



RELAY FOR LIFE

Participant Experience GUIDE

Welcome to the Comprehensive Relay For Life Participant Experience Website Management Guide.
Let's dive in! ☺

Last Updated: February 2017

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THE PARTICIPANT EXPERIENCE

Chapter 1: Society Account

- ❓ [Creating a New Society Account](#)
- ❓ [Logging in to Your Existing Society Account](#)
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Creating a New Society Account

(For first-time American Cancer Society online event participants)

If you have never participated in an American Cancer Society event online (Relay For Life, Making Strides Against Breast Cancer, Bark For Life, DetermiNation, etc.) you can create a brand new Society Account which you can use for any future ACS online activity!

1. Visit your event website. You can find your event at relayforlife.org.
2. Click on the **Sign In** link in the upper right-hand corner.



3. Click the blue **Create an Account** button.

Log In

Are you a new participant? [CREATE AN ACCOUNT](#)

Log in with your social account:

[Log in](#) [Google](#) [Yahoo](#)

Or, log in with your email or username:

Email or Username:

Password:

[LOG IN](#) [Forgot password?](#)

Need help? Please visit our [FAQ](#)

4. You can choose to create your new account using our social login feature OR using your email address.
 - a. **Note:** If you choose to create an account with your email address, it must be a unique email address, not used by another other ACS online event participant. Enter the required information, and **click Create an Account**.
 - b. If you need additional assistance creating your new Society Account, please call our web site support desk at 877-957-7848.

Create My Society Account

Are you a returning participant? [LOG IN](#)

Welcome! Creating a new account is quick, simple and secure. You'll get a head start on registering for event and have seamless access to American Cancer Society sites like Relay For Life, Making Strides Against Breast Cancer and others.

By creating an account, you agree to the [Terms and Conditions](#) and [Privacy Policy](#).

Create an account with your social login:

[Log in](#) [Google](#) [Yahoo](#)

Or, create an account with your email address:

First name:

Last name:

Email:

Confirm Email:

Password:

Confirm Password:

[CREATE AN ACCOUNT](#)

Need help? Please visit our [FAQ](#)

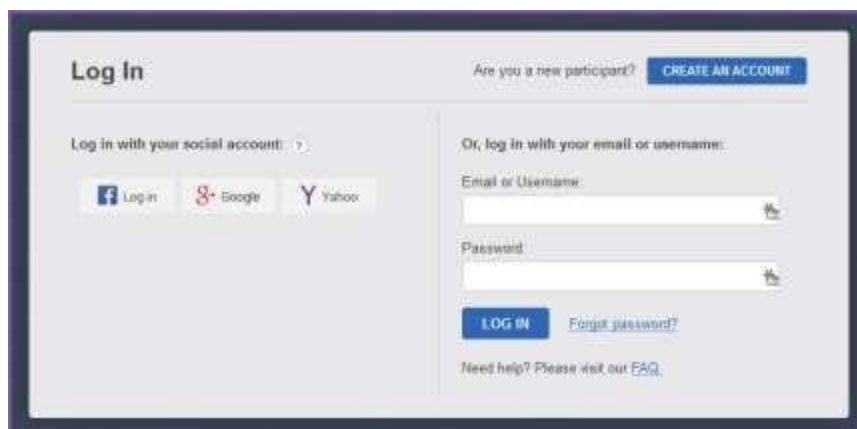
Logging in to Your Existing Society Account (For returning American Cancer Society online event participants)

If you have previously participated in an American Cancer Society event online (Relay For Life, Making Strides Against Breast Cancer, Bark For Life, DeterminiNation, etc.) you can login using the most recent email address with which you registered.

1. Visit your event website. You can find your event at relayforlife.org.
2. Click on the **Sign In** link in the upper right-hand corner.



3. Use one of the Log In options to access your account.
 - a. If you need additional assistance accessing your Society Account, feel free to call our web site support desk at 877-957-7848. We're always ready to assist you with any question you might have.



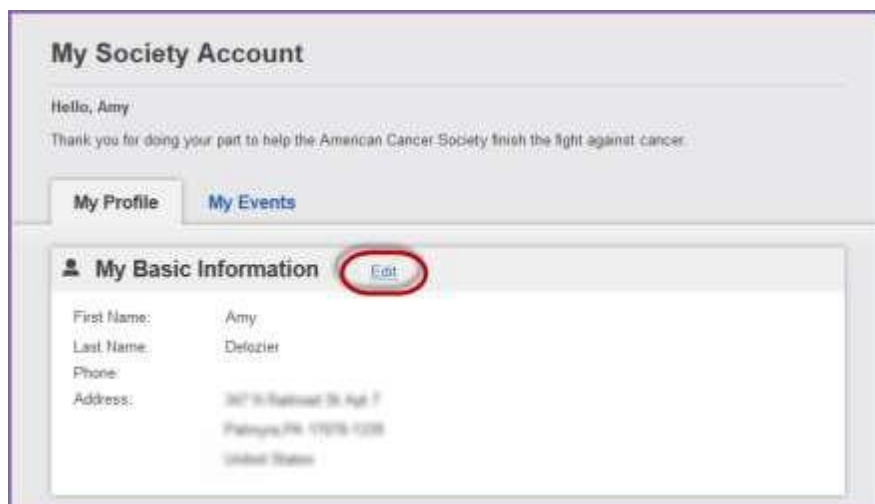
Manage Your Society Account

1. Log into your **Society Account**
2. Click on the **My Account** link.



Update Your Basic Information

1. Click the blue **Edit** link to make changes to your biographical and contact information. Click **Update** to save your changes.



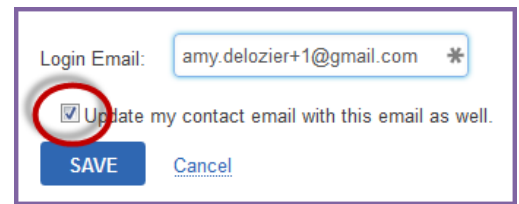
Update Your Login Preferences

1. Scroll down to the **Login Preferences** section.



2. Click the appropriate blue links to make changes to your login email and/or password. Make sure you always click **Save / Update** once you've made the desired changes.

- a. **Note:** *If you want to simultaneously update your contact email, so you also receive emails at your new email address, check the box before saving.*



Login Email: amy.delozier+1@gmail.com *

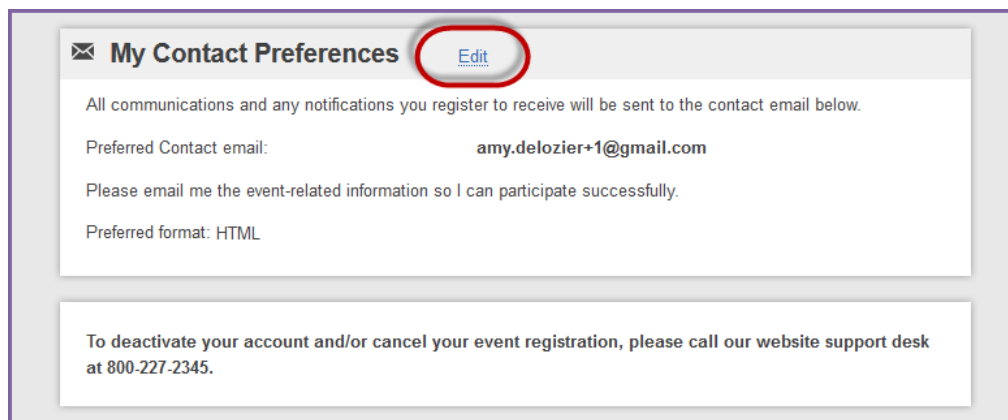
☒ Update my contact email with this email as well.

