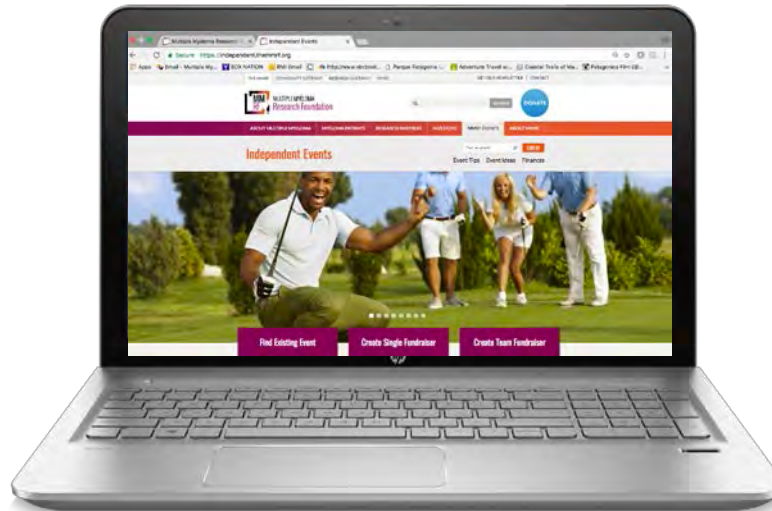


# INDEPENDENT EVENTS PROGRAM

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## Registration Guide



# How to Create Your Event Page

1. Visit [www.themmr.org/independent](http://www.themmr.org/independent)
2. Use the Navigation to:
  - Find an Existing EventOR
  - Create a Single FundraiserOR
  - Create a Team Fundraiser

MMRF MULTIPLE MYELOMA Research Foundation

SEARCH DONATE

ABOUT MULTIPLE MYELOMA MYELOMA PATIENTS RESEARCH PARTNERS INVESTORS MMRF EVENTS ABOUT MMRF

Find an event LOGIN

Event Tips Event Ideas Finances

Independent Events

Find Existing Event Create Single Fundraiser Create Team Fundraiser

Help the MMRF raise funds to support next-generation treatments and a cure by starting (or joining!) an Independent Event. Choose any type of event you can think of! The MMRF will work with you to help get you started, and provide you with access to a multitude of helpful resources, including step-by-step information packets for many event types, fundraising materials, and more!

# How to: Create A Single Fundraiser Event

# Create a Single Event

1. Click “Create Single Fundraiser”
  - You will be then take to our easy 4-step process

## Step #1: Fill out all necessary information

- Click Next

Step 1 Step 2 Step 3 Step 4

Begin registration using ...

