

2 JDRF Walk Central Fundraising Tools

2.1 Login to Your Account

To access JDRF Walk Central, go to walk.jdrf.org.

Enter the username and password chosen when registering for the walk. Click “**Log In**”.

If the walker forgot their username or password, click on the “**forgot password link**”. They will be prompted to enter their email address and the username and password will be emailed to them. They could also contact the local chapter to get their username and password.



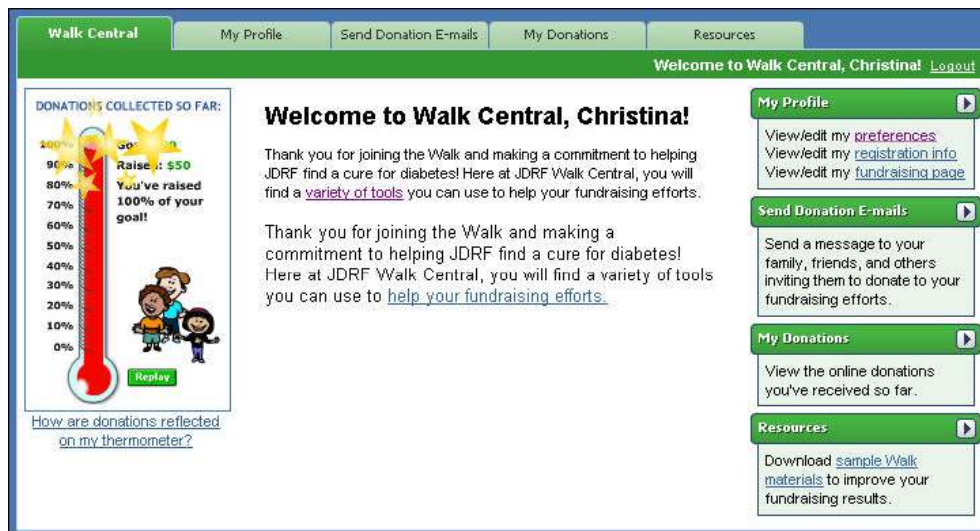
The screenshot shows a login form titled "Log In To Your Account". It includes a message: "Already registered? Log in and use JDRF's online fundraising tools." Below this are two input fields labeled "Username:" and "Password:". To the right of the password field is a green "Log In" button. Further right is a link that says "Forgot your username or password?".

2.2 Individual Walker Walk Central Page

The information in Walk Central is organized into tabs:

- Walk Central
- My Profile
- Send Donation Emails
- My Donations
- Resources

The thermometer tracks the walker’s progress toward their goal. As the walker raises more money, the thermometer will rise and the children will be happier. Below the thermometer there is a link that gives the walker more information on how donations are reflected on the thermometer. The most common areas of Walk Central are accessible through the shortcuts on the right or the tabs at the top.



The screenshot shows the user dashboard for Christina. At the top, there are navigation tabs: "Walk Central", "My Profile", "Send Donation E-mails", "My Donations", and "Resources". A welcome message reads: "Welcome to Walk Central, Christina! Logout".

On the left, there is a "DONATIONS COLLECTED SO FAR:" section featuring a thermometer graphic. The thermometer is at the 100% mark, with a yellow star at the top. Text next to it says: "Raise: \$50", "You've raised 100% of your goal!". Below the thermometer is a "Replay" button and a link: "How are donations reflected on my thermometer?".

The main content area has a heading "Welcome to Walk Central, Christina!" followed by two paragraphs of text. The first paragraph says: "Thank you for joining the Walk and making a commitment to helping JDRF find a cure for diabetes! Here at JDRF Walk Central, you will find a [variety of tools](#) you can use to help your fundraising efforts." The second paragraph says: "Thank you for joining the Walk and making a commitment to helping JDRF find a cure for diabetes! Here at JDRF Walk Central, you will find a variety of tools you can use to [help your fundraising efforts](#)."

On the right side, there are four shortcut boxes with expandable arrows:

- My Profile**: View/edit my [preferences](#), View/edit my [registration info](#), View/edit my [fundraising page](#)
- Send Donation E-mails**: Send a message to your family, friends, and others inviting them to donate to your fundraising efforts.
- My Donations**: View the online donations you've received so far.
- Resources**: Download [sample Walk materials](#) to improve your fundraising results.

