



Healthy For Good™
Heart Walk®

2017 Heart & Stroke Walk

Participant Guide

Saturday, September 16, 2017

Balboa Park (at 6th & Laurel)



Locally Sponsored By



Inside this Guide

This handy guide will give you all the information you need to participate in the Heart & Stroke Walk. Most importantly, remember to have fun and promote wellness! We look forward to celebrating your success at the 2017 San Diego Heart & Stroke Walk!

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Getting Started

Thank you for joining us!

Over the past 25 years, the San Diego Heart & Stroke Walk has helped the American Heart Association further its mission of building healthier lives free of cardiovascular diseases and stroke. We thank you for joining us for the 2017 San Diego Heart & Stroke Walk. Your participation is helping the American Heart Association achieve its goal of improving the cardiovascular health of all Americans by 20 percent and reducing the deaths caused by cardiovascular diseases and stroke by 20 percent by the year 2020. We are truly grateful for your participation. Now let's get started!

Why we walk

We want people to experience more of life's precious moments. It's why we've made better heart and brain health our mission. And until there's a world free of heart disease and stroke, we'll be here, working to make a healthier, longer life possible for everyone. Why? **Life is why.**

What to expect

In the months leading up to the four mile walk in September, participants will donate, fundraise, and recruit friends, family and co-workers to join their efforts. The Heart & Stroke Walk website (www.SDHeartWalk.org) is a useful resource to help participants keep track of fundraising, reach out to networks via email and social media, and find important information about the event. In 2015, the average fundraising participant raised nearly \$150! Check out page 12 for more information on fundraising.

Where do my donations go?

The 2016 San Diego Heart & Stroke Walk raised over \$1.3 million and over \$9 million is currently being invested into San Diego research institutions. Past research has yielded such discoveries as pacemakers, bypass surgery, CPR, artificial heart valves and blood pressure medication. In addition to scientific research, funds raised go toward providing educational programs in our community.

Event Details

Date: Saturday, September 16, 2017

Location: Balboa Park at 6th Ave. and Laurel St.

Time:

Expo Opens	6:00am
Opening Ceremonies	6:45am
Miracle Mile/Walk	7:00am
Closing Ceremonies	9:00am

Registration: FREE online at www.SDHeartWalk.org

Parking/Shuttles: Public parking will be available at the Inspiration Point parking lot, located at the intersection of Park Boulevard and President's Way. For your convenience, there will be shuttles transporting participants from the parking lot to the expo area and back starting at 5:00am. **NOTE: Only service animals will be permitted on shuttles.** Thank you!

Please allow yourself extra travel time to account for traffic delays, parking, and boarding a shuttle. Opening Ceremonies begin promptly at 6:45am.

Survivor Participants: Heart disease and stroke survivors have the option to partake in a shortened 1 mile walk if they are not physically able to walk 4 miles. In addition, they will receive a free t-shirt and cap and have access to a special Survivor Café at the event!

VIP Perks: Top Walkers who fundraise \$1,000 or more by September 1st will receive special perks at the event! See page 11 for more information.