SAVE Cancel

3. You can also choose to link your Society Account to your Facebook or Google, which will allow for easier login in the future.

Update your Email Preferences

1. Scroll down to the **My Contact Preferences** section.
2. Click the blue **Edit** link to make changes to your contact preferences. Click **Update** to save your changes.
 - a. You can change your contact email address
 - b. Opt in/out of receiving emails
 - c. Select HTML or Plain Text as your preferred email format. HTML is recommended, as that allows you to get the full Relay For Life experience from each email, with photos and links.



✉ **My Contact Preferences** Edit

All communications and any notifications you register to receive will be sent to the contact email below.

Preferred Contact email: amy.delozier+1@gmail.com

Please email me the event-related information so I can participate successfully.

Preferred format: HTML

To deactivate your account and/or cancel your event registration, please call our website support desk at 800-227-2345.

Chapter 2: Sign Up

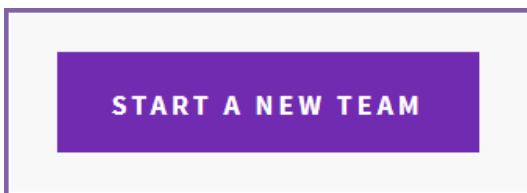
- ? [Start a New Relay Online Team](#)
- ? [Bring Back a Returning Relay Online Team](#)
- ? [Join a Relay Online Team](#)
- ? [Register as a Survivor / Walk the Survivor Lap](#)

Start a New Relay Online Team

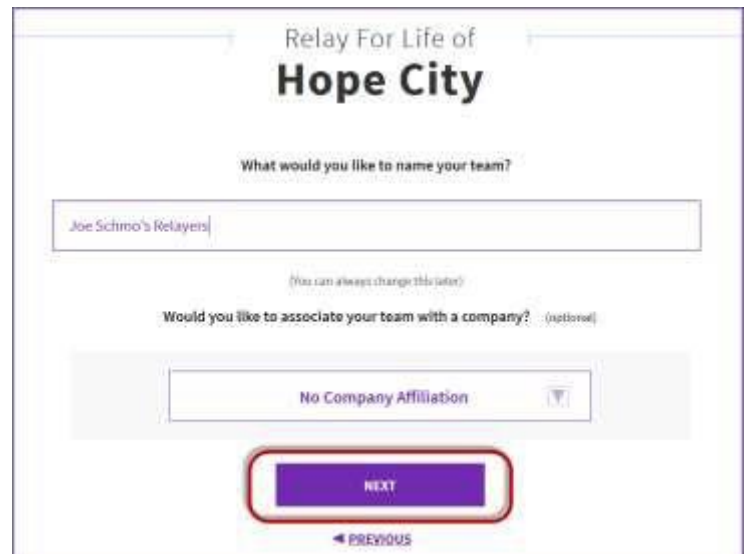
1. Visit your event website. You can find your event at relayforlife.org.
2. Click on the **Join this Relay** link.



3. You will be asked to create / log in to your Society Account (see [previous section](#) for more info on Society Account)
4. Once you have logged into the website, click the **Start a New Team** button.



5. Enter information about the team you are creating before clicking **Next**:
 - Name your team
 - Select if your team is affiliated with a company or organization



If you have any questions, please open a support ticket at helpme.cancer.org

Would you like to kickstart your fundraising by making a donation? (optional)

What is your relationship to cancer?

Please select all that apply.

What is your T-shirt size?

All survivors and participants who raise \$100 are given a T-shirt for the event.

Are you under the age of 18?

Do you agree to the waiver?

Enter Mailing Address:

Mailing Address:

Mailing Address (line 2: optional)

Zip Code: City: State: Alabama

Pay by Credit Card

☒ MY BILLING ADDRESS IS THE SAME AS MY MAILING ADDRESS

Credit Card Number:

Exp. Month: Exp. Year: CVC:

[← PREVIOUS](#)

6. If you would like to make a donation to kick start your fundraising, select a gift value or enter a different amount. If you would prefer not to make a donation during your registration, select **Not right now**

7. Complete the **Registration Form** with your personal information.

If you are a returning participant, this information should be completed for you. Please be sure to check that all fields are updated for the current year.

8. If your registration includes a fee, or if you chose to make an additional donation, you will be asked for billing information.

9. Once finished, click **Complete**.

10. **Your Relay registration is complete.** Welcome to your dashboard!



[MY ACCOUNT](#) [JOIN ANOTHER RELAY](#)

[LEARN ABOUT RELAY](#)
[GET INVOLVED](#)
[FUNDRAISING](#)
[SIGN OUT](#)

[Welcome, Joe](#)
[GO FUNDRAISE](#)
[MY EVENT](#)
[MY TEAM](#)

Thank you for joining Relay For Life.

Welcome to your dashboard

Your registration fee of \$0 has been processed. Confirmation has been emailed to joe.schmo@gmail.com.

Quick Start Guide

Step 1:

Answer a few questions so we can get to know you better.

If you have any questions, please open a support ticket at helpme.cancer.org

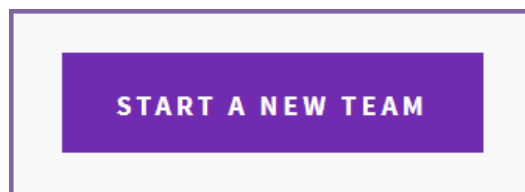
Bring Back a Returning Relay Online Team

New this year, any returning team member can be the first to register, making it easy to get your team up and running for the next Relay season.

1. Visit your event website. You can find your event at relayforlife.org.
2. Click on the **Join this Relay** link.



3. You will be asked to create / log in to your Society Account (see [previous section](#) for more info on Society Account)
4. Once you have logged into the website, click the **Start a New Team** button.



5. The system will recognize if you were a member of a team last year and ask if you want to bring it back!
6. Identify whether you would like to lead the team as captain, or join the team as a member. Either selection will bring the team back!
 - a. *If you choose to join the team as a team member, each team member who registers will be asked to lead or join until someone selects to lead the team.*



If you have any questions, please open a support ticket at helpme.cancer.org

Would you like to kickstart your fundraising by making a donation? (optional)

What is your relationship to cancer?

Please select all that apply.

What is your T-shirt size?

All survivors and participants who raise \$100 are given a T-shirt for the event.

Are you under the age of 18?

Do you agree to the waiver?

Enter Mailing Address:

Mailing Address:

Mailing Address (line 2: optional)

Zip Code: City: State:

Alabama

NEXT

Pay by Credit Card

☒ MY BILLING ADDRESS IS THE SAME AS MY MAILING ADDRESS

Credit Card Number:

Exp. Month: Exp. Year: CVC:

January 2016

COMPLETE

← PREVIOUS

7. If you would like to make a donation to kick start your fundraising, select a gift value or enter a different amount. If you would prefer not to make a donation during your registration, select **Not right now**

8. Complete the **Registration Form** with your personal information.

If you are a returning participant, this information should be completed for you. Please be sure to check that all fields are updated for the current year.

