



How to Register & Raise Funds online for the 2016 CAH AWARENESS WALKS

Go to the CARES Foundation Website
<http://caresfoundation.org> and click to Join a Walk

Options:

1. Join as an Individual

If you'd like to **register and raise funds (individually)** for the Walk, use this option to register as an individual. By joining as an individual you will be able to register for the Walk and create your own personal webpage to fundraise.

2. Start a Team

If you'd like to **start a team and have additional registered walkers and fundraisers join you**, use this option to become a Team Captain. Friends and family will be able to register for the Walk, create their own personal webpage to fundraise, AND join your team.

3. Join a Team

If you'd like to **register and join an existing team**, use this option. By joining a team you will be able to register for the Walk, create your own personal webpage to fundraise, and join an existing team.

4. Register Family

If you'd like to **register several people to walk/fundraise together with one transaction**, use this option. They will work together to collect donations from friends and family and share a personal webpage to fundraise. Only the family members initially registered will be able to join this team.

Any registered walker raising over \$25 in donations will receive a CAH AWARENESS WALK t-shirt.

5. Register as a Walker (ONLY) If you want to register to be a walk participant only, there is an option to "Register Only" on the home page of the Walk.

When you participate in the CAH AWARENESS WALK, your fundraising efforts support our mission of research, education and support for CAH. Here are a few tips to get started with your fundraising:

- Make a personal donation to lead by example by showing your commitment to the cause.
- Update your personal fundraising webpage and tell your story about why you're participating in the Walk for CAH Awareness.
- Send emails from your personal website to ask for support from friends, family and colleagues.
- Use Facebook to get the word out. Include a link to your fundraising page on your timeline.

“How To” Tips

How to Register

- Click on Register & Fundraise tab.
- Choose one of four options:
 - *Start a Team* to be a Team Leader
 - *Join a Team* to be a fundraising walker on a team
 - *Join as an Individual* to be an independent fundraising walker
 - *Register Family* to create a Family Team
- If you participated last year, you can enter your previous username and password and then click continue.
- If you don't remember your username and/or password, click on the "Forgot Username and/or Password" link.
- If you have not participated in the past, fill in the personal information form and click continue.

How to Customize Your Personal Webpage

- Once you Log into your HQ, click on the My Webpage tab.
- Upload a picture, edit the caption and personalize the text to share your story.
- Don't forget to click submit when you're done!
- If you are a Team Leader, you can also customize your team's page. Simply click on edit team page and upload photos or tell the story of why your team is walking.

How to Send Emails

Be proud to ask everyone you know to support you. You are representing an amazing organization and supporting a wonderful community of CAH patients and families.

- Once you log into your HQ, click the tab that says “email”.
- Under greeting, put the person’s name. Under recipient email put the person’s email address. Next to template click the dropdown arrow to view the type of email you would like to send and same for subject, which can also be edited if needed.
- Next to “body” is the body of the email that you will send. You can edit this message if you would like to make it more personal to you. Ways to personalize are adding your fundraising goal, sharing why you are participating and sharing why this Walk is important to you.
- When you have filled everything in, click “preview email” to see what your email will look like to you recipients
- If email looks good, go ahead and hit “send email”.

If you don't receive a response from your first email, ask again by email and/or by phone or letter. Sometimes it takes several messages before your contact is able to make a gift and is in a convenient place or state of mind to take action. And don't forget to use social networking sites like Facebook & Twitter!

How to Track Your Progress

- Click on the "reports" tab to view a summary of online and offline donations.

You will receive an email notification when you receive each donation to your fundraising page. Don't forget to send personal thank you notes or emails to all your supporters. You can also review your contributions in your HQ by clicking the check donation report.

How to Fundraise with Social Media

- Use the social media share buttons to ask for donations, and share information about the Walk for CAH Awareness. You can increase your fundraising visibility greatly by adding your personal webpage link to your Facebook timeline.

How to Enter Checks and Cash donations to personal webpage

- Contact the CARES office at 866-227-3737 to let us know of your donations received.
- Mail the check(s) to CARES Foundation (if you've received cash, please convert to a check payable to CARES Foundation)
- Upon receipt, we will confirm the donation and you will see it applied to your goal.

How to Raise \$500+ in 10 Weeks Fundraising Tips

Week 1, Register for the Walk, set up your personal webpage and make a personal donation

Week 2, Email family members to ask them to support you and the CAREing Hearts Walk for CAH

Week 3, Email friends to ask them to support you and the CAREing Hearts Walk for CAH. Send a follow up email to Family members already emailed.

Week 4, Email colleagues to ask them to support you and the CAREing Hearts Walk for CAH. Send a follow up email to friends already emailed.

Week 5, Ask your boss for a company contribution of \$50 and find out if your company will match all of what you raise. Send a follow up email to colleagues already emailed.

Week 6, Ask businesses or companies that you deal with at work to sponsor you.

Week 7, Ask businesses you support locally for their support (hair salon, dry cleaners, restaurants, etc.)

Week 8, Send a follow up email to all family, friends and colleagues as a reminder.

Week 9, Follow up with the businesses and companies that you deal with at work.

Week 10, Follow up with the businesses you support locally. Remember to send personal thank you notes and/or emails to all your supporters.

**Good luck! And remember we are here if you need any help.....
Contact us at 908-364-0272 or 866-227-3737 (toll-free).**