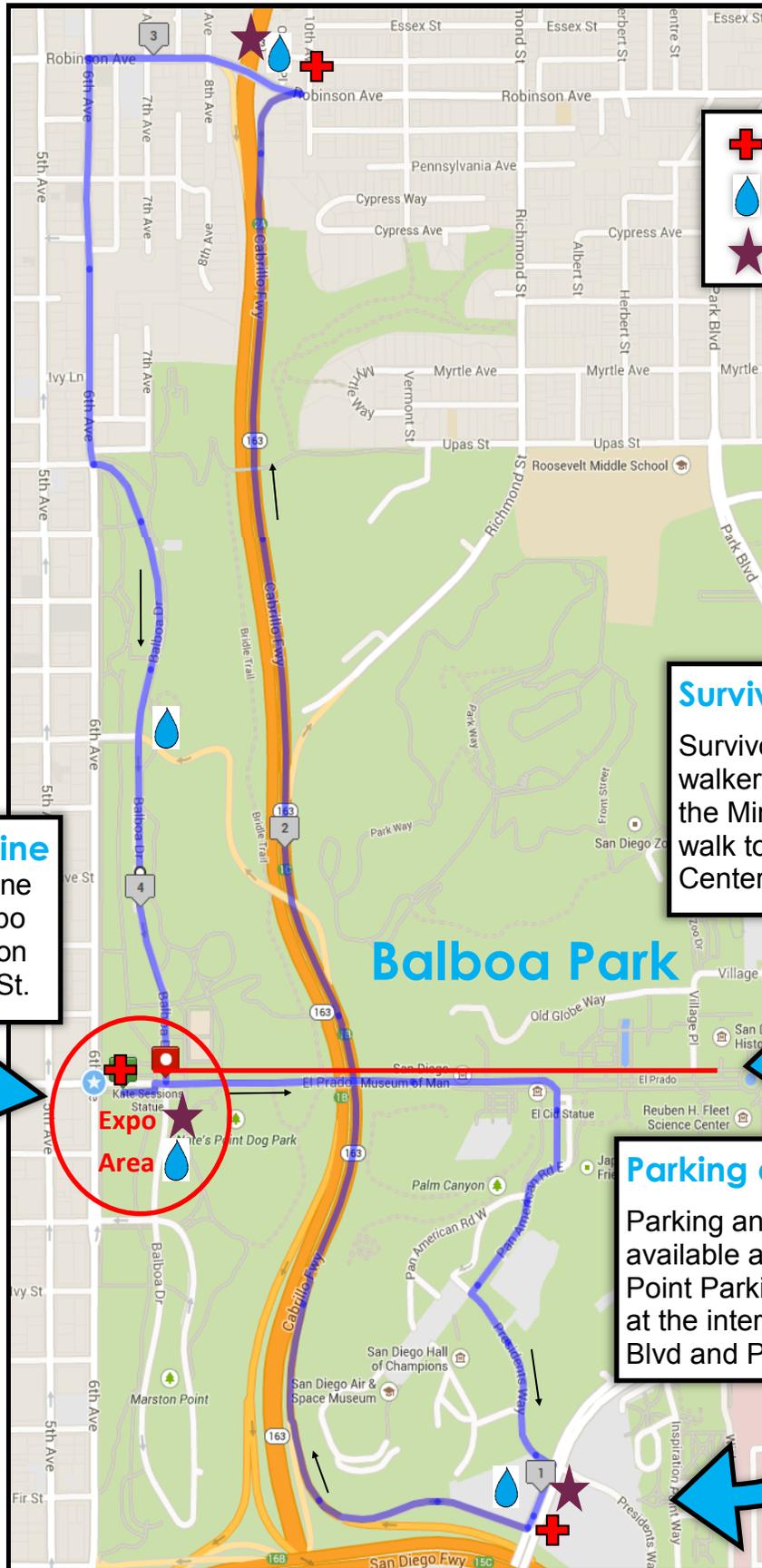
What to wear: Participants should wear comfortable walking shoes. Check the local forecast before the event and plan accordingly. Costumes and creativity encouraged!

Dogs: Dogs on leashes are welcome at the Heart & Stroke Walk. Please help us keep Balboa Park pristine and clean up after your pet. **NOTE: Only service animals will be permitted on shuttles.**

Strollers/wheelchairs: The Heart & Stroke Walk is an event for the whole family! Strollers and wheelchairs are welcome.

Bikes/Scooters/Skateboards: For safety reasons, please leave bikes, scooters, and skateboards at home.

Expo and Route Map



-  Ambulance
-  Water station
-  Restrooms

Start and Finish Line
 The start and finish line are located in the expo area at the intersection of 6th Ave. & Laurel St.

Survivor Route
 Survivors will lead all walkers at 7:10am, walking the Miracle Mile (1 mile) will walk to the Reuben H. Fleet Center Fountain.

Parking and Shuttles
 Parking and shuttles available at Inspiration Point Parking Lot, located at the intersection of Park Blvd and Presidents Way.

How to Register

1. Click **Register to Join Heart Walk**



Healthy For Good™
Heart Walk.