9. If your registration includes a fee, or if you chose to make an additional donation, you will be asked for billing information.

10. Once finished, click **Complete**.

11. **Your Relay registration is complete.** Welcome to your dashboard!

DONATE

RELAY FOR LIFE

MY ACCOUNT **JOIN ANOTHER RELAY**

LEARN ABOUT RELAY **GET INVOLVED** **FUNDRAISING** **SIGN OUT**

Welcome, Joe **GO FUNDRAISE** **MY EVENT** **MY TEAM**

Thank you for joining Relay For Life.

Welcome to your dashboard

Your registration fee of \$0 has been processed. Confirmation has been emailed to joe.schmo@gmail.com.

Quick Start Guide

Step 1:

Answer a few questions so we can get to know you better.

COMPLETE YOUR PROFILE

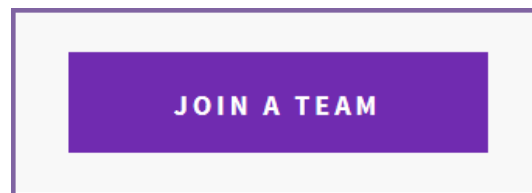
If you have any questions, please open a support ticket at helpme.cancer.org

Join a Relay Online Team

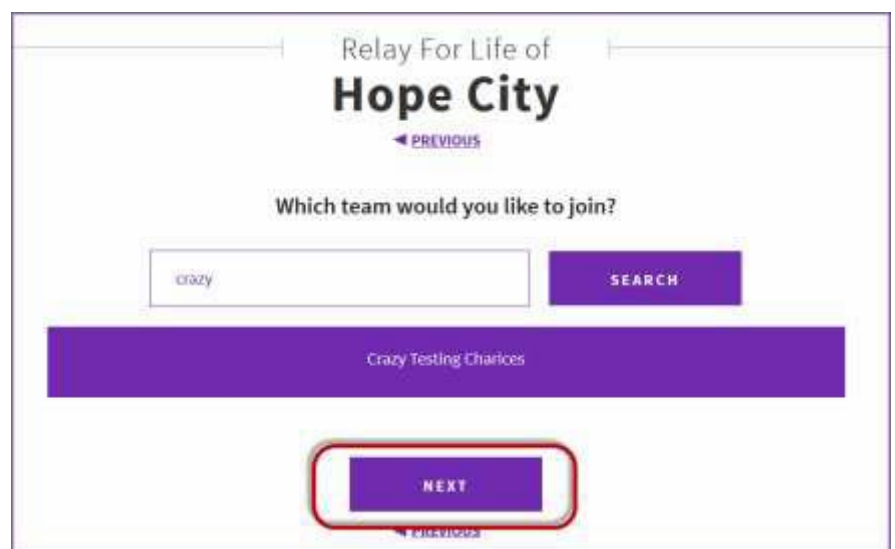
1. Visit your event website. You can find your event at relayforlife.org.
2. Click on the **Join this Relay** link.



3. You will be asked to create / log in to your Society Account (see [previous section](#) for more info on Society Account)
4. Once you have logged into the website, click the **Join a Team** button.



5. To find the team you wish to join, start typing the team name. All the teams that have registered on the website will appear in a list. Select the team you wish to join. Then click Next.



Would you like to kickstart your fundraising by making a donation? (optional)

What is your relationship to cancer?

Please select all that apply.

What is your T-shirt size?

All survivors and participants who raise \$100 are given a T-shirt for the event.

Are you under the age of 18?

Do you agree to the waiver?

Enter Mailing Address:

Mailing Address:

Mailing Address (line 2: optional)

Zip Code: City: State: Alabama

Pay by Credit Card

☒ MY BILLING ADDRESS IS THE SAME AS MY MAILING ADDRESS

Credit Card Number:

Exp. Month: January Exp. Year: 2018 CVC:

[< PREVIOUS](#)

6. If you would like to make a donation to kick start your fundraising, select a gift value or enter a different amount. If you would prefer not to make a donation during your registration, select **Not right now**

7. Complete the **Registration Form** with your personal information.

If you are a returning participant, this information should be completed for you. Please be sure to check that all fields are updated for the current year.

8. If you chose to make an additional donation, you will be asked for billing information.

9. Once finished, click **Complete**.

10. **Your Relay registration is complete.** Welcome to your dashboard!



[MY ACCOUNT](#) [JOIN ANOTHER RELAY](#)

[LEARN ABOUT RELAY](#)
[GET INVOLVED](#)
[FUNDRAISING](#)
[SIGN OUT](#)

[Welcome, Joe](#)
[GO FUNDRAISE](#)
[MY EVENT](#)
[MY TEAM](#)

Thank you for joining Relay For Life.

Welcome to your dashboard

Your registration fee of \$0 has been processed. Confirmation has been emailed to joe-schmo@gmail.com.

Quick Start Guide

Step 1:

Answer a few questions so we can get to know you better.

[Hide it](#)

If you have any questions, please open a support ticket at helpme.cancer.org

Register as a Survivor / Walk the Survivor Lap

Thank you for joining Relay For Life as a cancer survivor.

Please use the following instructions to help you register online for your Relay event's **survivor lap only**. *If you are a team captain or team member, please use the instructions to [start](#) or [join](#) a team to guide your online registration. You will still have the opportunity to identify your relationship to cancer.*

1. Visit your event website. You can find your event at relayforlife.org.
2. Click on the **Join this Relay** link.



3. You will be asked to create / log in to your Society Account (see [previous section](#) for more info on Society Account)
4. Once you have logged into the website, select the **Walk the Survivor Lap** option.



Would you like to kickstart your fundraising by making a donation? (optional)

What is your relationship to cancer?

Please select all that apply.

What is your T-shirt size?

All survivors and participants who raise \$100 are given a T-shirt for the event.

Are you under the age of 18?

Do you agree to the waiver?

Enter Mailing Address:

Mailing Address:

Mailing Address (line 2: optional)

Zip Code: City: State: Alabama

Pay by Credit Card

☒ MY BILLING ADDRESS IS THE SAME AS MY MAILING ADDRESS

Credit Card Number:

Exp. Month: Exp. Year: CVC:

[← PREVIOUS](#)

11. If you would like to make a donation to kick start your fundraising, select a gift value or enter a different amount. If you would prefer not to make a donation during your registration, select **Not right now**

12. Complete the **Registration Form** with your personal information.

If you are a returning participant, this information should be completed for you. Please be sure to check that all fields are updated for the current year.

13. If your registration includes a fee, or if you chose to make an additional donation, you will be asked for billing information.

14. Once finished, click **Complete**.

15. **Your Relay registration is complete.** Welcome to your dashboard!



[MY ACCOUNT](#) [JOIN ANOTHER RELAY](#)

[LEARN ABOUT RELAY](#)
[GET INVOLVED](#)
[FUNDRAISING](#)
[SIGN OUT](#)

[Welcome, Joe](#)
[GO FUNDRAISE](#)
[MY EVENT](#)
[MY TEAM](#)

Thank you for joining Relay For Life.

