COMMUNITY EVENT ONLINE GUIDE

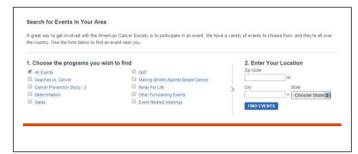
Sign Up. Set Up. Start Fundraising.

Welcome! Let's get started!

Follow the step-by-step directions below to set up your Bike event webpage and get going.

Step 1: Find Your Event.

Go to: http://www.cancer.org/involved/index to locate your event, or type in your events URL and then click 'Sign Up'.



Step 2: Register for an Event.

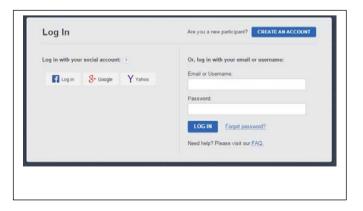
If you are a Returning Participant

If you registered online for an American Cancer Society event in the past, you can log in as a Returning User by typing in your username and password. If you haven't done so already, you may be prompted to update your credentials for your new Society Account. This will ensure your saved contacts and donor history from your previous efforts is carried over to your fundraising Dashboard!

If you are a New Participant

 Click to "Create an Account" to establish the username and password you'll be using to manage your fundraising Dashboard.

If you have any trouble logging in, or creating your account, please call 877-957-7848

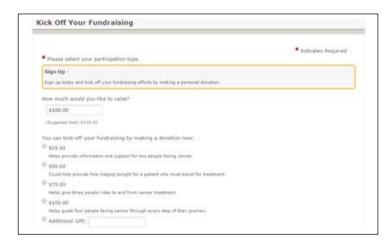


Participants may choose to start a team, join an existing team, or ride as an individual.



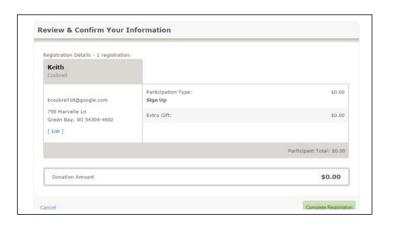
Step 3: Continue registration.

Continue registering by selecting your payment method, kicking off your personal fundraising, and entering your contact information.



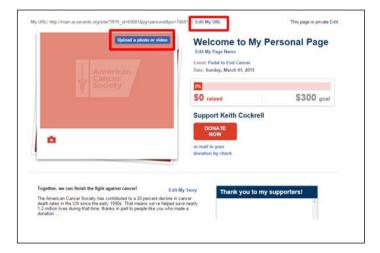
Step 4: Complete registration.

Complete the registration process by following the instructions on each page.



Step 5: Personalize your Web page.

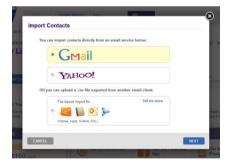
- Click 'Personalize Your Page' within the View/Edit section of your dashboard.
- Click on 'Edit my Story' to personalize your title and share the reason you are participating. Make it personal!
- Click the 'Upload Photo or Video' button to upload a personal Photo (must be .jpg and smaller than 200 kb), or add a YouTube video.
- Click on 'Edit My URL' to create a short URL for your personal page.



Step 6: Set up your address book.

To add names & emails into your address book:

- Click "@My Contacts" in your Dashboard and then on 'Add a Contact' to add a single contact to your address book
- Click on 'Compose an Email and then choose to 'Import Contacts' from a file, or from an external email client by clicking on your preferred provider and following the online steps for uploading



Step 7: Send emails to friends and family.

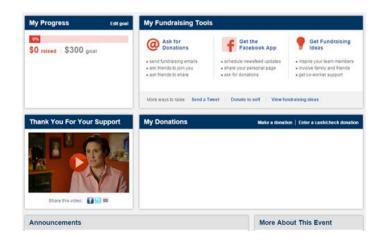
Click 'Compose an Email' in your Dashboard.

- If you need some help, you can choose a type of email to start with from 'Select a Template' dropdown.
- If you set up an address book, click 'Select Contact(s)' and check the names you would like to appear in the "TO" field of the screen.
- If you did not set up an address book, you may type address in the address block (these addresses will be added to your address book for future use).
- Customize the message with the reason you are involved, or create your own message.
- You can review previous messages in the 'Sent Emails' section.



Step 8: Keep track of your Progress.

- Check out the 'My Progress' section at the top of the page to see (or edit) your personal goal
- View your progress any time, by downloading the iPhone or Android app
- In 'My Donations', you can view the donations you have received, messages from your donors, and send / track thank you emails
- Click on 'Make a Donation' to donate towards your personal fundraising goal
- Ramp up your fundraising efforts by fundraising on Facebook



If you have any questions or concerns, please contact your local staff partner or call the American Cancer Society at 1.800.227.2345.