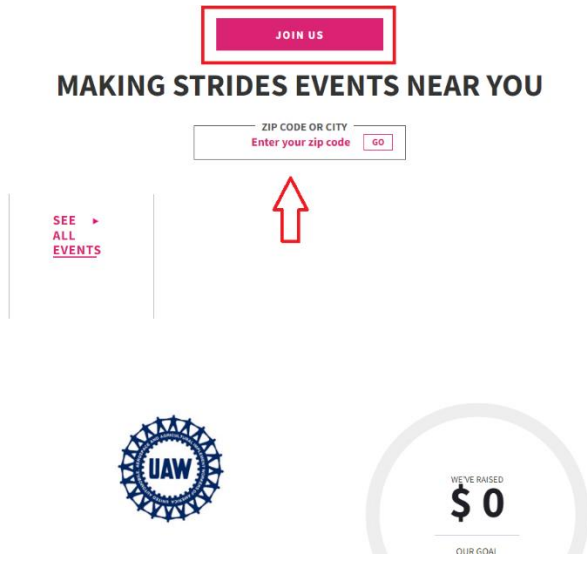


# Join a Making Strides Event



## Step 1: Join This Walk

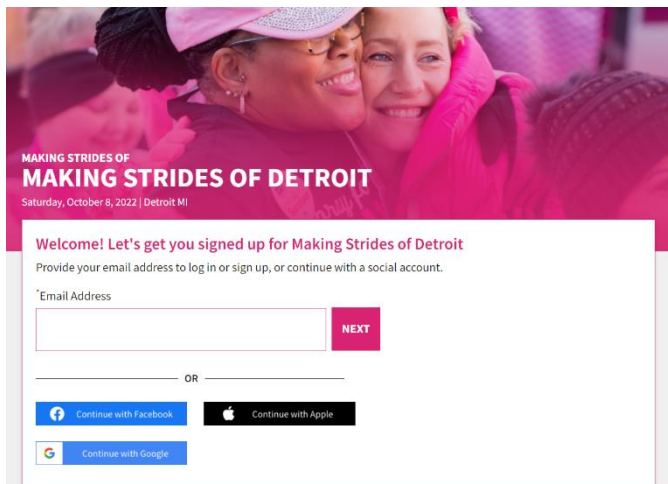
Visit [www.makingstrideswalk.org/uaw](http://www.makingstrideswalk.org/uaw) to begin registration and choose the nearest walk by entering your zip code OR call 1-800-227-2345 for additional registration options.



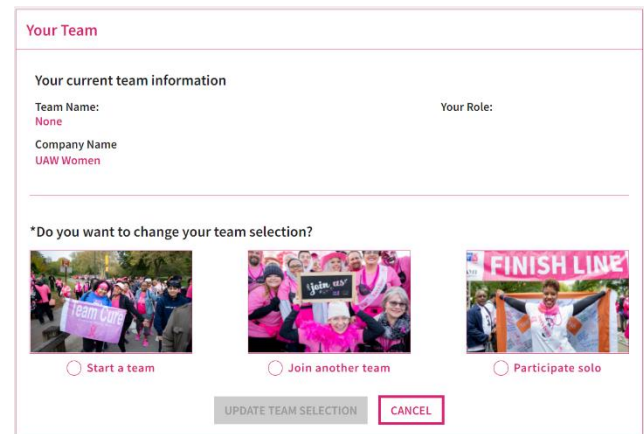
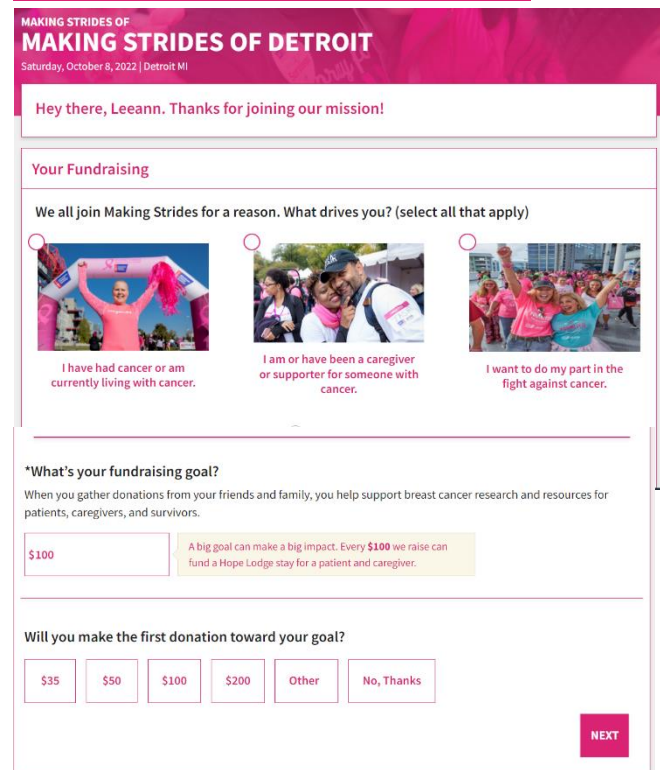
## Step 2: Society Account

Enter the email address you would like to register with. If you are a **returning** participant using the same email as last year, your contact information will auto populate.

