



**American
Heart
Association®**

life is why®

Healthy For Good™
Heart Walk & Run

Participant / Team Fundraising Guide

For Company Leaders, Team Coaches and Participants -Timelines, Fundraising Ideas and Frequently Asked Questions

The most successful fundraisers use a combination of methods to reach their goal, focusing both on Individual and Team fundraising. This booklet shares ideas from around the country to help you maximize your fundraising potential. We'll start with the basics and then share some other great ideas – by the time you have finished reading you will be an expert and using your own creative ideas!

Welcome to the Rochester Heart Walk & Run! We thank you for all of your hard work, and commitment to fighting cardiovascular disease and stroke. The mission of the American Heart Association is to build healthier lives, free of cardiovascular disease and stroke.

This guide provides information for all Heart Walk participants—team captains and team members alike. Thank you for your commitment to building healthier lives, free of cardiovascular disease and stroke by participating in the 2018 Rochester Heart Walk & Run on Saturday, April 14, 2018!

Questions? Email: rochesterheartwalk@heart.org OR Call: 585.371.3113

Timeline

JANUARY

- Register online and choose to sign up for *Healthy For Good™*
- Create passion! Discuss **why** you will be walking
- Ask **10** friends, family, or coworkers to join your team or to make a donation.
- Personalize your company, team and/or individual pages.
- Schedule a **team meeting** to discuss team **fundraising goals** and strategies by the end of the month.
- Send fundraising **emails** to everyone in your address book **and solicit support online** right after the kick off when you are getting ramped up and excited.
- Sign up for the **Wear Red Day** campaign.
- Follow us @HeartROC #ROCHHeartWalkRun #LifelsWhyROC, on Facebook & Instagram /AHANewYork

FEBRUARY

- Wear RED on **Friday, February 2nd**
- Nominate someone for a **Lifestyle Change Award**.
- **Host a fundraiser** (Valentine-themed dinner, wine tasting or one of many ideas in this packet).
- **Publicize** fundraisers on social media (Facebook/Twitter).
- **Sell Red Hearts**.
- Send additional fundraising **emails**.
- Ask your **dentist, doctor, mechanic, hair dresser, etc.** to support you with a donation for the Heart Walk.
- Review team **fundraising** plans.
- Turn in Wear Red Day money raised

MARCH

- Host a **fundraiser** (St Patrick's Day-themed dinner, raffle)
- Send reminder **emails** about Heart Walk.
- Have a **fundraising breakfast/lunch** at work.
- Review current **fundraising goals**.
- Monitor your online **donations** and enter pending donations online.
- Turn in **cash/check donations** to your AHA staff partner.

APRIL

- Have a **team meeting** to discuss last minute details about the day of the event.
- Participate in *Move More in April – find ways to get physically active and commit to sticking to it.*
- Celebrate **National Walking Day on April 4th**.
- Turn in donations to the Team Captain for **pre-registration**.
- **Attend The Heart Walk & Run on Saturday, April 14th @ Frontier Field. Doors open at 7am, walk & run start at 9am.**
- **Post photos** from The Heart Walk & Run on social media.
- Complete the post-**Heart Walk survey** via email.



Individual Fundraising

The Basics

Online Fundraising – www.rochesterheartwalkrun.org

The Rochester Heart walk website makes fundraising easy! Making a donation is just a click away.

1. Register
2. Customize Your Personal Webpage
3. Send Emails
4. Enter Checks and Cash
5. Track Your Progress
6. Fundraise with Facebook and Twitter

Don't forget! No money can be raised through the website without **sending emails!** So send away! Make sure to send emails on a regular basis to tell people you are walking and asking them to support you. Send updates to your contacts letting them know how your fundraising is going as it gets closer to the event. Also, the site makes it very convenient for you to thank all those that have given.

Any questions or difficulty? Don't worry! Just call Colleen at your local American Heart Association office and she will be there to help you! Colleen 585.371.3113 or via email at rochesterheartwalk@heart.org. Even if you are not computer savvy you can make your own personalized site that will help you reach your goal!

Letter Writing

Donors love getting a letter in the mail – here are some tips for an effective fundraising letter:

- Make your letter personal and heartfelt. Be sure to include your reasons for being a part of this event.
- Keep it short and sweet – one page is all you need!
- Include a self-addressed stamped envelope. This little cost and effort makes a huge difference.
- Give step-by-step instructions on how to make a donation – who to make the check out to, where to send it, when to send it by.
- Send the letter to everyone in your address book.
- Don't forget to write brief handwritten thank-you notes upon receiving donations.

