First, go to www.braintumorrace.org/florida

Click on the “Register to Walk” button

Have you walked at ANY of our events before? If so, you already have a username and password. If you need me to reset your password or look up your username, just email me! krcrater@braintumor.org.
Select “Join as a New Participant” or log in as a “Returning User”

If you want to **START A TEAM**, click HERE.

If you want to **JOIN A TEAM**, type their name in HERE.

If you want to **register as an individual** and not join a team, click HERE.
**COMPLETE REGISTRATION:**

Follow the steps, complete your information and be sure to select what size t-shirt you want so we have enough of the right sizes! If you’re not sure, go for the bigger size. Call or email me if you have questions! krcrater@braintumor.org 919.323.1922

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**A Couple of Important Answers to Common Questions:**

**What is the Difference between Team and Individual Fundraising?**

- Your team is like an “umbrella”, acting as a grand total for all the fundraising you and your teammates have accomplished. So, think of your team fundraising total as the “grand total”. It is the sum of everyone’s fundraising efforts on your team.
- Both the Individual totals and the Team totals qualify you for various fabulous prizes. Remember, you MUST qualify for these prizes by **October 15**.
YOUR PARTICIPANT CENTER:

Now that you’re registered, you’ll be directed to your participant center. This is where you can customize your page, tell your story, connect to Facebook fundraising, email your friends and family and THANK your donors!

Getting Set Up with Facebook:

This is the first thing you’ll see when you start in your participant center. It is an extremely effective tool. I raised $105 in one hour after setting up Facebook Fundraising!
Enter your Facebook log in information here

You can access and customize your Facebook fundraiser any time. Update your photos, thank people who donated on Facebook (you cannot thank them via the participant center unless you have their email address and load it as a contact)

Invite your friends to donate here.

Share your fundraiser to your wall here.

Update your story and tell you “why” here.
Managing your Facebook Fundraiser:

A couple of things to remember about the Facebook fundraising platform:

- Sometimes, it doesn’t work well with smartphones. If a donor is having problems, suggest they either donate directly to your participant page on www.braintumorrace.org/florida OR try donating via a computer on Facebook.

- If you are looking for your most accurate fundraising total, go to www.braintumorrace.org/florida and look at your participant center. Your direct donations to your participant center will NOT show up on Facebook, but your Facebook donations will show up on your participant center.

You can find your fundraiser, share messages and thank your Facebook donors by following these steps:

From www.facebook.com, you should see “Fundraisers” on the left-hand side of your home screen. If you don’t, click on the “see more” arrow under the “explore section”.
Click “Manage” to find your fundraiser.

From here, you can share your fundraiser, post a story and thank your donors.

Customize the name of your fundraiser and increase your goal every time to reach it.

Remember, donors are more likely to support you when they feel they are helping you reach an unmet goal.
Set Up Your Participant Center:

You can log in to your participant center any time by going to www.braintumorrace.org/florida and entering your log-in information on the top right-hand corner of the screen.

Your participant center has a ton of great features! I’ll walk you through a bunch here, but if you need help, we have YouTube videos AND you can call or email me ANYTIME. krcrater@braintumor.org or 919.323.1922
Tell Your Story

Studies prove that people are more likely to donate to you if you have a customized and personal fundraising page. Take some time, think about your reason for getting involved and don’t be afraid to share. You can even go in and update the page weekly if you like!

Here’s the link to your page to share with people directly.

Tell your story and update the title as well!

Share a photo of your why. You may need to resize your photo to make it load. Need help? I can do that for you!
Invite Your Friends and Family

You will be so excited and surprised to see WHO donates, signs up or volunteers when you share your mission to support National Brain Tumor Society. Friends and family may share your fundraiser on Facebook. They may join your team when you email them to ask for their support. They may sign up to volunteer at a water stop or cheer at the finish line. **BUT, you’ll never know until you ASK!**

Invite

You may want to email folks to ask them for their support. To do that, you can manually enter their contact information, or you can link your contacts from your email account.

Access your participant center from [www.braintumorrace.org/florida](http://www.braintumorrace.org/florida) here.

Add contacts by clicking here.
Choose how you would like to import your contacts.

A pop-up window will appear asking you to log in to the account from which you prefer to pull contacts. Follow those steps.

WE WILL NEVER USE YOUR CONTACTS THAT YOU LOAD INTO YOUR PARTICIPANT CENTER.
Here, you can choose whether you would like to manually select specific people or import all contacts. You will still be able to select ultimately WHO you email, regardless of which option you choose.

Send an Email
Click on the “Email” tab from your participant center and select what type of email you would like to send.

Select Email Template

- Thank You (1)

- Solicitation (3)
  - Donation Ask - Personal Story (Preview)
  - Donation Ask (Preview)
  - Follow up Donation Ask (Preview)
Craft your message. Make it personal. It should sound like YOU.

