GETTING STARTED AS A PARTICIPANT

THANK YOU for your interest in supporting the 9th annual TREAD RED WALK AND FUN RUN and MAO’s 35th Anniversary. Considering the ongoing public health concerns surrounding COVID-19 and individual comfort levels, for the Medical Advocacy and Outreach (MAO) 2022 TREAD RED Walk & Fun Run all participants will be required to wear face masks when in enclosed spaces. MAO also encourages participants to be considerate of social distancing whenever possible.

ALL participation is organized using the MAO website and a system called Flipcause. Your first step in the sign up/registration process requires you to make a decision — do you plan to help raise financial support OR just participate as a Runner or Walker to help raise awareness?

If you plan to help raise money, we suggest you begin by clicking on Fundraising_Peer-to-Peer. This will allow you to set-up a custom TREAD RED Individual Page or Team Page. IF you plan to organize a Team, you will want to start with the creation of a Team Page, you will automatically be prompted to complete your individual information as you will become the Team Captain. The net result will be the simultaneous creation of a Team Page AND your Individual Page automatically associated with your Team. If you will be fundraising solo, no worries, you can just set up an Individual (No Team) Page.

Once your page(s) have been created, you will be able to share the link(s) to your page(s) via copy and paste in e-mails to everyone you know or by way of your favorite social media channel. Those who wish to support your efforts to support MAO’s work can donate by way of your Individual page, Team Page, OR by visiting the MAOI.ORG/TREADRED and selecting donate. Just make sure your contacts know to select your name or the name of your team from the download Select Fundraiser options during check out to make sure their support is credited to you/your Team. Those responsible for raising the most and/or getting the largest number of people to donate win THANK YOU prizes. Detailed instructions for Fundraising_Peer-to-Peer Setup can be found below.

If you DO NOT plan to help raise money, but still want to register as a Walker or Runner, you can SKIP TO PAGE 7 in this guide.
Fundraising_Peer-to-Peer Setup!

1. To begin, visit [http://www.maoi.org/treadred](http://www.maoi.org/treadred); then, follow the screenshot instructions below.

Start by clicking on Fundraising_Peer-to-Peer. You don’t have to front any money to begin fundraising and raising awareness about the event as well as the health causes and services the proceeds address.

2. A screen like the one at left will appear. If you have an image and an email address attached to your Facebook account, you can start by using your Facebook information, or you can start your sign up using your name and email address. You can drop in a picture now or add one later. Just remember, the system is all about email addresses; so, remember which email you used or is attached to your Facebook account as you will need that information should you have difficulty returning to your page(s) later.

Follow the instructions that appear on your screen or simply click Sign Up when ready.

3. After clicking Sign Up you will be taken to a customizing page like the one pictured to the right. You create a fun name for your Individual Page, set a fund-raising goal to display on your page, and share a personal story or appeal to others about why you hope they will support he effort. You do not need to replicate much of the event description as the system will auto-populate this information beneath your story on your page(s). Select either Create a New Team, Join an Existing Team (not
shown in picture), or Individual (No Team). If you choose Team, expect to repeat some of the information you have entered or create a new custom message from the perspective of your Team.

From here, after you click the Create a Team button at the bottom, you are bounced back to your Individual/Personal Page setup, but you will note at the bottom that your Team Name is now associated with your Individual Page.

Make sure you click to mark the “I’m not a robot” button (unless you are) before clicking Get Started to continue.

NOTE: These instructions are similar should you select Individual (No Team), but without the added Team content requirements.

In future, if you or others elect to register as a Walker or Runner, or want to support your fundraising team, everyone should be reminded to select your name, campaign name or Team name from the drop down list during the checkout process. This will guarantee all of your direct and indirect efforts are captured together and you will see the information on your page(s).

Your Team and/or Individual fundraising pages have been setup and you will automatically receive emails with links allowing you to edit your page(s) and capture the version of the link you will need to share. WITH THAT SAID, you will also notice on your screen you can go check out what your page looks like by clicking on View Your Page. You can also conveniently click on Register/Sign Up to reserve your place as a Walker or competing 5k Runner. If you are ready to Register, SKIP TO PAGE 7.
NOTE: If you see the message at right, you are unfortunately using Internet Explorer (IE) as your default web browser. Microsoft stopped providing technical support for IE following the release of Microsoft Edge. MAO’s Flipcause system likes IE; however, some computer configurations, particularly those operating Windows 10 and later, feel otherwise. You will need to use one of the alternative browsers.