Ask!

Do it the old-fashioned way – get out there and ask! Everyone you talk to should know that you are taking part in this great event. Tell friends, family, coworkers, your doctor, your hairdresser, and your coffee guy – even people you just met! Create a business card with your fundraising website so when people ask “How do I donate?” you can just hand them your card! Don't forget! Ask each of your donors if their company has a matching gift program. You can double (even triple) your fundraising dollars!

Throw a Party!

Everyone loves a party! Invite Friends, Family, Co-workers, Friends of Friends and host a party. Ask for a donation to be made out directly to the American Heart Association as the entrance fee to the party. Need help with your fundraising party!

Fun and innovative

- **Birthday Gifts:** On your birthday, send an email/letter to all of your friends and family and ask that in lieu of gifts or cards they send donations to you for the walk. Be sure to give them the web address to your individual or team page so that donating is very easy!
- **Die your Hair Red:** To raise both funds and awareness, die your head red—then send an email (or letter) to friends and family members with a picture. In this email, described what cardiovascular patients have to go through as they fight their disease. Speak to a local salon; ask them to donate the cost of the a die or red extensions to promote CVD awareness. If you get a few people to die their heads and send emails out you can make some money and spread an important message.



- **Utilize Your Skills and Talents:** Can you bake, knit, sew, organize, dance, sing? Think about what you enjoy and then find a way to use your strengths to bring in those fundraising dollars!
- **The Shirt On Your Back:** Donors pay money to write their names on the back of the shirt that gets worn for the walk.
- **Movie Night:** If you have a large room with access to a projector or large T.V. this fundraiser would be perfect for you. Charge an entry fee to see the movie(s) and provide free drinks and snacks. You can choose to show movies everyone will like or make the movie night a theme night such as a scary movie night, or a tearjerker movie night.
- **Yard Sale:** Go through your closets, attic, basement, and garage and see what you do not use anymore and that you can sell in your yard sale. Post flyers on street corners to notify drivers that there is a yard sale down the road. Place a sign on your tables saying that all money raised from the yard sale will go to your fundraiser efforts for the Rochester Heart Walk. This way even if people do not buy anything they may still give you a donation!
- **Cook Book Fundraiser:** collect favorite recipes from friends, families, and co-workers to create a cook book. Once all of your recipes have been collected put your cookbook together and sell it for \$5 to all of your friends, family, and co-workers.

Team and Workplace Fundraising

The Basics

Online Fundraising, Letter Writing and Asking

See the basics of Individual fundraising above – many of the same practices can be used for Team fundraising. Get your team involved in creating a team website. Create a general team website and each team member should have their own personal website as well! Have a letter writing party with your team or pick out the technical wizard to design your team's fundraising page.

Heart Sales; Kits available with more information

The Heart Campaign is a signature fundraising method of the American Heart Association. We have lots of Hearts in our office for your team to sell. The donor fills out the heart in memory or in honor of someone touched by Cardiovascular Disease and Stroke and the heart is displayed in your workplace.

Create a community of heart health; Join the American Heart Association's "Heart Sale" Campaign. \$1 Saves Lives! (**\$1.00 Red Hearts, \$5.00 Silver Hearts, \$10.00 Gold Hearts**)

Fun and Innovative

- **Scavenger Hunt:** Charge a team registration fee. Each team gets a scavenger package the day of the hunt and they have two hours to complete the mission. Make sure to get all prizes donated!
- **Cook-off:** Hold a chili, barbeque or dessert cook-off. Charge a registration fee for the cooks and an entrance fee for the tasters.
- **Talent Show:** Take your talent to the streets and host a neighborhood talent show. Charge people to attend or to register to be a part of the event.
- **Auction (Silent or Live):** Hold the event at your business, in your neighborhood, or at church. Ask for items to be donated – be creative! Display the items (or their description) prior to the event. Hold the auction over lunch or a convenient time.
- **Quilt Making:** Do you have a team member that makes quilts? Sell quilt squares in honor and in memory of people with cardiovascular disease & stroke. Charge for different sizes: a 4" square for \$5, an 8" square for \$15, and a 12" square for \$25. Display the quilt at a public location, such as the Chamber of Commerce or in your cafeteria.