2.3 Team Walker Walk Central Page

The information in Walk Central is organized into tabs:

- Walk Central
- My Profile
- Send Donation Emails
- My Donations
- Resources

There are one or two graphics on the left side of the page:

- **The thermometer** tracks the walker's progress toward their goal. As the walker raises more money, the thermometer will rise and the children will be happier. Below the thermometer is a link that gives the walker more information on how donations are reflected on the thermometer.
- **The Sneaker** walking up the mountain shows progress toward a team goal. The closer the team is to their goal, the closer the sneaker gets to the top of the mountain. **If there is no team goal the sneaker picture will not appear.** The team goal is entered either into Walk Tracker by the chapter or by the Team Lead in Walk Central.

There are one or two messages in the center of the page:

- Message from Team Lead (green): It will only appear if the team lead has written a message.
- Message from Team Captain (blue): It will only appear if the team lead has written a message.

The screenshot shows the Walk Central interface for a user named Stephen. At the top, there are navigation tabs: Walk Central, My Profile, Send Donation E-mails, My Donations, and Resources. A green banner at the top right says "Welcome to Walk Central, Stephen! Logout".

On the left side, there are two graphics:

- Thermometer:** A vertical thermometer showing progress. The scale goes from 0% to 100%. The current level is at 100%. Text next to it says: "DONATIONS COLLECTED SO FAR: Goal: \$150, Raised: \$150, You've raised 100% of your goal!". Below the thermometer is a "Replay" button and a link: "How are donations reflected on my thermometer?".
- Team Goal:** A graphic of a sneaker walking up a mountain towards a "GOAL!" sign. Text below it says: "TEAM GOAL, Goal: \$ 1,500.00, % Goal: 42, Total Raised: \$ 644.93".

In the center, there is a "Welcome to Walk Central, Stephen!" message from Kimberly Segasture, your Team Captain. The message reads: "Welcome! I'm so glad you decided to join the team. We are going to have a great time together on Walk day, and we're helping to support a terrific cause. I hope you've been out collecting lots of pledges, but if you need some tips on how to get people to donate, check out the Resources available on this site. And don't forget, I'm here to help you, too. Have you started a letter writing campaign? The average Walk letter raises an astounding \$2,000, so that's a great place to start! As an added incentive, remember that any Walker raising \$100+ will receive a JDRF Walk T-shirt. If each of us does our part, we should have no problem reaching our team goal. You'll be hearing from me again soon, as I update you on the status of our fundraising and any other important news. In the meantime, feel free to contact me with questions."

On the right side, there are four menu items, each with a right-pointing arrow:

- My Profile:** View/edit my preferences, View/edit my registration info, View/edit my fundraising page.
- Send Donation E-mails:** Send a message to your family, friends, and others inviting them to donate to your fundraising efforts.
- My Donations:** View the online donations you've received so far.
- Resources:** Download sample Walk materials to improve your fundraising results.

At the bottom, there is a footer with links: Privacy Policy, About JDRF, Careers, Contact Us, Web Compatibility, and copyright © 2007 JDRF.

2.3.1 My Profile Tab

When the walker clicks on the “My Profile” tab, three subtabs appear: Preferences, Registration Info, and Fundraising Page.

2.3.2 Preferences and Registration Tabs

On the **Preferences** page, the walker can update information about their use of JDRF Walk Central, such as username and password.

To change search consent or whether donations are displayed, update here.

When done, click “**Update Preferences.**”



On the **Registration Info** page, Walkers may edit any of the information submitted when registering as a walker, except for Participant Type, Team or Captain. If these need to be changed, the walker should contact the chapter.

When done, click “**Update Registration.**”



2.3.3 Fundraising Page Tab

On the Fundraising Page, walkers may create the message that will display on their public fundraising page. There is a default message in the text box to give the walker an idea of what to write on this page. After the walker edits the message, they would click the “**Update my Message**” button to save their changes. Below that you will see a character count so that the walker knows how long their message can be.

Below the text box, there is the “**Fundraising Page Picture**” upload link. To add a picture to your fundraising page use the Browse Button to locate the desired picture on your system and it will then be uploaded and displayed on your page.

Next, there is an area that displays “**Donation Information**” as it appears on the walker’s public fundraising page. It lists all of their online donations-the “donor name”, “amount” they donated, the “donation date” and any comments to the walker.



The “**Other Donations**” line reflects the total amount of cash and checks that the walker has turned into the chapter and that the chapter has entered into Walk Tracker.