If you are a **new** participant, continue by entering your first and last name and creating a password. The email address and password will be your log-in information to access your fundraising website in the future.



## Step 3: Customize Your Registration

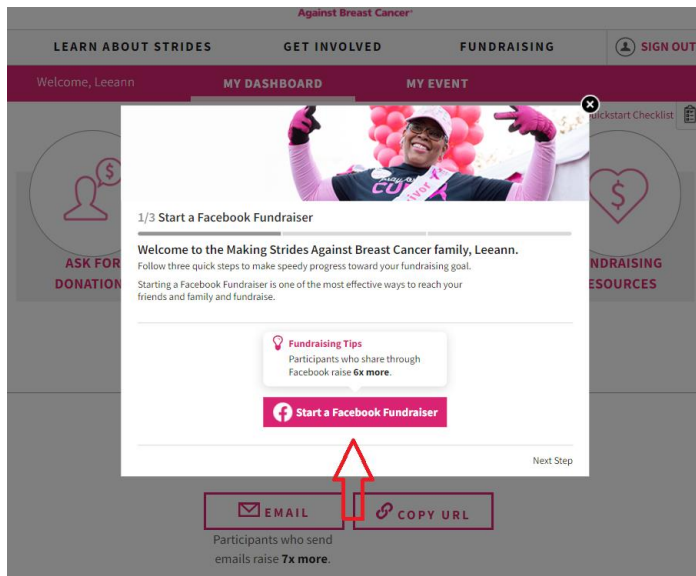


**Start a Team-** to start a new team or bring back a returning team  
**Join a Team-** to join a team that is already registered  
**Join as Individual-** to register as a walker without a team

Once all registration options have been selected, hit **NEXT** as displayed in the second photo above

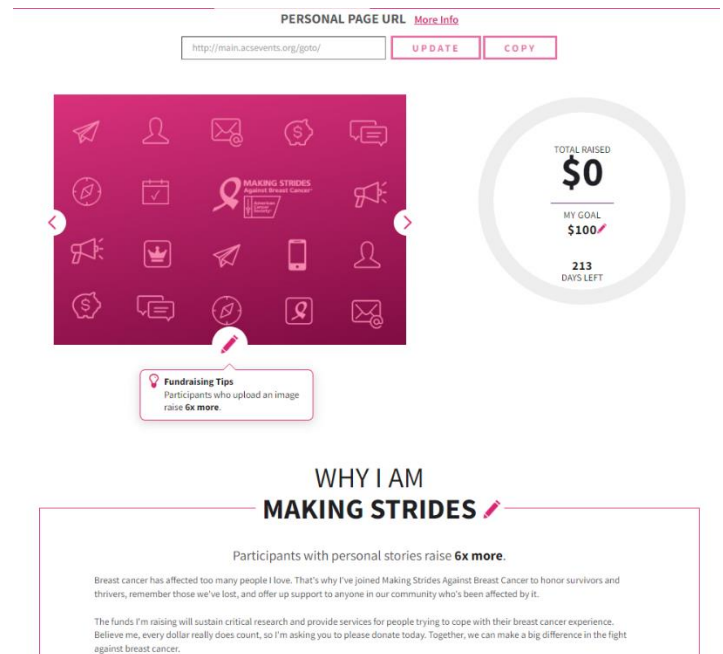
# Jumpstart Your Fundraising

## Connect Your Fundraiser to Facebook



- Raise money faster and easier by connecting your Making Strides dashboard to your Facebook page. This prompt will be displayed when registering for an event and will remain an option throughout the Strides season. If connecting your Facebook later, look for the **BLUE** banner on your Making Strides dashboard.
- Facebook fundraisers make it easier for friends and family to donate by allowing them to donate to your fundraising efforts without ever having to leave the Facebook app/website.
- **FACEBOOK FUNDRAISERS MUST BE LINKED THROUGH YOUR MAKING STRIDES DASHBOARD.** Facebook fundraisers created through Facebook will not be linked to your Making Strides dashboard and therefore will not credit your Making Strides fundraising goal.

## Personalize Your Fundraising Page



- **Personalize page URL** – this allows you to create a personalized URL, making it easier to share with family and friends. To update your URL simply type your desired URL in the text box shown in image above and hit **UPDATE**. If the URL is already in use, you will be prompted to select a different URL.
- **Add a photo** – participants on average raise 6x more when they add a photo to their fundraising page. To add photos to your page simply click the pencil icon under the pink image box.
- **Share your story** – participants on average raise 6x more when they share why they are raising funds for Making Strides. So go ahead, share why you're Making Strides! To update your story simply click the pencil icon above the large text box.
- Team Leaders will have the ability to update these items for both their personal and team fundraising pages.

**If you have any questions or would prefer to register by phone, please contact your local staff partner or call the American Cancer Society at 1.800.227.2345.**