Welcome to your dashboard

Your registration fee of \$0 has been processed. Confirmation has been emailed to joe.schmo@gmail.com.

Quick Start Guide

Step 1:

Answer a few questions so we can get to know you better.

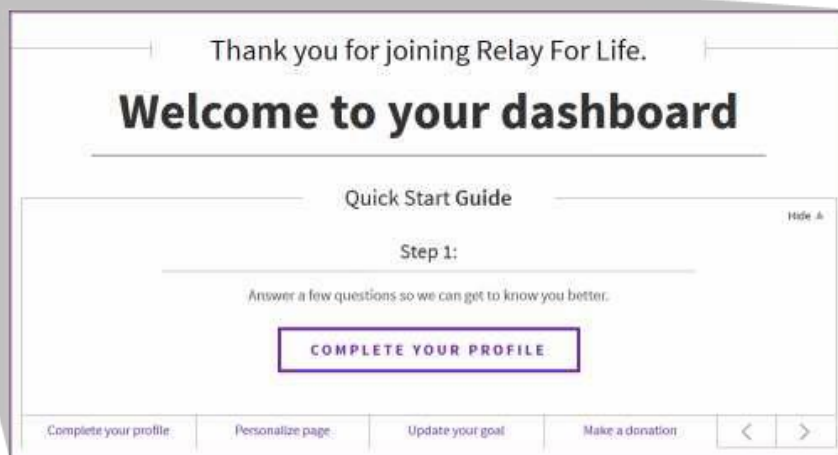
If you have any questions, please open a support ticket at helpme.cancer.org

Chapter 3: Quick Start Guide

- [Access Your Quick Start Guide](#)
- [Complete Your Profile](#)
- [Personalize Your Page](#)
- [Update Your Goal](#)
- [Make a Donation](#)

Access Your Quick Start Guide

1. Log into your **Relay Dashboard**.
2. If the Quick Start Guide is not displaying, click **Show Quickstart Checklist** in the upper right-hand corner.



3. Complete each of the steps in the Quick Start Guide to get your personal fundraising page ready for success.

Complete Your Profile

The screenshot shows a form titled "Complete Your Profile" with the subtitle "Answer a few questions so we can get to know you better." The form is divided into sections. The first section, "Participation Information", contains a dropdown menu for "What is your team affiliation?" with "Family" selected. Below this is a question "Does your employer offer matching gifts?" with "Yes" and "No" buttons. The second section contains a question "Are you interested in advocating for legislation to make cancer a top national priority through our partner organization ACS CAN?" with "Yes" and "No" buttons. The third section contains a question "Are you interested in becoming more involved with the American Cancer Society?" with "Yes" and "No" buttons. At the bottom, there is a red "SAVE CHANGES" button.

1. From the Quick Start Checklist, click "Complete Your Profile"
2. Tell us more about yourself! Answer only the questions you want.
3. Click **Save Changes** once finished.

Personalize Your Page

1. From the Quick Start Checklist, click "Personalize Page"
2. Add personal photos and/or a video.
3. Click **Save Changes** once finished

The screenshot shows a "Quick Start Guide" with "Step 2: Add photos and/or videos and update the 'Why I Live' section". A red box highlights the "UPLOAD PHOTO AND/OR VIDEO" button. At the bottom, there are navigation buttons: "Complete your profile", "Personalize page", "Update your goal", and "Make a donation".

The screenshot shows a form titled "Upload Photos and/or Video" with the subtitle "You can personalize your fundraising page with up to 2 photos and a video." Below this, it states "Photos must be .jpg or .gif files smaller than 4MB. Photos will be resized to fit in the available space." There are two photo upload areas, "Photo 1" and "Photo 2", each with a grid of icons and a "Caption (optional)" field. Below these is a "YouTube URL:" field with a text input box. At the bottom, there is a red "SAVE CHANGES" button.

Update Your Goal

1. From the Quick Start Checklist, click “Update Your Goal”

Quick Start Guide

Step 3:

We've provided a starter goal for you. Update your goal to best suit your needs.

UPDATE GOAL

Complete your profile Personalize page Update your goal

Update Your Fundraising Goal

Enter Goal:

500

SAVE CHANGES

2. Enter your new goal.
3. Click **Save Changes** once finished

Make a Donation

1. From the Quick Start Checklist, click “Make a Donation.”

Quick Start Guide

Step 4:

Get your fundraising started by making a self-donation.

MAKE A DONATION

Complete your profile Personalize page Update your goal

How much would you like to donate?

\$50 \$100 \$200 OTHER

DONATE

2. Select amount, or enter another amount and click **Donate**.
3. You will be taken to the donation form to complete the personal donation process.

Chapter 4: Participant Dashboard

Ask your friends and family for donations, share your personal page, and invite friends to join you at Relay For Life using one of our pre-written messages, Facebook or Twitter.

Make a personal donation towards your

Create a personal page URL

Update personal fundraising goal

Add Photos & Video to Personal Page

Update your personal story and share why you Relay!

The screenshot shows the Relay For Life Participant Dashboard. At the top, there's a navigation bar with links: DONATE, MY ACCOUNT, JOIN ANOTHER RELAY, LEARN ABOUT RELAY, GET INVOLVED, FUNDRAISING, and SIGN OUT. Below this is a purple header with 'Welcome, Amy', 'GO FUNDRAISE', and 'MY EVENT'. A 'View Dashboard Checklist' link is on the right.

The main section is titled 'MY DASHBOARD' for the event 'Relay For Life of Hope City'. It features four circular icons: 'ASK FOR DONATIONS' (person with dollar sign), 'SHARE MY PAGE' (share icon), 'INVITE FRIENDS' (person with plus), and 'DONATE TOWARD MY GOAL' (heart with dollar sign). A red bracket groups the first three icons, with an arrow pointing to the text 'Ask your friends and family for donations, share your personal page, and invite friends to join you at Relay For Life using one of our pre-written messages, Facebook or Twitter.'

Below the dashboard is the 'MY PROFILE' section. It includes a 'VIEW MY PUBLIC PAGE' link, a 'PERSONAL PAGE URL' field with the text 'http://relayforlife.org/amy', an 'UPDATE' button, and a red arrow pointing to the text 'Create a personal page URL'. There are also icons for 'HOPE' and a person.

The profile section also features a photo of three people in Relay For Life gear, with a red arrow pointing to the text 'Add Photos & Video to Personal Page'. To the right of the photo is a fundraising progress gauge showing 'I'VE RAISED \$195', 'MY GOAL \$500', and '\$305 GOALS LEFT'. A red arrow points to this gauge with the text 'Update personal fundraising goal'.

At the bottom is the 'WHY I RELAY' section, which includes a 'Why I Relay' sub-header, a paragraph about cancer's impact, and a 'VIEW MORE' link. A red arrow points to this section with the text 'Update your personal story and share why you Relay!'.

See all available fundraising, activity and status badges, including the ones you have already earned!

View and thank your donors, and manage your email contacts

Access additional fundraising resources from directly within your dashboard!