2.3.4 Send Donation Emails Tab

Option 1 - From Walk Central

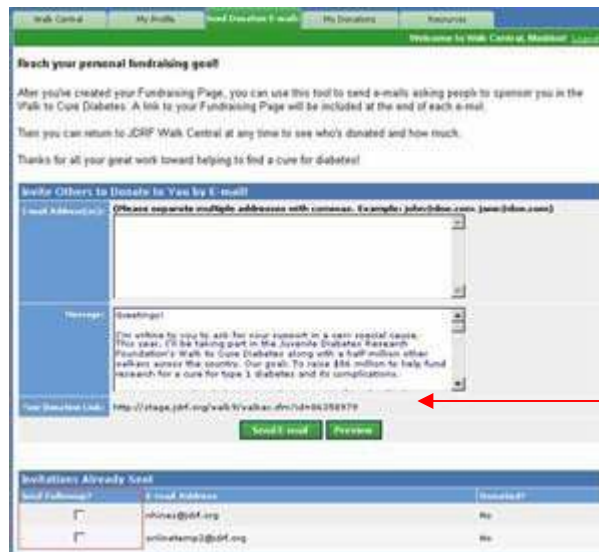
Walkers can send emails to friends and family asking for their support in the walk. First, click on the tab that says “Send Donation E-mails”.

Enter Address(es): Enter one or more recipient email addresses separated by commas.

Message: A suggested default message will be automatically inserted in the message box. Walkers can personalize the email by changing and adding the text in the message box. Any changes made to the message will automatically be saved. A link to the walker’s homepage will be automatically included in every email.

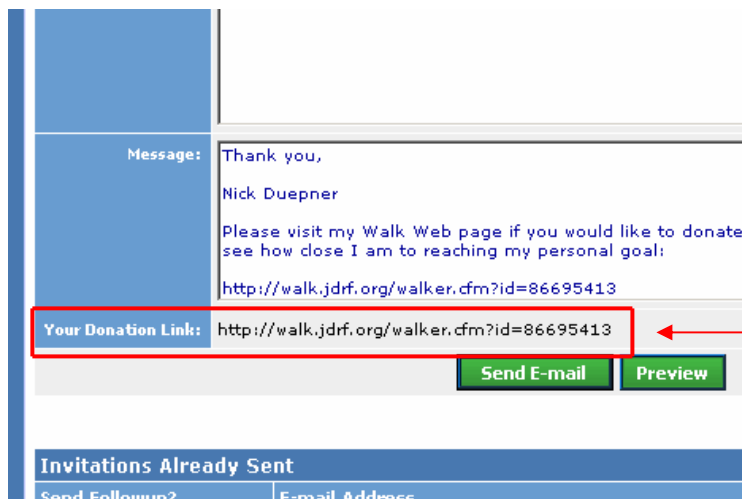
When finished writing the message, click “Preview”. When ready to send the message click “Send Email”.

At the bottom, there is a list of people that have already been sent e-mails, and whether or not they have donated. Walkers also have the option of sending them a follow-up email by checking the check box.



Option 2 - Your Home or Office

Sending donation emails from your home or office email provider may be easier and more effective. Using your address book will eliminate typing in the email addresses of recipients. Additionally, emails sent from Walk Central do not have your personal email address. As a result the message may be blocked where as your personal email would not. However, you must include in the body of the email your **donation link**. This link allows a donor to go directly to your donation page without having to search.



2.3.5 My Donations Tab

On the “**View My Donors**” page walkers can see all of the people who have donated online, with the amount, the date, and any comments they made.

Walkers will also be able to see a total of their offline donations in the row called “**Other donations**”.

Walk Central My Profile Send Donation E-mails **My Donations** Resources

Welcome to Walk Central, Christina! [Logout](#)

Below you'll find a list of any online donations you've received so far, as well as any comments donors have included. Anyone who donates online receives a thank you letter from JDRF, but you may want to thank them personally as well.

It's also a good idea to follow up with friends who haven't donated with a gentle reminder e-mail letting them know there is still time to be a part of the cure.

As you count down to Walk day, let everyone know how close you are to reaching your fundraising goal. Even those who have already donated may want to help you make sure you reach it.

Online Donations			
Donor Name	Amount	Donation Date	Comments
Christina Augustine	\$10.00	10/08/2004	
Tony augustine	\$25.00	10/08/2004	good luck and be careful.
Brian Lahman	\$15.00	10/08/2004	GET

Other Donations *: \$0.00
* Other donations are offline contributions the walker turned in to the local chapter office.

2.3.6 Resources Tab

The walker can access various information sheets, helpful tools, and chapter information. These are generated by the Walk Department in the National office.

2.3.7 Logging out

To log out of Walk Central, click on word “Logout” on the right end of the green bar that runs across the top of the screen.

