Review the history of electronic pledge sheets that you have sent to the organization.
    - Print out donation form - Print out a hard copy of a donation form to help your fundraising.
- Team Registration - As a team captain, you can register your own team members online.
- Edit Profile - Make updates and changes to your profile including team affiliation and goals.
- Edit Login - Change your username and password information.
- Logout - Logout of your headquarters.

My HQ
When you first log into your personal headquarters, you will be directed to a welcome page called "**My HQ**". From this page you can quickly access your to-do list and your up-to-date fundraising statistics. From your My HQ page, click on any of the links to access the steps to online fundraising.

Statistics
The bottom of the My HQ area will display your real-time statistics on your fundraising efforts.

- Fundraising Statistics - Provides your current Fundraising Goal. If you wish to change the goal, click on Change My Goal and you will be directed to Editing Your Profile. You Money Raised to Date indicates the confirmed money that you have raised for the event. If you total amount does not match, then you are likely Waiting for Your Confirmation for offline donations.
- Email Statistics - Summarizes the Email History Log data giving you the total number of E-mails sent, a link to Send More Emails, and the number of visits, donations and registrations to your pages.
- Team Statistics - Provides a summary for your team data showing number of team members, team Goal, team funds raised to date.

HOW TO

Build/Edit your Webpage
When you register online you will automatically be directed to your personal headquarters. One of the first things you are encouraged to do is edit your personal Web page. Your personal Web page is the page your donors will see; so give it your own touch by adding a picture and information about you and your reasons for participating in the event. A personal page has automatically been set up for when your register.
You can edit the following attributes for your personal page

- Custom Image - Change your personal page image. Show me how
- Custom Text and Theme - Edit the text and theme of your personal page. Show me how

You can also edit your team page as well (for Team Captains only)

- Custom Image - Change your team page image. Show me how
- Custom Text and Theme - Edit the text and theme of your team page. Show me how

Send Email
Now that you have your personal page set up, you can start your E-mail campaign to solicit friends and family for donations and to build your team. The E-mail message will automatically include a direct link back to your personal page to make it as easy as possible for them to make a donation or join your team. Each registered user has access to a suite of easy-to-use E-mail tools.
Your E-mail tools include

1. Address Book Import - Import your Outlook, Yahoo! or other address book to get things going quickly. Show me how. Note that your friend's and family's privacy are protected by restrictions on the use of those E-mail addresses you have uploaded.
2. Address Book - Once you have imported addresses into your address book, you can use the address book to select your friend's E-mail addresses.
3. Simple Address Entry - If you don't want to use the address book, you can send out quick E-mails to your friends using a simple address entry tool.

4. Create an Email Messages or use a Template - Choose from one of the pre-created E-mail templates from the organization or create your own message.
5. Send Your Email - Direct recipients to your personal Web page.
6. Email History Logs - Keep track of your "sent" E-mails and know who has donated, registered and visited your personal Web page.
7. Keep in touch - Easily send donor thank you notes and team messages with a simple click of the button.

View/Enter Offline Donations

Now that you have set up your personal page and sent E-mails out to your friends and family, you can start using your personal headquarters to enter your offline donations for checks and cash received. This function is only available for certain events.

You can enter your check and cash pledges

- Pledge Entry Form - Enter your "offline" check and cash pledges that you have received from your supporters.
- Pledge Sheet History - As you enter your offline donations, you will be creating an online pledge sheet. When you are ready to send your donations to the organization, you will send the online pledge sheet as well. This tool will list the archived pledge sheets.
- Waiting for Your Confirmation - While online credit card donations are immediately applied to your fundraising goal, your offline donations must be first verified by the organization.

Check Donation Report

You can return to your reports area and check you progress on your donation and team reports.

- Donation Report - Track each individual donation and your overall fundraising efforts.
- Team Report - View your team members and their fundraising progress (available for team captains only).

Update Your Information

You can help out the effort by making changes to your contact information yourself. This will open up time for the organization to focus on fundraising.

- Edit Profile - Made a mistake? Address Change? Need to update your goals? Use the edit profile tool to make these updates.
- Edit Login - Update your username and password.