f t Y in G

Or, Create a New Registration

First Name Last Name

Email Address

Password Confirm Password

min. 6 characters

Address Apt/Ste/Unit

Country

Select a country

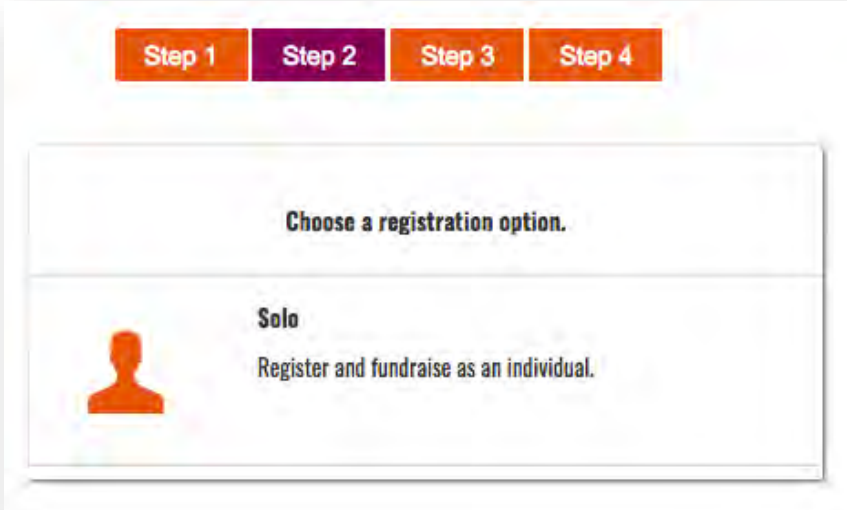
City/State Postal

Phone Number

Next

# Create a Single Event

**Step #2:** Click “Solo”



The screenshot shows a registration process with four steps. Step 2 is highlighted in purple. Below the steps, the text "Choose a registration option." is displayed. Underneath, there is a selection area for "Solo", which is currently selected and highlighted with a light blue background. To the left of the "Solo" text is an orange silhouette icon of a person. Below the "Solo" text, it says "Register and fundraise as an individual."

Step 1 Step 2 Step 3 Step 4

Choose a registration option.

**Solo**  
Register and fundraise as an individual.

# Create a Single Event

**Step #3:** Fill out all event detail information

Step 1 Step 2 **Step 3** Step 4

**Solo Participant: Jennifer Pottit**

**Your Goal**  
\$ 10000

**I am a:**  
Select

**What type of event are you hosting?**  
Select

**What is the name of your event?**

**What is the location of your event?**

**What is the date of your event?**

**Estimated Number of Participants/Attendees?**

**Have you ever been involved with the MMRF?**  
Select

**Employer**

**2017 INDEPENDENT EVENT AGREEMENT (Fundraising Event Guidelines)**

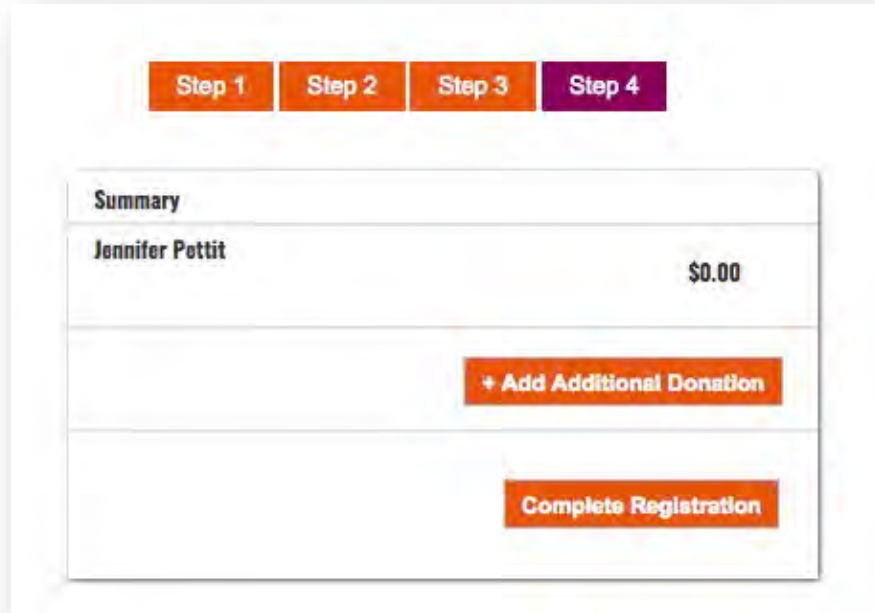
The Multiple Myeloma Research Foundation, Inc. (MMRF) is extremely grateful for your efforts in coordinating a fundraising event to benefit the MMRF. Your commitment as an Independent Event Host (Event Host) makes an invaluable difference as we work to find a cure for Multiple Myeloma.

The MMRF will assist you by providing materials and answering any questions you may have. In order to protect both your interests and those of the MMRF, please abide by the guidelines outlined below.

**EVENT APPROVAL AND PUBLICITY**

# Create a Single Event

**Step #4:** You may add your own personal donation or press “Complete Registration”



The screenshot shows a four-step progress bar at the top, with 'Step 4' highlighted in purple. Below the progress bar is a 'Summary' section containing the name 'Jennifer Pottit' and a total amount of '\$0.00'. There are two orange buttons: '+ Add Additional Donation' and 'Complete Registration'.

