

Virtual Liver Life Walk Experience

Thank you for signing up for the Virtual Liver Life Walk! Now the fun begins with customizing your Liver Life Walk Experience page. Customizing your page is a great way to engage donors and reach your walk goal!

Overview

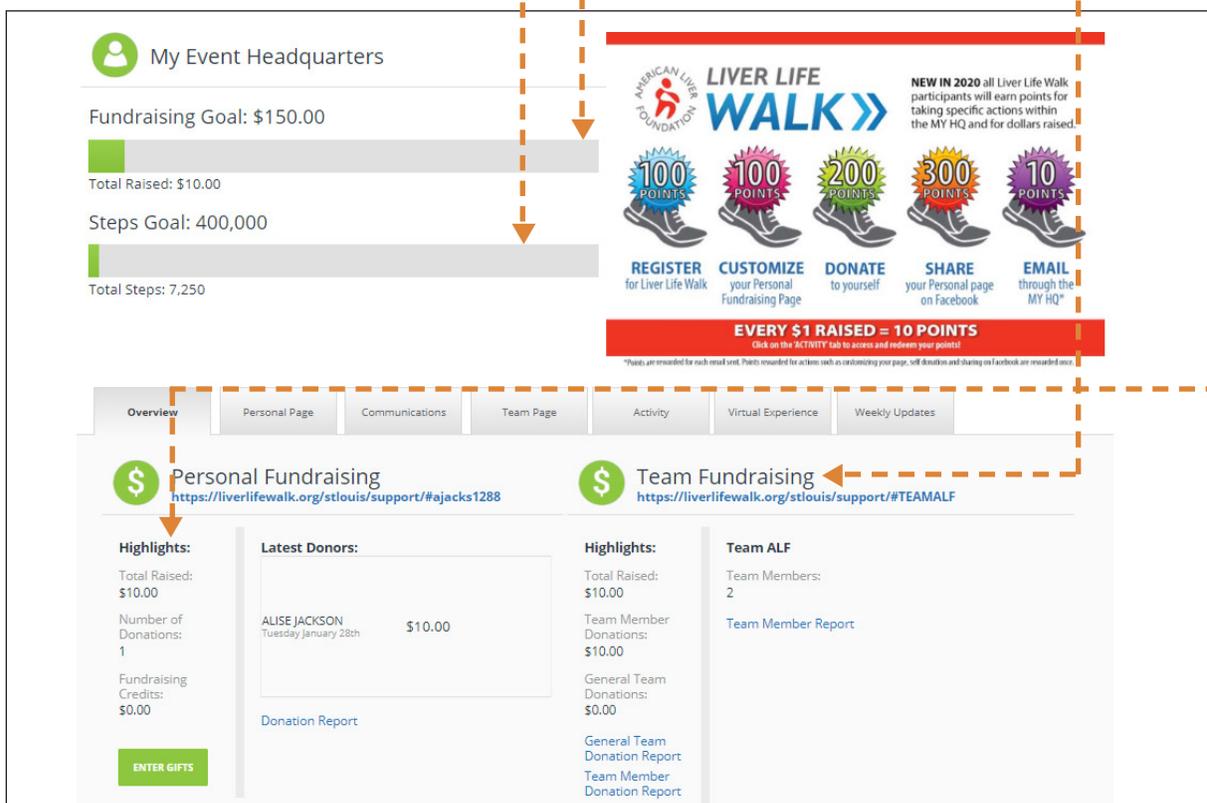
The Liver Life Walk Experience Overview page provides an at a glance look at your personal fundraising for the Virtual Liver Life Walk.

1 At the top of the page you will see a thermometer. As you get donations, the bar will light up showing you how close you are to your goal.

Under the thermometer, you will see another bar for your steps goal. By syncing your Fitbit or downloading the Fitbit app to your phone, each step you take daily will be tracked. *(Note: If you are using the Fitbit app, your phone must be on you for steps to be counted.)*

2 “Highlights” provides another view of how much you have raised, number of donations you have received and fundraising credits. You can also enter donations on this page by hitting “Enter Gifts”. Note: These are only pledge dollars, users will still need to turn in all checks and cash donations to ALF staff.

3 If you are on a team, this page will also include information about your team.



My Event Headquarters

Fundraising Goal: \$150.00
Total Raised: \$10.00

Steps Goal: 400,000
Total Steps: 7,250

NEW IN 2020 all Liver Life Walk participants will earn points for taking specific actions within the MY HQ and for dollars raised.

- 100 POINTS REGISTER for Liver Life Walk
- 100 POINTS CUSTOMIZE your Personal Fundraising Page
- 200 POINTS DONATE to yourself
- 300 POINTS SHARE your Personal page on Facebook
- 10 POINTS EMAIL through the MY HQ*

EVERY \$1 RAISED = 10 POINTS
Click on the ACTIVITY tab to access and redeem your points!