Login

Home
for your Heart Walk

Register
to join Heart Walk

Donate
to a Participant

2. **Start a Team, Join a Team, Join as Individual**

Click **Start a Team** if you want to be a coach and recruit walkers to your team. Then choose the company you work with or are walking with. If you don't see your company listed, contact your American Heart Association staff team to set up the company for you today.

Choose **Join a Team** if you want to be a member of an existing team. Search for your team or your company. Then click the **Select** button. Click **Join** to sign up as a member of that team.

Choose **Join as Individual** if you wish to register for the walk independently.

Start a Team	Achieving a world free from cardiovascular diseases and stroke may be a long road, but you don't have to walk it alone. Start a team with family, friends and colleagues today.
Join a Team	Heart disease and stroke affects all of us. Join a team today and together we'll take them down, one step at a time.
Join as Individual	Thank you for having the courage to walk with us towards a world free from cardiovascular diseases and stroke.

3. Enter a fundraising goal (consider being a top walker and raising \$1,000!)

4. Make an extraordinary impact by making your personal **GIFT**

5. Fill out your contact information.

6. Create your username and password.

7. **Waiver:** Click **I Agree** on the Waiver pop-up to complete your registration.

8. You will see a confirmation page – click continue to begin fundraising!

The Fundraising Center will appear. From this location you can:

- A. Customize your personal page by uploading a photo and sharing your **WHY**
- B. Send emails to friends and family asking them to support the American Heart Association
- C. Post to social networks inviting your friends to donate.

Being a Leader

Company and Entity Leaders

▶ **Recruit Team Coaches**

As a Company Leader or Entity Leader, you are tasked with recruiting Team Coaches to join the walk! To get started, make a list of potential Team Coaches within your organization. List twice as many names as you will need, then ask each person. Be sure to recruit Team Coaches who are passionate about improving their health and raising funds to help fight heart disease and stroke. Team Coaches will need to register online and recruit walkers to join their teams.

▶ **Keep up the spirit**

Check in with your Team Coaches regularly. Make your campaign passionate and personal! Share stories of employees, friends or family members affected by heart disease and stroke. Work with senior management to show company support for the Heart & Stroke Walk. Offer incentives for top fundraisers and Team Coaches. Congratulate all and highlight those who have exceeded their fundraising goals. Make this a positive team building experience for your colleagues!

▶ **Fundraise**

See page 13 for information on how to fundraise.

▶ **Distribute T-Shirts**

Participants who raise \$100 or more will receive a t-shirt after the walk. An AHA representative will deliver t-shirts and a list of recipients to companies in the month of November. Company Leaders and Entity Leaders will distribute the appropriate t-shirts to Team Coaches.

Team Coaches

▶ **Recruit Walkers**

Team Coaches should try to recruit at least 15 fundraising walkers. Start by making a list of potential walkers: friends, family, colleagues, and acquaintances. List twice as many names as you will need, then ask each person. You can use the Heart & Stroke Walk website (www.SDHeartWalk.org) or the Heart Walk mobile app (page 14) to send recruitment emails to your email address book! Once you have identified walkers, help them register under your team

▶ **Set a fundraising goal**

If your team has 15 walkers and each walker has a personal fundraising goal of \$200, your team goal should be \$3,000!

▶ **Keep your team motivated**

Check in with your walkers regularly. Make this a fun experience! Plan exciting fundraising challenges that your teammates can participate in. Have a team celebration when you reach your goal.

▶ **Fundraise**

The average participant in San Diego raises about \$150. See page 13 for more info on fundraising!

Top Walkers

Reward Yourself for Making a Difference!



Heart Walk T-Shirt



All donations must be turned in by

October 6th, 2017

to guarantee that you receive a
Heart Walk T-Shirt (minimum \$100 raised)

Walkers who raise **\$100** or more will be eligible for an official
2017 Heart Walk t-shirt!

Walkers who raise **\$250** or more will be eligible to choose an
additional prize from our prize catalog!

All prizes (t-shirts and price certificates) will be delivered to you
or your company **after** the Heart Walk.

