



American
Heart
Association®
life is why®

Healthy For Good™
Heart Walk®

Heart Walk Guide

2017 Long Island Heart Walk

Sunday, September 17, 2017

Jones Beach, NY—Field 5

Festivities Begin: 8:30 AM

Walk Starts: 10:00 AM

TO REGISTER:

**Please contact Theresa Fredriksen,
Heart Walk Director at**

theresa.fredriksen@heart.org or 516.962.0790

Find us on social media



@AHANewYork



@HeartLongIsland



@AHANewYork



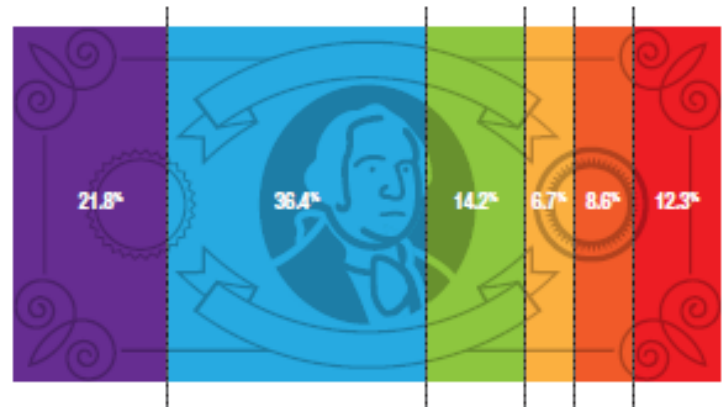
Heart Walk

www.longislandheartwalk.org

#LIheartwalk

THE IMPACT OF YOUR DOLLAR

The American Heart Association funds more research than any U.S. organization except the federal government. In all, we spend nearly 80 cents of every dollar on research, education and community outreach.



This chart depicts the financial activities of the American Heart Association, American Stroke Association, fiscal year ended June 30, 2014.

21.8% RESEARCH

Research dollars support scientific studies seeking new discoveries related to causes, prevention and treatment of heart disease and stroke.

36.4% PUBLIC HEALTH EDUCATION

We help people identify warning signs for heart attack and stroke, provide resources to help people reduce risk for cardiovascular diseases and stroke, and embrace healthy behaviors.

- Websites, social media and digital resources
- Consumer publications and call center
- Health initiatives, programs and support materials
- Public service announcements and campaigns
- Health fairs and a speakers bureau

14.2% PROFESSIONAL EDUCATION & TRAINING

Activities, projects, scientific conferences, training courses and programs are designed to improve knowledge, skills and critical judgment for healthcare providers.

- Websites, social media and digital resources
- Professional education programs and events
- CPR/AED training for professionals
- Development of scientific guidelines and standards
- Systems guidelines for hospitals to improve care for STEMI and stroke patients and treatments

6.7% COMMUNITY SERVICE

Focused on detection of cardiovascular diseases and stroke-related problems; planning and improving community health practices; conducting rehabilitative programs; and supporting special clinical studies.

- Public training CPR/AED
- Advocating for policies to improve health outcomes
- Health screenings and counseling
- Stroke Sharegivers Peer Visitor program

8.6% MANAGEMENT AND GENERAL

Representing general operating expenses for directing the affairs of the American Heart Association.

- Customer relations management
- Finance
- Human resources
- Information technology services

12.3% FUNDRAISING

Most of the association's campaigns and events are a combination of fundraising and health education activities or materials for soliciting financial support for the American Heart Association's mission, plus related expenses.

How To Register

Team Captain Registration Instructions:

1. Go to the 2017 Heart Walk website: www.LongIslandHeartWalk.org
2. Click the red box that says **Register to walk**.
3. Select **Start a Team** and wait for the screen to refresh.
4. Click **Join as new participant**. (If you have your username and password from last year, enter it under **returning user**).
5. Create your **Team Name**, set a **Team Fundraising Goal**, and **Select your Company** in the drop down box. Click **Next Step**.
6. Set your **Personal Fundraising Goal** and consider making a **Personal Donation**. Click **Next Step**.
7. Complete the registration form by **Entering your Personal Information, Contact Information, and creating a username & password**. Click **Next Step**.
8. Click on the box to **agree to the waiver**. Click **Next Step**.
9. Your registration summary will appear on the screen. Click **Complete Registration**.
10. **Your registration is complete!** You can now access your Participant Center where you can invite others to join your team, send fundraising emails, personalize your page with a photo/video, and more!