*Points per reward for each reward used. Points rewarded for actions such as customizing your page, self donation and sharing on Facebook are rewarded once.

Personal Fundraising
<https://liverlifewalk.org/stlouis/support/#ajacks1288>

Highlights:
Total Raised: \$10.00
Number of Donations: 1
Fundraising Credits: \$0.00
ENTER GIFTS

Latest Donors:
ALISE JACKSON
Tuesday January 28th \$10.00
Donation Report

Team Fundraising
<https://liverlifewalk.org/stlouis/support/#TEAMALF>

Highlights:
Total Raised: \$10.00
Team Member Donations: \$10.00
General Team Donations: \$0.00
General Team Donation Report
Team Member Donation Report

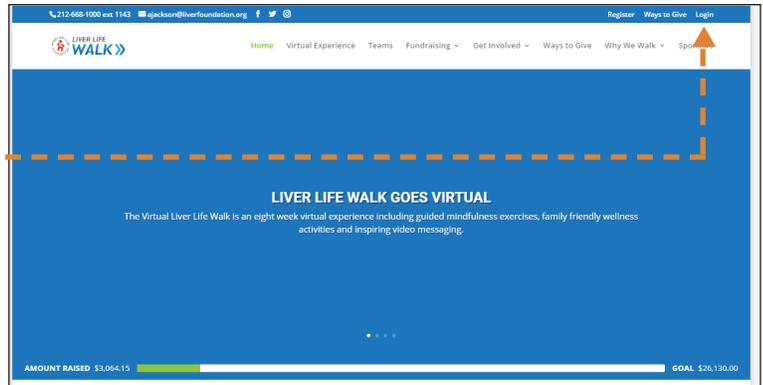
Team ALF
Team Members: 2
Team Member Report



VIRTUAL LIVER LIFE WALK

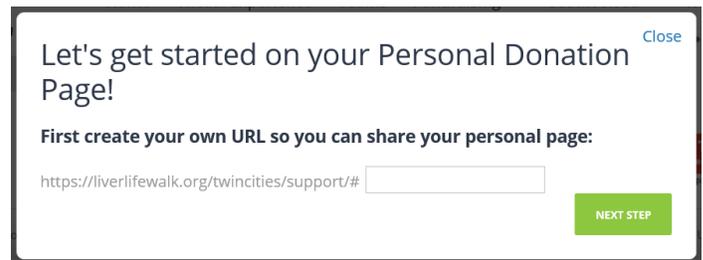
STEP 1

Login to your Liver Life Walk Experience Center by clicking "Login" in the top right hand corner of the screen.



STEP 2

Create your own URL so that supporters can find you easily and earn 100 points towards a Liver Life Walk Loyalty Program incentive prize.



STEP 3

Edit your Personal Fundraising Page

- a. Upload a picture of yourself or team. Photos should be 4MB or smaller.
- b. Using the "Pencil" icon: Share your story on why you are walking this year.
- c. Using the "Pencil" icon edit your fundraising goal.

(Tip: Donors want to know why you are involved so don't be afraid to share your story. Virtual Walkers who customize their page also earn 100 points towards a Liver Life Walk Loyalty Program Incentive.)



LIVER LIFE WALK BADGES

Badges show your potential donors how hard you're working, and let your competition know how fabulously you're fundraising. Get started and earn one of these badges today!



EARN INCENTIVE POINTS

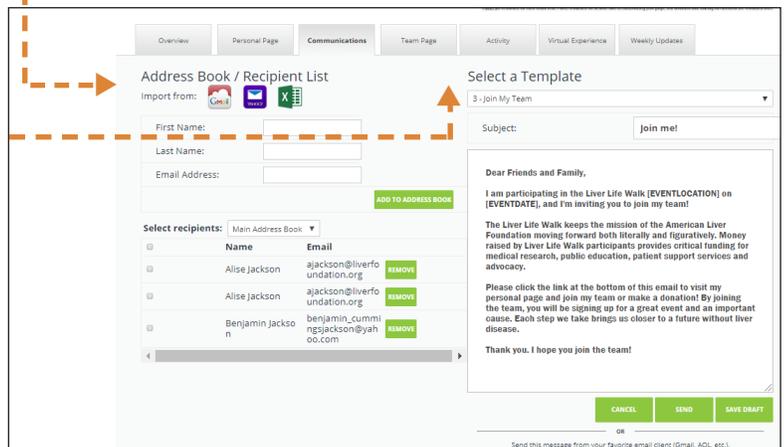
Specific actions taken will earn you points that can be redeemed for an incentive prize once you reach 2,500.

