



Easy instructions for online fundraising

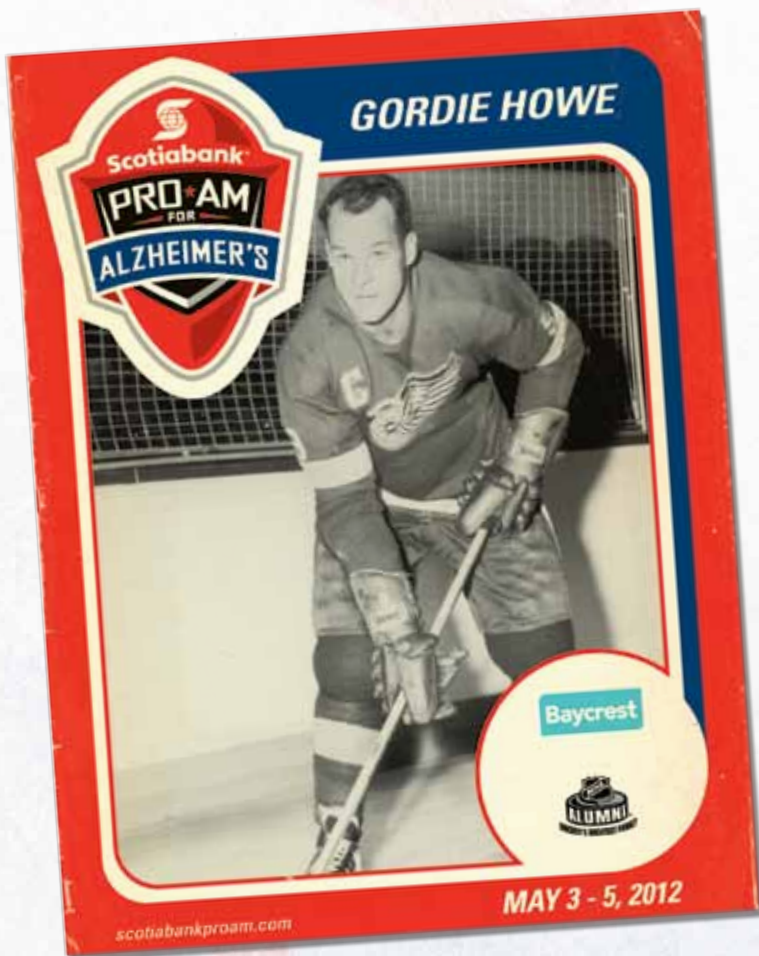
Welcome to the 2012 Toronto Scotiabank Pro-Am for Alzheimer's. We are delighted to have you be a part of this incredible event and can't wait to help you get started with your fundraising. Here are a few easy steps to help you maximize your online fundraising potential.

- 1) Log onto www.scotiabankproam.com/toronto
- 2) Click on the "Player login & scoreboard" tab at the top of your screen and login with your username and password.

Note: If you have forgotten your username or password, please feel free to contact Galit Osadtsuk at gosadtsuk@baycrest.org or 1-877-972-2622

- 3) You have now logged into your personal Scotiabank Pro-Am web page – let the fundraising begin! Start by soliciting family, friends, colleagues, and anyone else who could support your fundraising efforts. Please click on "Solicit Sponsors" on the left of the screen.

You now have two (2) options:



4a) "Send e-mails from your own email account" (option one)

This is the e-mail account that you have provided to us when you registered. Simply scroll to the bottom of the screen and click on "Option One"

For this option: We will automatically send a message to your email account that you can forward to everyone in your address book. This message will also include a link to your personal Scotiabank Pro-Am donation web page. You may personalize this message by adding a few words of your own. Simply click on the "customize personal page" tab on the left side of the screen. You will find a window in which you can alter and customize your page, don't forget to click save.

4b) "Send e-mails from your Scotiabank Pro-Am account" (option two)

This is the option that most participants find useful. For participants who wish to access multiple e-mail accounts and contacts this option will be most efficient and easiest to track. Your Scotiabank Pro-Am web page will retrieve names and contacts from multiple inboxes, and allow you to send solicitation requests out of just one location. This option will also allow you to track who has sponsored you and who hasn't sponsored you (so that you can give them a "friendly reminder"). This system is sure to make your fundraising easier while increasing your potential to raise the most money possible. Simply scroll to the bottom of the screen and click on "Option Two"

For this option: below "Option Two" click on the "Add from my address book" icon. At the top left of the screen, a box will appear with a variety of e-mail systems for you to choose from including: Yahoo, Gmail, Outlook Express, etc. Click on the e-mail that you would like to access and follow the online guide. Please note that you will have a 15 minute window to use this option, if idling or navigating away from the webpage, the secure online system will log you out of that option.

- 5) When you are ready to proceed, click "Send E-mail". You can be sure that all of your e-mail addresses – including your own- will be kept private, confidential, and will never be made public.

Additional information:

- 6) As people start sponsoring you, their donations will be recorded on your personal Scotiabank Pro-Am donation website page. You may login at any time to view your **"Fundraising Summary"** or change your message.
- 7) If you can't remember who you have sent an e-mail to, you may click on **"See who I have invited to sponsor me online"** (found on the **"Solicit Sponsors"** page). From time to time, you will want to send out a "friendly reminder" e-mail to people in your address books who have not yet made a donation.
- 8) Thanking your donors and sponsors is important. You can thank your donors from your very own 2012 Scotiabank Pro-Am web page. To do this, simply follow the prompted instructions on your personal home page.
- 9) If you have any issues or concerns with your personal Scotiabank Pro-Am webpage, please feel free to contact our dedicated Scotiabank Pro-Am staff – we are here to help you.

Happy fundraising!

Together, we will

"Stick it to Alzheimer's"

info@scotiabankproam.com

1-877-972-2622

Baycrest