Summary	
Jennifer Pottit	\$0.00
<a href="#">+ Add Additional Donation</a>	
<a href="#">Complete Registration</a>	

**Congratulations!:** You have created your event's fundraising page

# How to: Create A Team Fundraiser Event



# Create a Team Fundraiser

## 1. Click “Create Team Fundraiser”

- Fill out the form and click “submit”, and a member of the MMRF Independent Events team will contact you shortly.

**Name**

**address**

**email**

**Phone Number**

**Name of Event**

**Description of Event**

**Date of Event**

**Amount expected to raise**

**Amount expected to donate to MMRF**

**MMRF connection**

**Submit**

## INDEPENDENT EVENTS PROGRAM

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# Registration Guide: “My HQ”

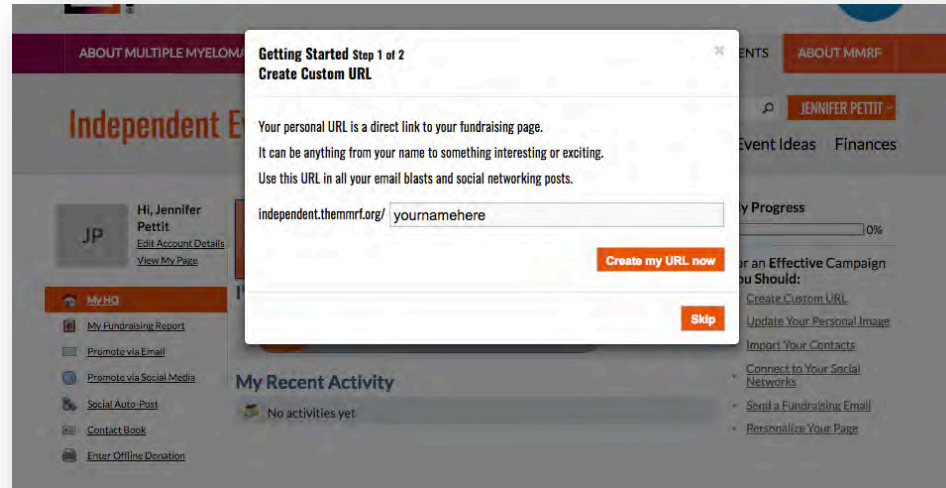
*Tips to Getting Started!*

# Event Fundraising Page: “My HQ”

Now that You Have Created Your Page It's Time to Personalize Your Event Page!

## Tips:

- **Create a custom URL:** You can share this with friends and family so they can quickly find your page to find out more information and make a donation



# Event Fundraising Page: “My HQ”

## Tips:

- **Make it Personal:** Share details and pictures on your event page
  - Click “View My Page”

The screenshot shows the 'Independent Events' fundraising page for Jennifer Pettit. The page features a navigation bar with a search box, the user's name 'JENNIFER PETTIT', and a 'My HQ' button. The main content area includes a 'Get Involved Now!' banner, a progress bar for 'My Progress' (0%), and sections for 'I've Raised' (\$0.00) and 'My Recent Activity' (No activities yet). A left sidebar contains a user profile for Jennifer Pettit with a 'View My Page' link circled in red. A red arrow points from this circled link to the 'View My Page' link in the sidebar.