Walker Registration Instructions:

1. Go to the 2017 Heart Walk website: www.LongIslandHeartWalk.org
2. Click the red box that says **Register to walk**.
3. Select **Join a Team** and wait for the screen to refresh.
4. Click **Join as new participant**. (If you have your username and password from last year, enter it under **returning user**).
5. Set your **Personal Fundraising Goal** and consider making a **Personal Donation**. Click **Next Step**.
6. Complete the registration form by **Entering your Personal Information, Contact Information, and creating a username & password**. Click **Next Step**.
7. Click on the box to **agree to the waiver**. Click **Next Step**.
8. Your **registration summary will appear** on the screen. Click **Complete Registration**.
9. Your registration is complete! You can now access your Participant Center where you can invite others to join your team, send fundraising emails, personalize your page with a photo/video, and more!



Personalize Your Page

Now that you are registered, it's time to personalize your webpage! This site is where you can direct friends, family and co-workers to donate to your Heart Walk campaign!

Steps To Personalize Your Page:

1. Login and click on the **Edit My Pages** tab. Participants have the option to edit their own personal webpage, while Team Captains also have the option to edit their team page.
2. Upload a video by selecting **edit video** button.
3. Add a personal image or by selecting the **edit photo** button.
4. Edit your default text to make it personal by selecting the **edit story** button. Tell your story of why you are involved with the Heart Walk, share a personal connection you have with heart disease, or use this place to ask for a donation!
5. **Click save** when finished.





Send Emails

You can send emails directly to your friends, family and co-workers through your participant center. You can ask them for donations or invite them to join your team!

Steps To Send Emails:

1. Login and click on the **Send Email** tab.
2. Select your **recipients**. Type in an email address or click on **all contacts**. Select from a **previous contact**, **add a contact**, or **import contacts**.
3. **Choose your template**, or select **blank message and create your own** from the dropdown menu. You can customize the subject line and body of the email if you wish to make it more personal. Add in something about why this mission is personal to you!
4. When you have everything filled in, click **Preview and Send**.

Welcome, Theresa! [My Profile](#) [Logout](#)

[My Dashboard](#) [Fundraising Resources](#) **[Send Email](#)** [Edit My Pages ▼](#)

2017 Long Island Heart Walk
Wantagh, NY
Sunday, September 17, 2017

Theresa Fredriksen's Fundraising Center

Me **My Team**

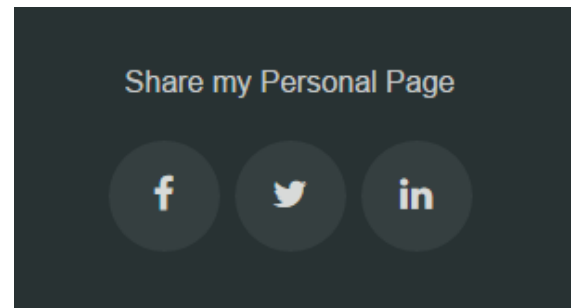
I'm **#8** of 24 fundraisers at our Walk.

[Email for Donations](#) [Enter Cash or Checks](#)

100%

Post To Social Media

At the bottom left of your screen, you will see three buttons after you log in. Choose the social media icon you would like to use and log in to that social media account. Once you log in, your site will open with a standard message and a space to personalize your message. Use this function to quickly ask your social networks to join your team or make a donation!