*In order to receive a prize certificate, participants must have selected the
"Receive All Prizes" option during the time of registration.*

*When you "Decline All Prizes," more money goes back to the mission of the American Heart Association. Or you
can select to "Decline All Prizes but a t-shirt" and you will still be able to receive a t-shirt.*

Visit **HeartWalk.org** for a complete list of prizes.

How to Donate

Three easy ways to make a difference

Credit Card

- ♥ Make a secure credit card donation online at www.SDHeartWalk.org.

Checks

- ♥ Checks can be made payable to the “American Heart Association”.
- ♥ Mail checks to the AHA office or drop donations off in person at:
American Heart Association
9404 Genesee Ave, Suite 240
La Jolla, CA 92037
- ♥ Please include a note with your donation stating which participant the donation should be credited to on the event website.

Cash

- ♥ Give cash donations to your Team Coach, Entity Leader, or Company Leader, who will then schedule AHA staff to pick up the donation.
- ♥ Please include a note with your donation stating which participant the donation should be credited to on the event website.



Fundraising Sprint

Reach out privately to family and close friends

- Lead by example—make a personal donation
- Reach out to family members—ask them to match your gift

Week 1



Week 2



Week 3



Week 4

You
Did

Imagine if every person you asked matched your



Identify those who you know have been impacted by heart disease or stroke and reach out

- Who has been touched by heart disease or stroke?

General appeals—post to social media, text or email

- Post the link to your personal fundraising page to Facebook, Twitter, Instagram, LinkedIn, etc.
- Send texts or emails as

#heartwalking

San Diego is why.

9404 Genesee Avenue
Suite 240
La Jolla, CA 92037
(858) 410-3850

www.heart.org/SanDiego

120,564

Students participated in
Jump Rope For Heart or
Hoops For Heart
in San Diego

19,532

Patients in San Diego
were reached with
improved quality
healthcare

623

Students and community
members were trained in
the lifesaving skill of
American Heart
Association
Hands-Only CPR

24,822

Employees engaged in
our Workplace Wellness
programs, increasing
healthy habits where
we spend the majority
of our time

3,434+

People receive
daily health messages
through our social
networks

 AHASanDiego

 @SanDiegoHeart

 @AHASanDiego



We believe everyone deserves to live a healthier, longer life. Through science-based knowledge and partnerships, we motivate, engage and enable people and organizations to build sustainable cultures of health. Together we are defeating heart disease and stroke.

JOIN THE MOVEMENT. IT'S TIME TO GET-AND STAY-HEALTHY FOR GOOD

Healthy For Good™ is a movement that helps all Americans lead healthier lives by delivering science-based recommendations, tools, tips and motivation to build healthier behaviors. It's about taking small steps each day that will make a big difference tomorrow. You can tackle several behaviors at once or take one at a time. No matter where you start, the American Heart Association (AHA) will be there to cheer you on every step of the way. Four key ideas ground the movement; Eat Smart, Add Color, Move More, and Be Well.

EAT SMART

True nourishment involves making overall healthier eating choices each day. This can be daunting, but AHA is here to help with reliable information on eating smart. We will dish out delicious recipes, ideas on better snacking, and meal planning tips that will make it easier to eat well.

ADD COLOR

This is the simplest way to start eating healthier: just add more color to your plate in the form of fruits and vegetables. Our goal is to inspire and teach you how to add color to every meal and snack, because adding even one serving of color each day is a step toward a healthier you.

MOVE MORE

Our bodies were built to move, and they need regular activity to be healthy. But working out doesn't have to take over your life. Whether it's Walking 101, new ways to stay motivated, or tips on working out at home, we have the know-how to put your body in motion.

BE WELL

For ultimate whole body health, your mind and body need to rest, reset and recharge. Wellbeing includes self-care, managing stress, getting enough quality sleep, connecting socially, and much more. We've curated the best information out there to help you be the best version of you.



LIFE IS WHY. HEALTHY FOR GOOD IS HOW. JOINING THE MOVEMENT TODAY!

[Heart.org/healthyforgood](https://heart.org/healthyforgood)