**Independent Events**

Find an event  JENNIFER PETTIT

Event Tips Event I **My HQ** Log out

Hi, Jennifer Pettit  
JP [Edit Account Details](#)  
[View My Page](#)

**Get Involved Now!**  
These tools will help you get started.

**My Progress**  
0%

**For an Effective Campaign You Should:**

- [Create Custom URL](#)
- [Update Your Personal Image](#)
- [Import Your Contacts](#)
- [Connect to Your Social Networks](#)
- [Send a Fundraising Email](#)
- [Personalize Your Page](#)

**I've Raised**  
\$0.00 \$10,000.00

**My Recent Activity**  
No activities yet

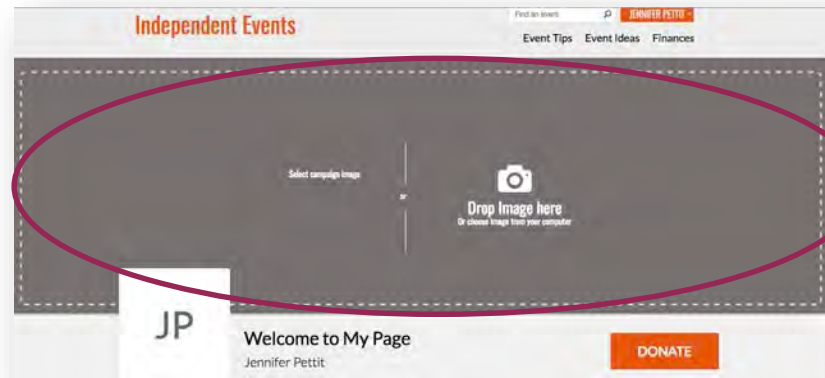
**My HQ**

- [My Fundraising Report](#)
- [Promote via Email](#)
- [Promote via Social Media](#)
- [Social Auto-Post](#)
- [Contact Book](#)
- [Enter Offline Donation](#)

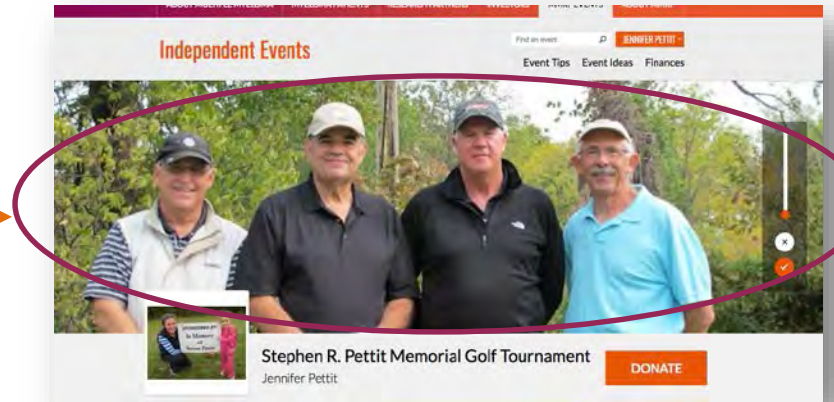
# Event Fundraising Page: “My HQ”

## Tips:

- **Uploading Pictures (Top Image):** At the Top of the Page You can Upload or Drag a Drop an Image for Your Event



Before

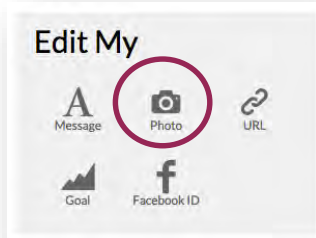


After

# Event Fundraising Page: “My HQ”

## Tips:

- **Uploading Pictures (Small Image):** Underneath your large top picture, you can upload a small profile image by clicking on your initials (this example “JP”) or by clicking on “Photo” in the “Edit My” section



Before

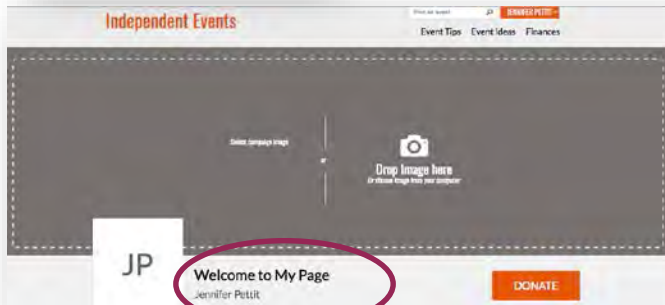
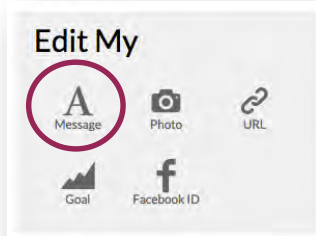