My Communications









My Donors Manage Contacts









[DOWNLOAD LIST](#) [THANK ALL](#)




NAME	AMOUNT	DATE RECEIVED	ACTION
Michael Scott	\$35	9.6.2016	THANK
Ronald McDonald	\$150	9.6.2016	THANK
Sue Smiley	\$10	9.6.2016	THANK

VIEW 5


MY BADGES


       


       

FUNDRAISING RESOURCES

 [MOBILE APP](#)

 [FUNDRAISE WITH FACEBOOK](#)

 [RELAY NATION](#)

EVENT CONTACT

PARKER LEWIS
parker@example.com
512 459 2222 or [view online help](#)

Chapter 5: Team Captain Dashboard

Invite your friends and family to join your team, email team members, or promote your team using one of our pre-written messages, Facebook or Twitter.

Edit your team name

Make a personal donation towards your team goal!

Add Photos & Video to Team Page

Create a team page URL

Update team fundraising goal

Update your team story and share why you Relay!

The screenshot shows the 'MY TEAM' dashboard for a team named 'Amy's Amiables'. The dashboard includes a top navigation bar with links like 'DONATE', 'LEARN ABOUT RELAY', 'GET INVOLVED', 'FUNDRAISING', and 'MY ACCOUNT'. Below this is a sub-navigation bar with 'GO FUNDRAISE', 'MY EVENT', and 'MY TEAM'. The main content area is divided into sections: 'MY TEAM' with a team name and an 'EDIT NAME' button; a row of four action buttons: 'INVITE FRIENDS', 'EMAIL MY TEAM', 'PROMOTE MY TEAM', and 'DONATE TO MY TEAM'; 'TEAM PROFILE' with a 'VIEW PUBLIC TEAM PAGE' link and a 'TEAM PAGE URL' field with an 'UPDATE' button; a fundraising progress gauge showing '\$220' raised out of a '\$1,000' goal, with '255' people left to reach the goal; and a 'HOW WE RELAY' section with a text area for the team story and a 'VIEW MORE' link. Red arrows point from text annotations to specific features: 'INVITE FRIENDS', 'EDIT NAME', 'DONATE TO MY TEAM', 'TEAM PAGE URL', the fundraising gauge, and the team story text area.

View and email
your team
members, and
download a
team roster

Access additional
fundraising
resources from
directly within
your dashboard!

View and thank
your team
donors, and
download a
donor list

See a complete
list of team
fundraising
badges,
including the
ones your team
has already
earned!

TEAM COMMUNICATIONS

Be the first to donate!

\$50

\$100

\$200

OTHER

DONATE

DOWNLOAD LIST

THANK ALL

Name	Amount Raised	Date Received	Action
John Smith	\$100	04/2018	<div>THANK</div>

View

5

TEAM ROSTER

DOWNLOAD ROSTER

EMAIL ALL

Name	Amount Raised	Action
Tina Turner	\$25	<div>EMAIL</div>
Joe Schmo	\$80	<div>EMAIL</div>
Amy DelapierTest	\$50	<div>EMAIL</div>

OUR BADGES

Cure Team

Titanium Team

Yungpoo Team

Purple Team

Ruby Team

Emerald Team

Sapphire Team

Jade Team

Platinum Team


Gold Team

Silver Team


Bronze Team

Rising Star Team


FUNDRAISING RESOURCES



MOBILE APP



FUNDRAISE WITH FACEBOOK



RELAY NATION

EVENT CONTACT

PARKER LEWIS
parker@example.com
512 459 2222 or [view online help](#)

If you have any questions, please open a support ticket at helpme.cancer.org

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Chapter 6: Manage Your Personal/Team Page

- ❓ [Edit Your Personal/Team Page](#)
 - [Add Photos and Video](#)
 - [Edit Your Relay Story](#)
- ❓ [Update Your Personal/Team Goal](#)

Edit Your Personal/Team Page

1. Log into your personal or team **Relay Dashboard**
2. Scroll down to the **Profile** section of the dashboard.
3. Your profile management tools will appear

Add Photos and Video

1. **Add Photo(s)**
 - a. **Personal Photo** – Insert up to two images to display on your personal page by uploading a file that contains a digital photograph. You may upload photos up to 4MB.
 - b. **Team Photo** – Insert one images to display on your personal page by uploading a file that contains a digital photograph. You may upload photos up to 4MB.
 - i. **Browse** – Click the **Select Photo** button to find a photo located on your computer and upload to your personal page.
 - ii. **Caption** – Enter a caption for the photo(s) you uploaded to your personal page.
 - iii. **Save Changes** – Click to see your new image(s) reflected on the personal page.
2. **Add Video (personal page only)** – Insert a video to display on your personal page by uploading a URL link that contains the video clip.
 - a. Enter the URL to a video to see the clip embedded on your personal page and
 - b. Click **Save Changes** to see your new video reflected on the personal page.



Upload Photos and/or Video

You can personalize your fundraising page with up to 2 photos and a video.
Photos must be .jpeg or .gif files smaller than 4MB.
Photos will be resized to fit in the available space.

Photo #1:
Caption (optional) [SELECT PHOTO]

Photo #2:
Caption (optional) [SELECT PHOTO]

YouTube URL:
YouTube URL: [SAVE CHANGES]

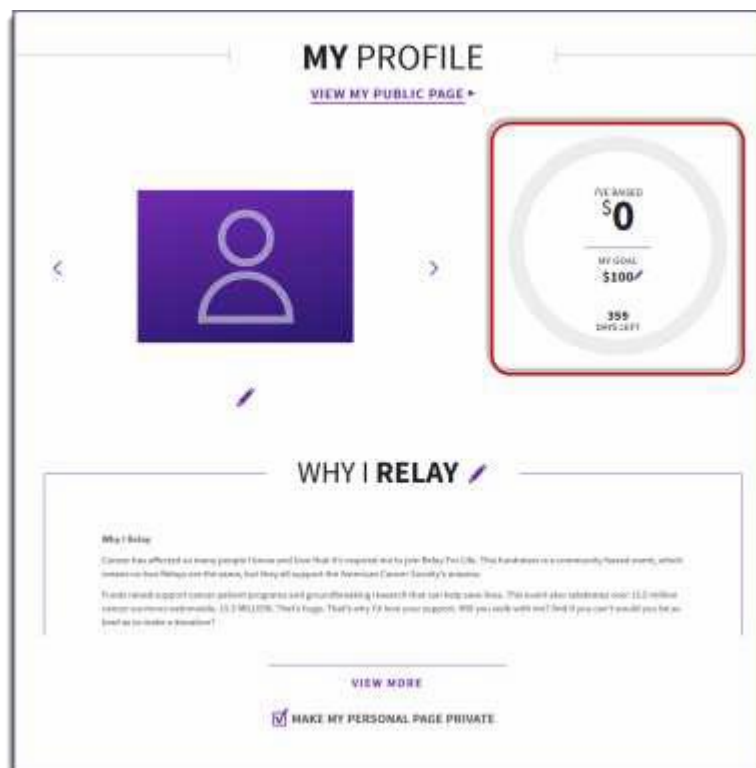
Edit Your Relay Story

1. Use the text editing tools to edit your Relay story and share why you/your team participate in Relay For Life
2. Click Save to make your changes appear



Update Your Personal/Team Goal

1. Log into your personal or team **Relay Dashboard**
2. Scroll down to the **Profile** section of the dashboard.
3. Click on the **Update Profile** button.
4. You can update the goal amount to reflect the your personal/team fundraising goal.