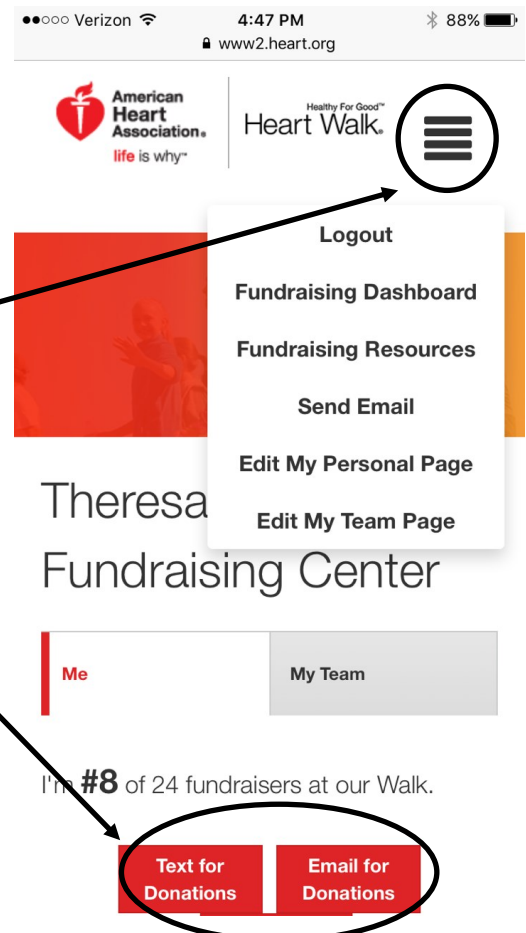


Mobile Device Friendly

Our website is mobile-friendly! Use your cellphone to update your profile, recruit walkers or request donations via email, text or social media on-the-go!

Click this icon to login and access your fundraising dashboard.

TEXT and/or EMAIL the contacts in your phone to make a donation to your personal page!



Entering Donations

You can enter cash or check donations when received so that they show up on your Heart Walk page. Don't forget to turn them in at the Heart Walk!

Steps To Entering Donations Online:

1. Login and click on the **My Dashboard** tab.
2. Select the enter **cash or checks** button.
3. Fill in the information and **click submit**.

The screenshot shows the American Heart Association Heart Walk fundraising dashboard. At the top, there is a navigation bar with the American Heart Association logo, the text "Healthy For Good™ Heart Walk®", and a welcome message "Welcome, Theresa!". To the right of the welcome message are buttons for "My Profile", "Logout", "My Dashboard" (circled with an arrow), "Fundraising Resources", "Send Email", and "Edit My Pages". Below the navigation bar is a banner for the "2017 Long Island Heart Walk" in Wantagh, NY, on Sunday, September 17, 2017. The main content area is titled "Theresa Fredriksen's Fundraising Center". Below this title are two tabs: "Me" (selected) and "My Team". Under the "Me" tab, it says "I'm #8 of 24 fundraisers at our Walk." At the bottom right, there are two buttons: "Email for Donations" and "Enter Cash or Checks" (circled with an arrow).

Fundraising Ideas

Communicate: Leverage Social Media (Facebook/Twitter/LinkedIn/Instagram) to spread the word and collect donations. Tag your friends to 'share' your post to their friends/followers.

Ask: Ask people who have asked you for donations in the past year to contribute to your cause. Ask your co-workers who are not participating in the Heart Walk to donate to your team.

Customize: Personalize your Heart Walk Fundraising Page to include your story and a photo. People will be more likely to donate if they understand your 'why'.

Voicemail and Email: Change your voicemail message to say that you are raising money for the Heart Walk. Add a tagline to your email signature requesting donations.

Sell: Sell Heart Walk paper hearts at your local coffee shop, restaurant, convenience store or office.
(Your Heart Walk staff partner can provide you with paper hearts.)

Eat Your Heart Out: Ask a local restaurant to support you by asking for a donation on a patrons' credit card or ask for a portion of the nights' proceeds.

Theme Dinner: Host a dinner party and charge \$20 per person. Spend \$10 per person and you have raised a significant amount! Try having a breakfast or cookout.