- Shared via Facebook — 300 Points
- Sent Email — 10 Points Per Email
- Customized Page — 100 Points
- Received Donation — 10 Points Per Dollar Raised

Visit page 5 for more information about the Liver Life Walk Loyalty Program.

EMAIL

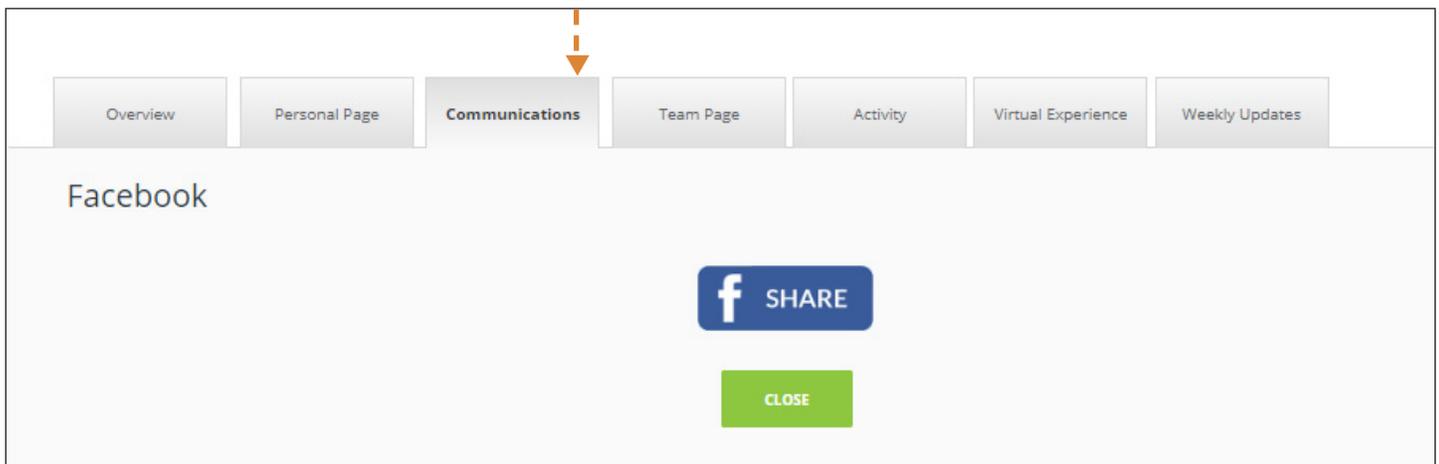
- Select Communications tab to access the email tool.
- Click the email icon
- Import your address book from Gmail, Yahoo or Excel to send emails straight from Liver Life Walk Experience. (Note: Importing from Gmail turns on the social sign for Google on login page.)
- Use preloaded templates from the Liver Life Walk Experience to spread awareness, get donations and say thank you to donors. Each email sent from the Liver Life Walk Experience will earn you 10 points towards a walk incentive prize.





FACEBOOK

- From the Communications tab click on Facebook icon.
- Sync your Facebook page to Liver Life Walk Experience and write posts for all your followers to see how you are doing with your fundraising efforts. Your post will automatically link back to your personal fundraising page and earn you 300 points towards a walk incentive prize. (Note: Logging into Facebook to post activates FB social sign on login page.)