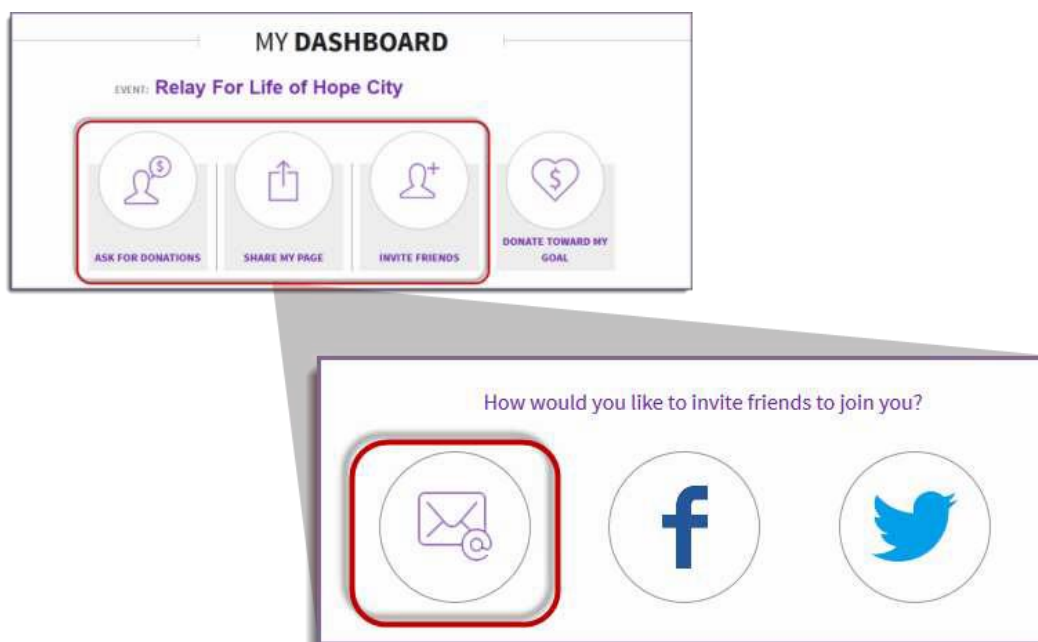
5. Click **Save Changes** once finished.

Chapter 7: Emailing From Your Dashboard

- [Compose a New Message](#)
- [Thank Your Donors](#)

Compose a New Message

1. Log into your **Relay Dashboard**.
2. Select whether you want to ask for donations, share your page, or invite friends, then select the **Email** icon



3. The email tool will open below:
 - a. Begin typing the names of those you wish to email into the To: field. If email addresses are already in the Address Book, they will begin to auto-populate.
 - b. Click **+** to **Select Contact(s)** or **Select Group(s)** if you would like to see more options of individuals you may send the message to.
4. If you need help deciding what to write in your email, choose one of the template messages.
 - a. Click on the **Select a template** drop down menu to see the suggested messages available (i.e. Thank a Donor)
 - b. Once you select the template of your choice, the email will appear for you to personalize or send as is.



5. Once your email appears the way you wish, there are a few options available:
 - a. **Save As New Template** if this is a message you plan to send multiple times
 - b. **Save As Draft** if you want to send the email at a later time
 - c. **Preview** to see what the email will look like to recipients
 - d. **Send** to deliver this message to everyone you have added as a recipient of this email. A confirmation will appear letting you know the message has been sent and giving you an opportunity to continue sending emails.

Thank Your Donors

1. Log into your **Relay Dashboard**.
2. Scroll down to **My Communications** to see a complete list of your donors
3. You can choose to thank your donors all at once by clicking **Thank All** or thank them individually by selecting **Thank** next to the appropriate donor's name(s).
4. Select the desired template or create your own and **Send**!
5. Once a Thank You message is sent, the "Thank" prompt will disappear from the donor's name.

My Donors			
DOWNLOAD LIST			THANK ALL
NAME	AMOUNT	DATE RECEIVED	ACTION
Michael Scott	\$35	9.6.2016	THANK
Ronald McDonald	\$150	9.6.2016	THANK
Sue Smiley	\$10	9.6.2016	THANK
VIEW 5			

Chapter 8: Manage Your Contacts

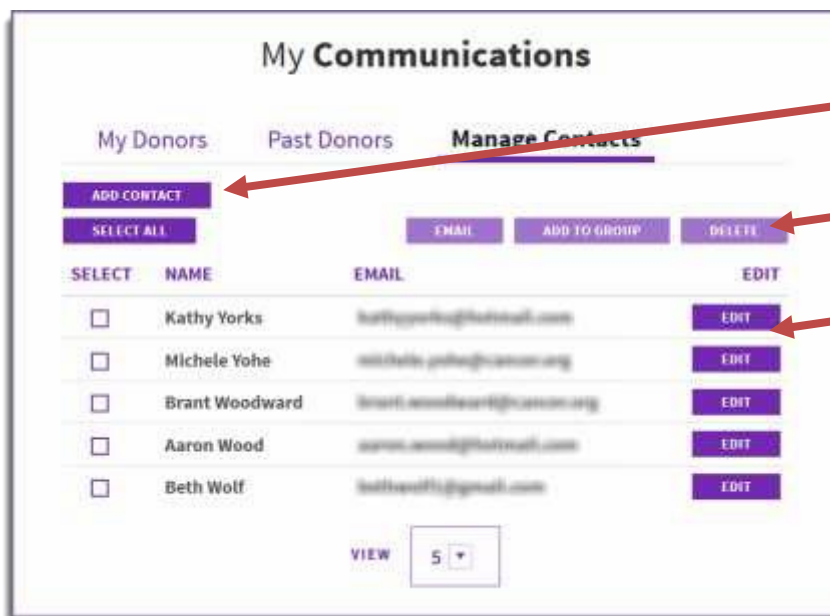
🔗 [Manage Your Address Book](#)

🔗 [Create an Email Group](#)

Note: The contact information in your address book is strictly for your use. Neither the American Cancer Society nor web system will send unsolicited email (spam) to your contacts in your address book, or sell the information to a third party.

Manage Your Address Book

3. Log into your **Relay Dashboard**.
4. Scroll down to **My Communications** section of the dashboard, and click **Manage Contacts**
5. Your address book will appear and contain any contacts you added, or previously emailed.
 - a. If you registered as a returning participant, all contacts that you previously added or emailed from your Relay Dashboard will automatically be in your current Address Book.