Change Jars: Keep a change jar at home, at your desk, or in the lobby of your business. Let everyone know the donations benefit the Heart Walk.

Ask Local Partners: Ask your Barber/Dry Cleaner/Banker/Dentist/Car Dealer for a donation.

Rock for Heart: If you know a musician, ask them to perform a benefit concert at a BBQ, block party or local club. The admission is a donation to the American Heart Association and your Walk Team.

Wine Tasting Party: Have a wine and cheese tasting party or ask a local liquor store to host an event for you. Collect donations at the door.

Lemonade Stand: Get your kids involved in the cause! Have your kids run a lemonade stand and donate the proceeds.

Car Wash: Partner with a local business and ask if your Walk Team can hold a car wash in their parking lot. Make sure patrons know the donations benefit the American Heart Association.

VIP Walker Club

BECOME A MEMBER BY RAISING \$1,000 OR MORE!

VIP WALKER BENEFITS INCLUDE:



- **VIP Parking for your vehicle at the Heart Walk**
- **Personal VIP Walker sign along the Heart Walk route celebrating your fundraising success**
- **Access for you and a guest to the VIP tent**
- **Special recognition at the podium during the day of event program**
- **VIP Walkers will receive medals of recognition**



Frequently Asked Questions

What is the Heart Walk?

Heart Walk is the American Heart Association's signature fundraising and awareness event for cardiovascular diseases and stroke. Funds raised support research, education, and advocacy of cardiovascular disease and stroke.

Do I pay to walk?

This is a fundraising event so fundraising is strongly encouraged. There is no fundraising minimum but all walkers are encouraged to set a fundraising goal of \$300. A minimum of \$25 in pledges is highly encouraged the day of the walk for all participants 18 years or older.

How many team members should I recruit?

We recommend 10 fundraising members per team.

How do I collect donations?

Donations can be collected online via credit card. Checks and cash can be collected and turned in at the Heart Walk or mailed to our office. Team captains and walkers should turn in their cash and check donations at the *Donation Drop-off* tent between 9:00-10:00AM.

Where can I mail donations?

American Heart Association
ATTN: Long Island Heart Walk
125 East Bethpage Rd.
Suite 100
Plainview, NY 11803

How do I qualify for a t-shirt and/or prize?

Walkers who individually raise \$100+ qualify for a 2017 Heart Walk t-shirt, and walkers who individually raise \$250+ qualify for a 2017 Heart Walk t-shirt and prize, depending on the level of fundraising. Walkers have 30 days post event to turn in donations. T-shirts and prize certificates for those who qualify are dropped off at your company post event or you can pick up your T Shirt the day of the Walk at the registration tent.

As a walker, do you need to register?

Yes, we encourage everyone to register prior to the walk. Register online at www.LongIslandHeartWalk.org. Need help? Contact your Heart Walk Director.



What if I forgot my password?

Visit www.LongIslandHeartWalk.org, click *Login*, click *Forgot Username and/or Password* at the bottom of the screen. Follow instructions. You will receive an email with username and password reset instructions. If you are not able to reset your password online, call 516.962.0790 for assistance.

Can I continue to fundraise after the Walk?

Yes, you can continue to fundraise and turn in money up to 60 days after the event.

Is the event rain or shine?

Yes.

How long is the walk?

The Heart Walk is a three-mile non-competitive walk.

Are dogs allowed?

Yes, service dogs on leashes are allowed.

I'm already registered online. Do I need to register at the event?

No. If you have donations you can bring them to the *Donation Turn In* tent, but you don't need to register.

Where do I park?

Parking is FREE at Jones Beach Field 5 for the event. If you are a top fundraising walker you will have access to VIP parking; ask us how!

Is there handicapped/accessible parking?

Yes!

What do I need to bring with me?

Dress for all kinds of weather, as the event takes place rain or shine. Bring all donations. Bring extra cash for on-site fundraisers.

Where do I go when I arrive?

Turn in donations at the Donation Turn In tent, meet up with your team and enjoy the festivities!



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