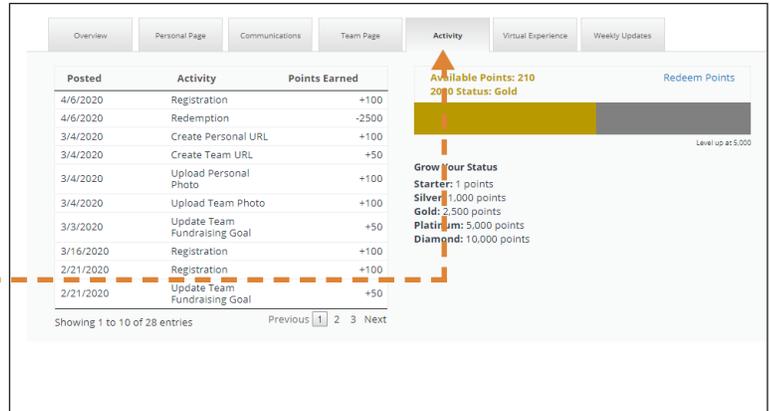




ACTIVITY

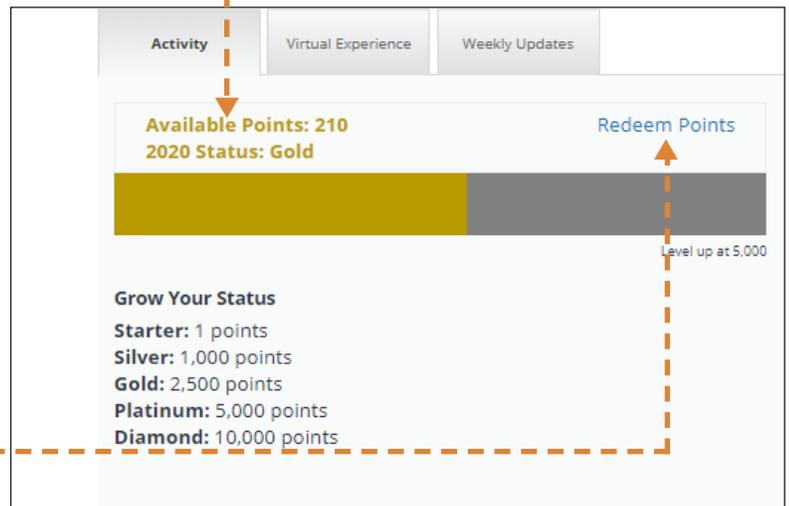
Virtual Liver Life Walk participants will earn points for taking specific actions within the Liver Life Walk Experience and for dollars raised. Once you have accumulated 2,500 points or more, you can redeem them for Virtual Liver Life Walk incentive prizes.

- Select the Activity tab for an overview of points earned, actions taken and the date you took them on.
- As you earn points, the bar to the right will light up highlighting your status.



Status Levels

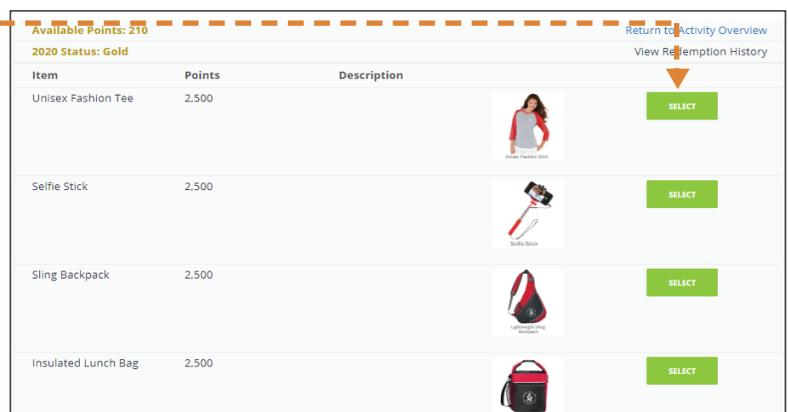
- Starter: 1 point
- Silver: 1,000 points
- Gold: 2,500 points
- Platinum: 5,000 points
- Diamond: 10,000 points



REDEEM POINTS

- Click "Redeem Points" to view incentive prizes available once you have accumulated at least 2,500 points.

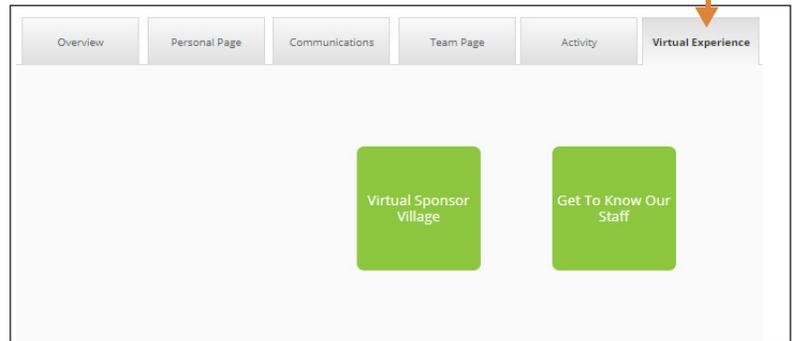
Hit "Select" next to the item you want to redeem, then "Confirm" to complete redemption. The incentive prize will be mailed to the address associated with your registration. (Note: You can select more than one item if you have collected enough points. Example: If you have 10,000 points you can select two items offered at the 2,500 level and one from the 5,000 level.)





VIRTUAL EXPERIENCE

Virtual Experience tab allows you to engage with the walk community in a unique setting. By completing experiences like the “Virtual Sponsor Village” and “Get to Know Our Staff”, you will earn badges and points that can be used towards incentive points. Virtual Liver Life Walk incentives can be found on the “Activity” tab.



WEEKLY MESSAGING

The Weekly Messaging tab provides weekly updates important to the eight-week Virtual Liver Life Walk experience. Each week will focus on one of four areas: Mindfulness, Movement & Exercise, Cooking & Crafts and Liver Education.

Note: Walkers must be logged in to the Liver Life Walk Experience center to access full virtual walk benefits.