6. Within your address book, you can:

Add new contacts

Delete selected contact records

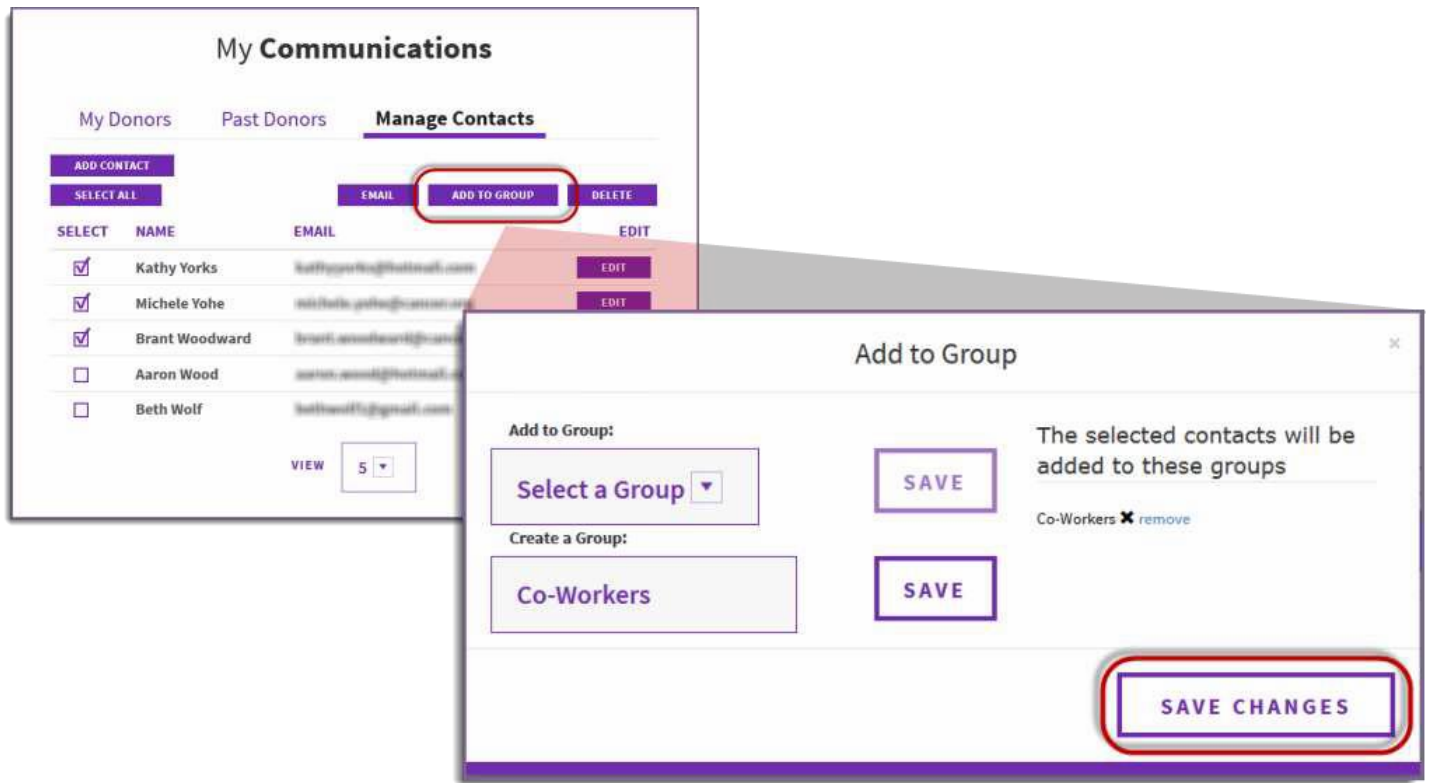
Edit existing contacts

- Add address/phone information
- Update email address
- Add to/remove from email groups

Create an Email Group

Creating groups for your email contacts is a great way to organize your contacts and communication through the Relay Dashboard.

1. Log into your **Relay Dashboard**.
2. Scroll down to **My Communications** section of the dashboard, and click **Manage Contacts**
3. Select the contacts you want to add to a group, and click **Add to Group**



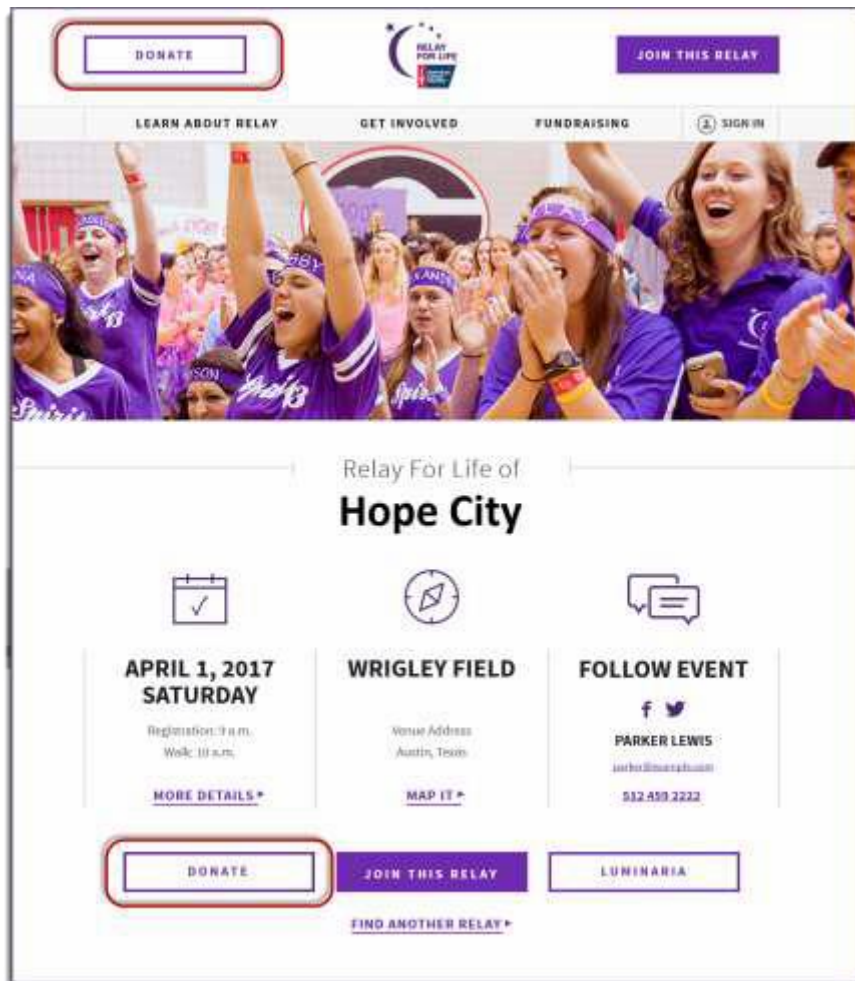
4. Add to an existing group, or create a new group, then click **Save**.
5. When finished, click **Save Changes**.

Chapter 9: Donate Online

[Make an Online Donation](#)

Make an Online Donation

1. Visit your event website. You can find your event at relayforlife.org.
2. Click on the **Donate** button.



3. You will be taken directly to the donation form.
4. Complete the donation form

Donate Today

How much would you like to donate?

How would you like to direct your donation? (optional)

Enter Participant's Name

First Name: Last Name:

SEARCH

Enter Contact Information:

First Name: Last Name:

Address:

City: State: Zip Code:

Pay by Credit Card

First Name: Last Name:

Billing Address:

City: State: Zip Code:

Exp. Month: Exp. Year: CVV:

DONATE \$50

YOUR GIFT

Select the gift amount or enter a specific donation amount.