CHECK YOUR EMAIL!

You will receive a series of automatic confirmation emails, including the examples below. If you do not, email us at info@maoi.org and make sure you check your junk or spam folders and permit message from maoi.org and flipcause.com.

The Tips and Next Steps link in the email opens a one-page downloadable tip sheet in your web browser about maximizing your personal fundraising efforts, courtesy of our friends at Flipcause. [This page is also replicated in the Cause Education & Fundraising Toolkit available for download from http://www.maoi.org/treadred .]

The Edit Your Page (and/or Edit Team Page) link in the email will take you to your side, the management side, of your fundraising page. The top will appear similar to the image below in section six.

You can edit content or, in future, see how you are doing in relationship to your fundraising goal.

The Your Page title [as you created it] as shown in blue in the above left example houses an embedded web link to the public version of your page. You can either right click with your mouse to copy the link address for sharing, OR you can click on the link to open it and copy the link from the web URL address line.
FAMILIARIZE YOURSELF WITH YOUR EDITING OPTIONS & YOUR PAGE!

You will note that the system automatically generates a unique “Fundraiser ID”. This is how the system associates all of your efforts with you; even donations made by others at your request. You do not need to necessarily remember this; just make sure everyone knows that whether they go through your Individual Page, Team Page or through the TREAD RED webpage to remember to select your name or the name of your Team from the drop down options during Registration/Sign Up, Donate, etc. Of course, if you find out someone forgot to select you or your Team along the way, just e-mail us at info@maoi.org and we will fix the error for you.

We would encourage you to make sure that you check the box at the bottom of the page to receive e-mail notifications when there is activity on your account if you want to know immediately when someone adds to your efforts.

You will note at the top right of the page edit screen there is a button reading View My Page. This not only opens your page from the outside viewer’s perspective, but allows you to copy the URL for easy public sharing. Remember to always Save Changes after making any revisions to your page(s).

For those building a Team, on your Edit Team Page, there is an added feature in the middle of the page, Manage My Team. When you click on the button, an area like the one at right is added to the page view allowing you to the add other members who have signed on to your Team as leaders, or remove them.
SHARING!

If you are looking at your public Individual or Team page, you can begin sharing quickly from there independent of copying and pasting the URL address into email and writing messages. Simply click on the Share button in the top right of your screen. A dropdown box of the most common social media options will appear along with an icon to generate an embed link if you have a web or hosting site of your own you would like to embed your page connection into.

The Log In button here exists just in case you misplace your original e-mail and need to have your link e-mailed to you again. Of course, you can always e-mail MAO at info@maoi.org if you experience problems as well. When requested here, the access information will be sent to the email you provided.

Added Tips:
Some people have used one of the free QR code generators available online to convert their sharable public page link into a simple QR code like the example at left that directs users straight to the http://www.maoi.org/treadred page to encourage even easier promotion and mobile sharing.

Always remember to be responsive to communications. When people support your efforts, please thank them. No amount of support is too small or too large. All efforts to help are appreciated. The relationship building part benefits you as much as MAO and TREAD RED.

Information Donors May Wish To Know & Donation Management Information For You:
The information captured by MAO’s Flipcause system is protected. MAO will not trade or sell this information. MAO will share newsletters and real time messages with individuals about MAO activities, services, events, and, periodically, those of its partners, unless donors elect not to receive communications, which they can elect during any transaction process online. Donors may also elect to remain anonymous, which means outside of direct donation acknowledgements, their name will not be listed or displayed in any public medium. They MUST click the anonymous option during checkout. Donors may also elect to have their donation recorded in tribute, in honor, or in memory of someone.
All donors will receive acknowledgement receipts for their transactions. Those whose transactions occur entirely online or for which an active email is volunteered will receive an acknowledgement via email within minutes of completing their transactions (or our manually entering transactions off-line when/if necessary).

All online payments require the use of a major credit card or a bank card endorsed by a major credit card, i.e., VISA or MasterCard, American Express or Discover Card. As such there is a nominal processing fee. The donor can elect to pay the fee as an added donation to MAO, OR uncheck the box during check-out to have MAO absorb the bank/merchant fee.