- **Restaurants to the Rescue:** Ask a local restaurant or cafe to contribute a portion of the proceeds for a day or from a specific dish or item. Create a sign letting patrons know the restaurant is supporting your team for the Rochester Heart Walk.
- **Car Wash:** Hold a car wash in a parking lot in a populated area or on a populated street. Ask a storeowner if you can use their parking lot to hold your car wash. Charge \$5 per wash. Create a large sign to stick out by the road so drivers can see it. Post on the sign that all proceeds to benefit the Rochester Heart Walk.
- **Deposit Bottle and Can Collection:** Create a flyer that you and your team can post around your neighborhood and place them in neighbors' mailboxes asking for recyclable cans and bottles. The flyer should include a collection date and that all of the money received from returning the cans and bottles will benefit the Rochester Heart Walk. Make sure you have a truck with a large bed or a van big enough to hold all of the bottles and cans you will be collecting. This fundraiser is great because it takes away the hassle of people returning the cans and bottles themselves.
- **Everyone Loves BINGO!** Hold a Bingo night at a local fire hall or at a team member's home. Charge a dollar amount per game. At the end of the game the winner will receive 50% of the money and the other 50% will go to the fundraiser. Your team could also consider asking companies to donate prizes and give those to the winners and keep all the money for the fundraiser.

These are just some of ideas ... please share new ideas with us, we'll add it to the guide for next year! Email your successes to rochesterheartwalk@heart.org

More ways to raise!

- **Matching Gift Program:** Find out if your company has a matching gift program to double your fundraising efforts.
- **Bake for Cure's Sake:** Hold a Friday bake sale at work so employees will have treats for the weekend. Ask for baked goods to be wrapped attractively so they could be given as gifts.
- **Business Raffles:** Co-workers can earn money by raffling prizes like these:
 - Trade jobs with the CEO for a day
 - Free lunch with the boss
 - Company logo apparel
 - Parking place
 - A day off
- **Wear Red Day:** Ask your company CEO or president to let staff dress casual or wear red apparel for a contribution of \$5 or more.
- **Movie Money:** Rent short videos and have a movie week during lunch hour. Charge admission and invite employees to eat their lunch while they watch. Better yet – provide popcorn and healthy snacks!
- **Duped by Dollars- Change Wars!** This works well at large companies. Departments set up a jar for change and the group with the most points wins a prize. Pennies and silver coins are worth one point, paper bills are worth negative points. Sabotage the other departments by dropping paper bills into their jar!
- **Sports Tournaments:** Set up challenge matches between individuals or departments for basketball, softball, football, or any sport! Charge an entry fee and admission fee. Sell refreshments at the event.
- **Café Day:** Work out an arrangement with your employer to make flavored coffee in place of the regular every Monday and request a donation for a steamy cup from co-workers.
- **Wishing You Well:** Set up a "wishing well" at your local school, business, church or store with a sign explaining that all proceeds go toward the Rochester Heart Walk.



- **Lunch and Learn:** Have a brown bag lunch seminar and invite someone from the American Heart Association to speak on prevention. Ask employees to donate what they'd normally spend on going out to lunch or charge a set fee.
- **A Dollar a Ring:** Charge each person at your next meeting one dollar every time they receive a text or cell phone call.
- **Guessing Jars:** Fill a jar with one particular kind of candy and have co-workers pay \$1 or \$2 to guess the amount of candy that is in the jar. Record the guesses for each person and who ever is closest wins the jar of candy. Make sure people know that the money is going toward your fundraiser to encourage more guesses!
- **Change for the Cause:** Create a collection box and decorate it in red for the Rochester Heart Walk. Put this collection box in your office so co-workers can throw their loose change in it. There are many people that hate loose change and like to get it out of their pockets as quickly as possible. At least this way their change is going for a great cause.
- *AHA Life is Why* Selfie station for \$1
- Dance-A-thon
- Bowl-A-thon
- Wine tasting
- Neighborhood block party
- Spin-A-thon
- Dog swim
- Best, healthiest homemade baked good tasting contest
- Painting Party
- Bottle/can drive

*** Don't Forget - Advertise any event you hold - give each member of your team a specific promotional task. Put up posters, write memos and announcements, and include blurbs in your company and community newsletter. Include a sign at all events that explains the Rochester Heart Walk & Run, and encourage other people to participate. Most importantly – have fun!! And always feel free to reach out to our team... we are here to help you.**

Frequently asked questions

What is the Heart Walk & Run?