After

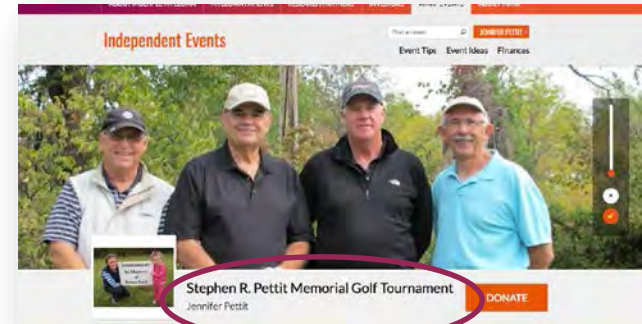
# Event Fundraising Page: “My HQ”

## Tips:

- **Updating the Title of Your Page:** Next to the smaller profile picture you can edit the default copy of “Welcome to My Page” to your Event name by clicking on “Message” in the “Edit My” box



Before



After

# Event Fundraising Page: “My HQ”

## Tips:

- **Updating Copy:** Each event page is pre-populated with information about the MMRF, but we also *strongly encourage you to include details about your event:*
  - Why you are supporting the MMRF (example: personal connection to myeloma, “My dad was diagnosed with multiple myeloma in 2015 and we are hosting a golf tournament in his honor”
  - Details about the event (date, time, location)
  - How to contact you
- To do this click “Message” in the “Edit My” box

Stephen R. Pettit Memorial Golf Tournament  
Jennifer Pettit

[DONATE](#)

Your page is inactive and only visible to you and the campaign admin. Please [update it](#) to get it activated.

This year, I will be hosting the annual Stephen R. Pettit Golf Tournament to raise critical funds for MMRF in memory of our dad. I am committed to raising awareness and funds to accelerate finding a cure for multiple myeloma, which is the second most common blood cancer and is currently incurable. Your generosity truly makes a difference.

Funds raised through MMRF events have helped to:

- Nearly triple patient survival
- Deliver ten new treatments in a decade
- Launch over 60 new clinical trials

The MMRF was established in 1998 as a 501(c)(3) non-profit organization by twin sisters Karen Andrews and Kathy Givati, soon after Kathy's diagnosis with multiple myeloma. The mission of the MMRF is to relentlessly pursue innovative means that accelerate the development of next-generation multiple myeloma treatments to extend the lives of patients and lead to a cure. The MMRF, along with its research and medical industry partners, has fueled more studies, initiated more trials, developed more treatments, introduced more medicines, and have had a far greater impact than any other organization on myeloma.

The MMRF is one of the most highly regarded cancer foundations in the world. Nearly 90% of the MMRF total budget goes directly towards research and related programming. The MMRF has received the "Best in America" Seal of Excellence from the Independent Charities of America and Charity Navigator's 4-star rating for the past twelve years in a row. The MMRF has also been recognized by Philanthropedia as one of 16 expert-identified, high-impact nonprofits in the field of cancer."

**Edit My**

- [Message](#)
- [Photo](#)
- [URL](#)
- [Goal](#)
- [Facebook ID](#)

**\$0**  
raised of \$10,000 goal

**Donate**

- [\\$25](#)
- [\\$50](#)
- [\\$100](#)



# Additional Questions

**Additional Questions?:** Please contact one of our team members and we would be happy to help:

Brooke Roberts

Manager, Independent Events Team

[Robertsb@themmrf.org](mailto:Robertsb@themmrf.org)

203.652.0215

Jenny Pettit

Independent Events Team

[Pettitj@themmrf.org](mailto:Pettitj@themmrf.org)

513.253.4545