If a supporter needs to support your efforts by check, ALL checks should be made payable to Medical Advocacy and Outreach or MAO. Write your name or team name on the memo line of the check and mail it to: Medical Advocacy & Outreach, Attn.: Tread Red, 2900 McGehee Road, Montgomery, Alabama 36111. Off-line payments will be entered by the Tread Red Coordinator and linked to your efforts.

REGISTERING AS A TREAD RED RUNNER OR WALKER

As previously noted in the section above, at the end of the process for setting up you peer-to-peer fundraising pages, as an Individual or Team Leader, you see a screen like the one below left. You will see how similar this is to the main screen you will see when you first enter the Tread Red page of the MAO website pictured below right. Where ever you are in the process, click on Register/Sign Up.

Once you have clicked on the Register/Sign Up button, you will then be able to elect whether you plan to be a Walker of a competing Runner in the 5k route.

As you will see from the image to the left, pick the picture of the Runners if you want to sign up Runners or the picture of the Walker if you want to sign up Walkers.
Depending on your election, the next page will look a bit different. Competing Runners pay a per person registration fee, including the cost of one t-shirt. Walkers do not pay anything to signup; however, t-shirts have gotten expensive; so, all Walker shirts MUST be ordered through the MAO/TREAD RED Merch Store.

Fortunately, one of our TREAD RED sponsors will be picking up $5 of the cost of each t-shirt for our Walkers. Registered Walkers will be provided a coupon code to deduct the $5 off of what they will be paying directly. Read all information as you go to find the code.

Which ever your election, select how many people you are registering under this category (Runner or Walker) using the drop down and then click Add to Cart. NOTE: IF you are registering Walkers and Runners, you will need to add everyone in one category first and then after you click Add to Cart, on the next screen you will need to click on the Register/Sign Up button again, and proceed to add others in the next category. Similarly, if you need to order your shirts, you can click on the button for the MAO/TREAD RED Merch Store. Remember, to make note of your coupon code if you are registering Walkers. If you missed it in the description in the page appearing before this one, email info@maoi.org and we can easily send the code to you again. During business hours, in most cases we can do this while you are still online to prevent you from starting over.

When you are ready, click Go to Cart.

A summary of the items you have captured will be presented in a screen like the one above right.

IF everything looks good, click on Check Out Now to provide your contact information, individual participant names, and shirt sizes, if ordering shirts.
The first screen you see will be that shown to the left. Enter your contact information. If payment is required, the address (including zip code used) should match that associated with your planned payment method. Again, if you would like your name not to appear in public lists, check the Make this activity anonymous box. If you do not want to cover the transaction merchant fee for MAO, uncheck the flagged box.

Make sure you Select Fundraiser to associate your support with your page(s) or those of another participant you would like associated with your participation. All items flagged with “*” require an answer.

Click Continue when ready and the box at right will appear. Please complete all information requested. You will be asked to provide the individual names of each person being registered and their contact information. Confirmation details will automatically be sent to the email addresses provided.

For convenience, if all parties reside at the same address, after completing the information for the first person, you can check the box indicated to auto copy the information to all people, and then revise their names and email addresses as applicable.

Since TREAD RED does require various kinds of physical activity and serves as a major fundraiser for MAO, please note that there is a waiver to read and acknowledge for each participant.

When you have finished entering information for each participant, click Continue.

The next screen will display a summary of your cart. If you do NOT wish to be added to MAO’s general mailing list, uncheck the Add me to mailing list box.
If no money is due at this time, you can check the box indicating that you are not a robot and click Finish. Confirmation of your registration will be emailed to you and the TREAD RED Coordinator.

If payment is required, the summary total will be presented with a Have a Promo Code? area at the bottom with a Check Out Now button to the right. If you are a Walker with a promo code to lower your shirt price by $5, click on the Have a Promo Code? button, enter the code as provided, and click apply. The summary screen will refresh to show you the discount applied. Click Check Out Now.

The screen will refresh adding an area to enter your credit card information below the summary. Once all information has been entered, click Finish. Email confirmations and transaction receipts will be sent automatically to you and to the TREAD RED Coordinator.

The last screen you will see in this process is pictured below.

Thank You! With your participation, TREAD RED 2022 will exceed its goals and save more lives in South Alabama.