Choose the group of people you would like to contact (non-donors for those you still need to ask, un-thanked donors for those you need to thank)

Review your email for spelling errors and click send!
Finally, here are some screen shots of personal pages, team pages and Facebook fundraisers that were super effective for your reference.

Lisa Sliker
(https://secure2.convio.net/bts/site/TR/TeamraiserEvents/MarylandBrainTumorWalk?px=290565&pg=personal&fr_id=3280)

The Fight for a Cure

BACK TO EVENT

Remain in Hope

So this is our tenth, and what might be our final year as TEAM Caroline, Ricky, Christopher. Over the years we have shed many tears, received and given many hugs, walked in solidarity, watched friends grow up, move away and through it all, remained in HOPE.

We continued to painfully be a part of Race For Hope and now Maryland Brain Tumor Walk because it is only through Awareness that Funding comes. And Funding is needed to bring about treatments and ultimately a cure. We have had to do our part in this, so, we walk, we remember and we continue in HOPE.

Would you please support me as I walk in Memory of Christopher, Caroline and Ricky and every other child we have come to know over all these years?
Team Caroline, Ricky and Christopher

Team Caroline, Ricky, Christopher is a team united by love for three children. It has been created to honor their lives and to eliminate forever the cause of their deaths. In April 2007, 11 year old football player and lover of all sports, Ricky Knight, was diagnosed with a brain tumor, specifically glioblastoma multiforme (GBM). A GBM is an always deadly diagnosis, most victims surviving only eleven to fifteen months. The diagnosis was a shock. Ricky, a 5th grader at Rockburn Elementary School, was the picture of health. He was handsome, dark-haired, and full of energy and mischief. He was ready to play in the next game, throw a ball with his dad, wrestle with his little brother Jack, or tease his older sister, Mikaela. He loved football, baseball and basketball. During the spring and summer of 2007, Ricky endured multiple brain surgeries, chemotherapy and 6 weeks of brain radiation. But true to his amazing spirit, he ended the summer enjoying the beach; began the 6th grade in September; and most thrilling for him, just five months after his diagnosis, was back on the field playing football for the Elkridge Hurricanes – the game and team he loved so much. As the fall of 2007 progressed, Ricky made honors at school; trick-or-treated in the neighborhood on Halloween; and celebrated Christmas and his 12th birthday. He and his dad rooted and yelled at the Redskins together and he played kickball in the court with his buddies. Unfortunately, despite another surgery, and multiple chemotherapies, the tumor progressed with a vengeance. On June 2, 2008, at Johns Hopkins Hospital, Ricky passed away in his parents’ loving arms. He was just a few weeks shy of completing the 6th grade. His flip-flops are still where he kicked them off, on the front porch of his home. He will be forever loved and missed.

Just around the corner from Ricky, in the same cul-de-sac where he played kickball, lived 13 year old Caroline Herrmann. In September 2007, five months after Ricky’s diagnosis and just as he was preparing to take the field again for his first football game, Caroline was also diagnosed at Johns Hopkins Hospital with a glioblastoma multiforme (GBM) in her brain stem. Caroline was beginning the 8th grade, went to soccer practice the night before diagnosis and school that day. She had just enjoyed a fun-filled summer at Watermont Pool and summer swim team. Her braces were brand new and she was reading the first book in the Twilight series. Caroline loved to have fun – sleepovers, morning bagels with Clare and Kacy, trips to Connecticut for cousin fun, snow cones after practices, shooting baskets with her dad, and baking cookies for her brothers, Matthew and Patrick. She was ready for anything... anytime and never refused an
ReMARKable Strides Facebook Fundraiser
(https://www.facebook.com/donate/385209308970156/)

ON October 12th, 2019 I am participating in a walk with family and friends to help in the fight to find a cure for brain tumors and brain cancer.

In January of 2006, my eldest son Mark was diagnosed with a primary brain tumor in his left temporal lobe. He had endured 8++ surgeries, radiation & chemo. On 9/11/2013 Mark endured another surgery to relieve pressure from new tumor growth. Mark continued to fight with many test and surgeries and started a clinical trial in July 2014. Mark lost his battle soon after, in the loving arms of Sandra, Derek and I, 2 days after his 38th birthday on July 29th, 2014. We vowed to continue the fight for others battling this dreaded disease. Our team "ReMARKable Strides" raised over $118,000.00 last year thanks to many of you.

I am requesting a donation to sponsor me as I attempt to aid in whatever way I can to help find a cure for this cause.

Or, join our team for an enjoyable day at the Philadelphia Navy Yard.

Any support is greatly appreciated.

We also walk in memory of others we have met along the journey,

John Kusmierczak, Natan Tabak, Joseph Grassi

Supporting the Fighters,

Admiring the Survivors,

Honoring the Taken,

And never, ever giving up HOPE!

See Translation
I hope this guide was informative and helpful! Please reach out to me if you have any questions and THANK YOU for your support.

Katie-Rose Crater

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