Identify if the donation is a **one-time gift** or a **monthly recurring gift**

Select where you would like to **credit your gift**: participant, team or event

How would you like to direct your donation? (optional)

DONATE TO PARTICIPANT DONATE TO TEAM DONATE TO EVENT

Enter Participant's Name

First Name: Last Name:

SEARCH

How would you like to direct your donation? (optional)

DONATE TO PARTICIPANT **DONATE TO TEAM** DONATE TO EVENT

Enter Team Name

SEARCH

YOUR INFORMATION

Enter your **Contact Information** – if you are logged in at the time of donation, your contact info will pull in automatically!

Enter your **Billing Information** and **credit card** details.

Click the **Donate** button to complete the transaction.

Appendix D: Online Email Campaign Best Practices

Email messaging for Relay For Life is an essential component of Relay Online and for a successful overall event. An email campaign can foster great fundraising and team building plus community collaboration. This email campaign includes:

- ❑ Recruitment messages: Recruitment messages are emails sent to past participants or community supporters encouraging them to register for Relay For Life
- ❑ Engagement messages: Engagement emails are messages directed to registered participants for various purposes like encouraging their efforts, providing tips, and keeping them updated on event happenings.

Email “Rules”

Why event emails must be sent from the Relay Online Email Tool

All emails that are sent to support a local Relay For Life event must be sent from the Event Management Center for the following reasons:

- Emails sent from the Relay website are 100% compliant with American Cancer Society privacy policy, US CAN SPAM Laws, spam filters, participant “do not mail” preferences.
- ❑ Once an email is sent from the Event Management Center, the Online Chair can track how many people open, read, click, register and donate through your emails.
- It’s easy to stay in touch with everyone as the email tool automatically adds new participants to your website email groups.
- Links to your home page are added to those emails sent from the Online Email Tool; donors and participants don’t have to search for your event homepage or remember a web address.
- ❑ Messages deliver current and consistent cancer information and mission delivery.

ACS Privacy Policy

The American Cancer Society respects constituents’ privacy and allows individuals to restrict internal and external sharing of personal information. The Society recognizes that a constituent may wish to limit the ways in which the American Cancer Society and Relay For Life contact them and, therefore, offer the following options:

1. Do not contact me by telephone.
2. Do not contact me by postal mail.
3. Do not contact me by email.
4. Do not share my contact information with other non-profit organizations.
5. Do not contact me with fundraising requests supporting the American Cancer Society.
6. Limit your fundraising appeals to semiannual solicitations only.
7. Do not contact me or share my information with anyone.

For more information on how to inform the American Cancer Society of any desired restrictions, please click on the following opt out link: http://www.cancer.org/docroot/SU/content/SU_1_4_Opt_Out_Form.asp

If a constituent contacts the American Cancer Society with an opt-out request, all reasonable efforts will be taken to ensure that the individual will not receive any of the selected communications in the future. Updating communication preferences can be done at any time.

If a constituent opts back into a specific service, s/he will receive communication in that manner, regardless of the overall opt out selections. These services may include newsletter subscriptions or email communication by asking a question using “Contact Us.”

If you have any questions, please open a support ticket at helpme.cancer.org

- Keep it Simple! Use 5 words or less. The subject line should not exceed 35 characters.
- Avoid words that prompt recipients to hit the delete key as soon as they read the subject line. Words like "free" and "save," using the Personalization option or ALL CAPITAL LETTERS makes your message look like "spam."
- Be concise and have a clear call to action (i.e., Register your team, Join as a survivor, Spread the word, Volunteer, Donate, Sponsor, etc.). Tell them exactly what you want them to do. If you are asking them to register, say that in the Subject Line. If you need them to donate, put that in the subject line. Industry studies indicate that putting a directive in the subject line will raise the return you were looking for.

Body Content

- Keep it short and sweet. Remember people don't read long and detailed emails. Put those details on your More Event Information or Fundraisers & Activities page, and link to them in your email.
- Limit body copy to 250 words, maximum.
- Use the recipient's first name. Personalization increases response rates.
- Do not use ALL CAPS. It is considered rude and is the equivalent of "shouting" on the Internet.
- Grab the readers' attention so they will want to click the link to your Web page.
- Ask one thing at a time and *then let them know what they can do next – this should be part of each email.* For example, there is not always an ask for money but if your event is following the timeline then you may want to add things such as letting them know you are looking for day of event volunteers.
- The tone of the email should be emotional and factual. Tell a clear ACS Story in small chunk. Share a little part of the story each time in the emails.
- Make the Call to Action urgent! Make it personal from a Volunteer Committee member (in the signature line).
- Use the email templates that are already in the Coaching Email section of your Event Management Center. These are great messages that have been created for you with all of the above tips in mind.

Create content based on different audiences.

- Create different email messages for Youth audiences. Work with your youth volunteer to craft the email. They can write a message that will appeal to college or high school students to help get them to respond.
- Develop messages for Survivors. This is your chance to inform survivors of other ACS volunteer activities throughout the year. Inform your survivors of survivorship activities before and during the Relay

Highlight where the money goes!

- Use coaching emails to communicate the research and patient programs and services offered by the American Cancer Society.
- The Publicity Chair and/or Online Promotional Chair can use data and information in combination with local stories that highlights how the dollars raised by the event are making a difference in their community

Proofreading

- Check spelling and grammar. You want your message to appear thoughtful and reasoned.
- Always, always, always preview your message.
- Send a review email to your event chair, staff partner, English teacher, copy writer, newspaper editor, friend, or loved one. Another pair of eyes is critical.
- Remember, you can't take back an email once it's sent. Be sure the links work and there are no errors in dates or typos.

Scheduling

- Use the [Email Timeline](#) to schedule your messages, make sure there are no pre-scheduled centralized emails or National communications set to go at the same time.
- Send emails between Tuesday and Thursday to get the best results.

- Send follow-up emails. Don't assume a person doesn't want to give because they don't act after your first email. Everyone needs reminding!

Tips for Reducing Email Spam Risk

While there is no 100% guarantee that e-mail messages sent through the EMC will not be identified as spam, there are some simple rules to follow to reduce the likelihood.

- Avoid punctuation in the subject line. Question marks, exclamation points, quotation marks, and even apostrophes can be red flags to spam filters. And, by all means avoid multiple punctuation marks!!!!!!
- Avoid a subject line that would cause someone to not open the e-mail, but instead report as spam. ("You have won a prize!", "You could be a winner!", "Good Luck", "It's a Party!" etc.)
- Avoid mentioning body parts in the subject line. (Examples: Breast, Prostate, Skin, etc.)
- Do not include images in the e-mail (other than those that are part of the stationery).
- Do not use excessive HTML formatting in the body of your email (Example: Multiple text colors, fonts and sizes)
- Link to newsletters, image files, etc. that are posted on your website, rather than embedding these files in an e-mail.
- Avoid email appending. (Example: If a staff partner pulled a list from Siebel or EMT of constituents who do not have e-mail addresses on file, and then purchased a list of e-mail addresses from an outside source, then compared the two lists and filled in the blanks, then that would constitute e-mail appending) This is widely regarded as spamming by the email industry.
- Send emails to those constituents have not "opted-out" and respect the request of those who have. Recipient complaints are the single greatest cause of delivery barriers.
- Provide an "opt-out" or "unsubscribe" option on each e-mail. This allows the recipient to control their preferences and to be less likely to file a formal complaint.
- Keep your e-mail lists clean by removing bad email addresses.