

# ***team* N3KK1D** **Family of Teams**

A Fundraising Not-For-Profit in Association with the  
National Multiple Sclerosis Society, Michigan Chapter

## **5<sup>th</sup> 3<sup>rd</sup> River Bank Run 2012 / Making Strides Against Multiple Sclerosis**

In 2012 we are proud to partner with the 5<sup>th</sup> 3<sup>rd</sup> River Bank Run as a Charity Partner in the fight against Multiple Sclerosis. The River Bank Run is the largest 25K road race in the United States with more than 20,000 participants. Team N3kk1d is actively seeking dedicated runners, walkers, and volunteers willing to donate time and energy in the fight against MS. (Information relating to our work with the National MS Society is available on our website, TeamN3kk1d.Com.)

The River Bank Run has several options: a 25K running course, a 10K running course, and a 5K run or walk course. In addition, Team N3kk1d will be providing a volunteer team to work at the event, assisting participants and cheering on the team!

### ***Signing Up for the Event***

Registering for the event online is simple. Just go to the 5<sup>th</sup> 3<sup>rd</sup> River Bank Run website at [53riverbankrun.com](http://53riverbankrun.com) and click on "Register" at the top of the page. Then click on the appropriate links to register for the event on Active.Com. If you have an Active.Com account, use it to sign in and make your process much simpler. Otherwise, you may create an account as the process continues.

On the first page of the registration you choose the distance you wish to run and "sign" a waiver. Next, you get into the "nitty gritty" details: contact and personal information, t-shirt size, et cetera. Of great importance here is to choose "National Multiple Sclerosis Society" as a Charity Partner on the drop-down list. In addition, you will want to further select "National Multiple Sclerosis Society" in the list of charities for which you wish to build a fundraising webpage. This customizable webpage will allow you to accept online donations and spread the word of your fundraising campaign. You can even use Facebook and other social networking sites to your advantage - more on this later.

Active.Com and the 5<sup>th</sup> 3<sup>rd</sup> River Bank Run Committee tend to promote several non-profit and for-profit ventures during the sign-up process. Be sure to read ALL of the selections very carefully before choosing them. As an FYI, some items that say "FREE" are usually only free for a limited time - use caution and take your time.

Complete your registration and payment for the event. You will receive a confirmation via email as well as a final confirmation screen where you may print out both a receipt and event information. Congratulations: you're well on your way to joining the fight against MS!

## ***How To Jumpstart Your Fundraising***

Go to our 5<sup>th</sup> 3<sup>rd</sup> River Bank Run / MSAMS Website:

<http://www.active.com/donate/53riverbankrun>

Click on “Become a Fundraiser” at the top of the page.

You will be prompted to log in to your account. Use your Active.Com login: this is your email address and the password you chose for the account. If you do not have an account, choose the “I do not have a username or password” link or have your password emailed to you if you cannot remember what this might be.

Once logged in, you will be asked to create a title for your fundraising page and create a directory path. This directory path can be emailed to friends, family, and co-workers to link directly to your online fundraising page. (**NOTE:** If you have used ActiveGiving before, be sure to name your campaign something different than in previous years: you will have access to all of these campaigns once logged in using a drop-down selector at the top of the page.)

Once your campaign has been started, you can customize it immediately by creating a title, tagline, text information, a photo, and more. You may also elect to edit this information later. Further customization is available by selecting various layouts and color schemes. These options are available in the top menu bar under Customize My WebPage: “Edit Campaign Details”, “Change Layout Design”, and “Set Color Schemes”. (**NOTE:** To preview any changes, you must first select “Save and Finish” at the bottom of the page; the page will reload and you will be able to then preview your work.)

Once your donation page is complete, feel free to take advantage of the many other services Active.Com offers. Promote your campaign on Facebook, email potential donors, and keep track of your progress via the reports area. All of this is available from within your Active.Com fundraising HQ. Check out the full breadth of the options available to you here:

<http://www.active.com/images/activegiving/fundraisingguide.pdf>

Put the marketing might of Team N3kk1d behind you! Email [msams@teamn3kk1d.com](mailto:msams@teamn3kk1d.com) and let us know your name, email, and the full directory path to your MSAMS / River Bank Run fundraising campaign. We will link directly to it from our donation page at TeamN3kk1d.Com. Our website is consistently referred to in all of our marketing material, and we make every effort to drive traffic to our pledge page. We will also keep you up-to-date on any events that may be coming up to further promote our cause. (**NOTE:** Your directory path is the website address for your fundraising page, ie <http://www.active.com/donate/53riverbankrun/teamn3kk1d>.)

Let us know if you have any questions. If you have recently signed up, you should hear from us soon. And *THANK YOU* so much for making a difference in the lives of the more than 18,000 individuals living with MS every day in Michigan and beyond!