Heart Walks fund the life-saving mission of the American Heart Association (AHA). Each year, more than one million fundraising walkers participate in Heart Walk events around the country, raising needed funds to save lives from heart disease and stroke.

Am I expected to pay to walk?

Yes, this is a fundraiser. Fundraising begins in January and all walkers are encouraged to raise at least \$100. A minimum of \$25 in pledges is suggested the day of the walk for all participants 18 years or older.

Where do my donations go?

Funds raised from the Rochester Heart Walk go to research, advocacy, CPR training, and to promote better health. In addition to activities in local schools, worksites, and throughout the community, the AHA funds more than \$5,000,000 in active research in Rochester.

What is a good fundraising goal?

All walkers are asked to set a personal fundraising goal of at least \$300.



How many team members should I recruit?

We recommend 10 fundraising members per team.

How do I get a t-shirt?

You must raise at least \$100 to receive a Heart Walk t-shirt. Indicate your t-shirt size when registering online, or you will receive a large. T-shirts are not exchangeable. *T-shirts will be available at the event and at the American Heart Association office for the 3 weeks after the event.*

How do I earn prizes?

- By fundraising \$250 or more, you can choose to receive an incentive prize. A prize certificate will be emailed to you approximately 6 to 8 weeks after the Heart Walk.
- Run participants will receive a Heart Run T-shirt with registration

Do I have to register online?

No, registration and donation drop off can be done pre-event at the American Heart Association office or on the day of the event.

*All participants are encouraged to register online at www.RochesterHeartWalkRun.org. It's easy to register online and send emails asking for donations to everyone in your address book. *Be sure to complete the registration fully. - Follow online tutorial for assistance.*

What if I forgot my password?

On the Heart Walk & Run website, click *Login*, then *Forgot Username and/or Password* link at the bottom of the screen. A link will be emailed to you with your user name and password reset instructions.

What is pre-registration?

Pre-registration is when participants can turn in funds raised to date. It is easier and safer than carrying it all to the Heart Walk. Visit the Heart Walk & Run website or ask your Heart Walk Director for more information.

Can I continue to fundraise after the Walk?

Yes, you can continue to fundraise and turn in money up to 30 days after the event. All dollars must be submitted by May 14, 2018 to count toward prize earning.

Day of event - Frequently asked questions

What time does the event start?

Registration and heart-healthy exhibits begin at 7:00AM, run and walk begin at 9:00am.

All activities will take place between 7am – 9am

Where do I park?

Parking will be free in the lots surrounding Frontier Field. The event is being held in the VIP lot – there is no parking in this lot during the event.

Is there handicapped parking?

Yes

Where do I go when I arrive?

WALKERS: Turn in money in the marked donation drop off/registration area. If you have registered online and turned all money at pre-registration, please feel free to enter the event area when you arrive.

RUNNERS: Pre-run bib pick-up at Fleet Feet Sports at the Armory on Friday April 13th. Day of Event bib pick-up and donation drop off from 7a.m.- 8a.m. at the Runner Registration Area.



What happens at the event?

In addition to the run & walk, join us for activity stations, health expo and screenings, kids activities, photo ops, heart-healthy displays, and more.

What do I need to bring with me?

This is an OUTDOOR event. Though there will be tents, please dress for all kinds of weather. Bring any checks or cash to be turned in. Bring extra cash as there may be on-site fundraisers.

Can I bring my dog?

Yes, dogs are allowed; please come prepared to clean up after your dog. There will be a small area with water bowls for our furry friends!

What if it rains?

The Heart Walk & Run is rain or shine (or snow). This is an ALL OUTDOOR EVENT. Please dress appropriately for the weather.

How do I connect with the Rochester American Heart Association?

- **Rochester Heart Walk website:** www.RochesterHeartWalkRun.org
- **American Heart Association Mailing Address:** 25 Circle St., Suite 102 ♥ Rochester, NY 14607
- **Facebook:** www.facebook.com/AHAnewyork
- **Twitter:** Follow us @HeartROC and join the conversation #ROCHHeartWalkRun #LifeiswhyROC
- **Instagram:** #AHAnewyork
- **Heart Walk Staff:**

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