2.4 Team Captain Walk Central Page

Team Captains have access to all of the same fundraising tools as other walkers (see section 2.3.3). A Team Captain can designate themselves as the captain during registration, or they can be designated as the captain in Walk Tracker by a chapter staff person.



The screenshot shows the 'Walk Central' interface for a user named Mickey. The page is titled 'Welcome to Walk Central, Mickey!' and includes a progress bar on the left showing 'DONATIONS COLLECTED SO FAR' at 40% (40 of 100) and 'RAISES COLLECTED' at 40% of the goal. A 'TEAM GOAL' section shows a target of \$2,000. The main content area contains a welcome message, a link to 'Edit Message', and a 'Resources' section. The right sidebar contains navigation links for 'My Profile', 'Send Donation E-mails', 'My Donations', 'Manage My Team', and 'Resources'.

2.4.1 Write a message to all walkers on the team

Click on the blue “**Edit Message**” button.

A box will pop up, where the captain can write a message. When done, click “**Continue**”. Now the message will appear on the homepage of all of the walkers on that team. If the captain chooses not to post the message, click “**Cancel**”.



The screenshot shows a dialog box titled 'Edit Team Captain Message' with a text area containing the following text: 'Welcome Ladies and Jellyspoons! I'm so glad you decided to join the team. We are going to have a great time together on Walk day, and we're helping to support a terrific cause.

 I hope you've been out collecting lots of pledges, but if you need some tps on how to get people to donate, check out'. The text area has a character count of '1597 chars left'. Below the text area are 'Continue' and 'Cancel' buttons. The dialog box is overlaid on a browser window showing the URL 'https://staging.globalcloud.net - Juvenile Diabetes Research Founda'.

2.4.2 Manage My Team Tab (Team Captains)

When a captain clicks on the Manage My Team tab, three sub-tabs appear:

- Invitation Email
- Team Email
- Team Report

2.4.3 Invitation Email

This page is exactly like a walker's Donations E-mail page. The difference is that it asks the person receiving the e-mail to join the team and if they cannot, to make a donation.

At the bottom in the “**Invitations Already Sent**” section, there is a list of people who've received the e-mail and whether or not they've joined. Walkers can send a follow up email by placing a check in the checkbox.

Again this can also be done through your home or office email. However be sure to include the “Link to Join My Team”

Send Team Invitation E-mails

Once you've created your Fundraising Page, use this tool to send e-mails asking friends to join your team. A link will be included at the end of your e-mail, making it easy for them to register.

Send Team Invitation E-mails

E-mail Address(es):

(Example: john@doe.com, jane@doe.com. Please separate multiple addresses with commas.)

Message:

I'm writing to tell you that I'll be walking in the Juvenile Diabetes you to join me.

Taking part in the Walk is great experience. Not only will you be making a real difference in helping to find a cure that will change the lives of millions... you'll be having FUN, and getting a good workout too!

Don't let me tell you a little about who this cause is so important.

Link to Join Your Team: <http://stage.jdrf.org/walk9/walker.cfm?id=86358983>

Send E-mail **Preview**

Invitations Already Sent

Send Followup?	Email Address	Joined?
<input type="checkbox"/>	rlandry@jdrf.org	No

2.4.4 Team Email

Team Captains can create and send emails to all of their team walkers. Type the message in the white text box, then click the “**Send Email**” button. To preview what the message will look like, click the “**Preview**” button.

Send E-mail to all your Team Members

Send a Message to your Team

Message:

Dear Team Members,

Congratulations on your excellent work! Thanks to all of you, we now have **number of team members** walkers joining us at the Walk on **date**, and we've raised a total of **team amt. Raised**!

Still, we can do better, and millions of people with diabetes throughout the world are counting on us. If you haven't yet sent a letter or utilized the tools at Walk Central, there's still time! Give them a try!

Send E-mail **Preview**

2.4.5 Team Report

This page lists all of the walkers on the team, how much they have raised and their goal amount. There is also a total at the bottom.

Your Team Walkers

Walker Name	Amount Raised	Goal
Mickey Mouse	\$1,000.00	\$250.00
Cinderella	\$150.00	\$150.00
Jaime Emille	\$0.00	\$100.00
Sandy Kantor	\$0.00	\$5,000.00
Jennifer Ciolek	\$20,000.00	\$5,000.00
Nancy Moore	\$300.00	\$200.00
Mark Messier	\$0.00	\$0.00
Cinderella	\$0.00	\$0.00
Susan Moore	\$0.00	\$0.00
John Smith	\$0.00	\$0.00
Ken Kantor	\$6,500.00	\$0.00
Total Raised	\$27,900.00	