

# Heart Walk Guide

## 2017 Fairfield County Heart Walk & 5K Run



Saturday, April 22, 2017  
Sherwood Island Park, Westport, CT

Festivities Begin: 8:30 AM  
Walk & Run Start: 10:00 AM

[www.FairfieldCountyHeartWalk.org](http://www.FairfieldCountyHeartWalk.org)  
#FairfieldCountyHeartWalk



Find us on social media - @heartCONN

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# How to Register

## Team Captain Registration Instructions:

1. Go to the 2017 Heart Walk website: [www.FairfieldCountyHeartWalk.org](http://www.FairfieldCountyHeartWalk.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.FairfieldCountyHeartWalk.org](http://www.FairfieldCountyHeartWalk.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!



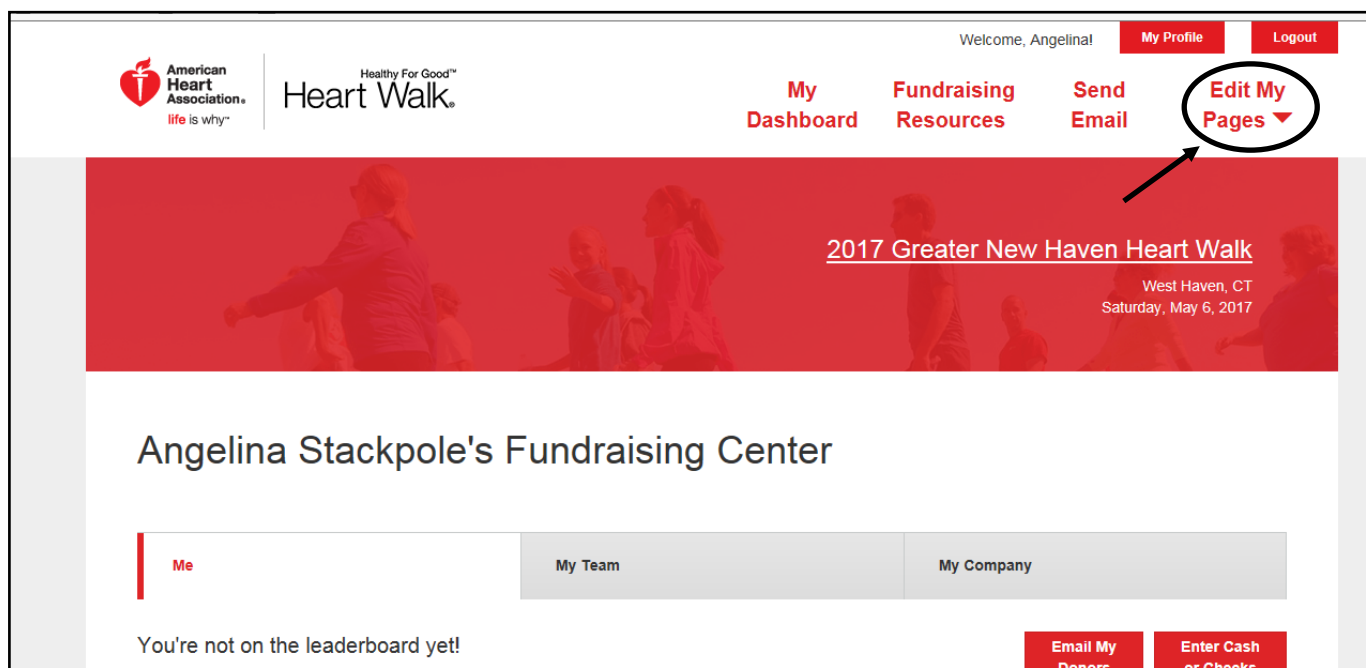


# Personalize Your Page

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:

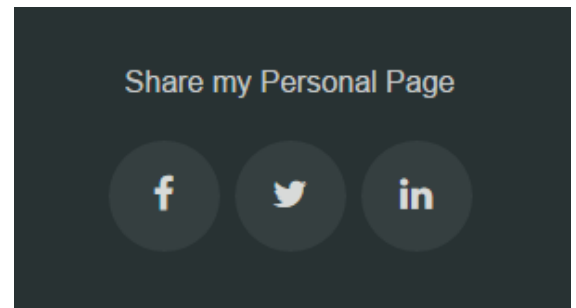
1. Login and click on the **Send Email** tab.
2. Select your **recipients**. Type in an email address or click on **all contacts**. Select from a **previous contact**, **add a contact**, or **import contacts**.
3. **Choose your template, or select blank message and create your own** from the dropdown 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**.





# Using 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!

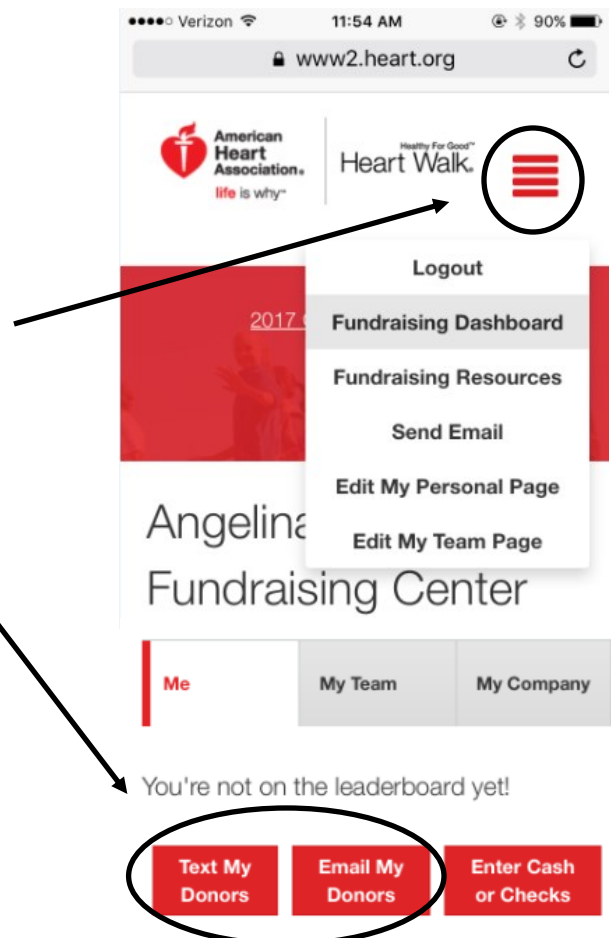


# Using Your Mobile Device

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 dashboard. At the top, there are navigation links: **My Dashboard** (circled with an arrow), **Fundraising Resources**, **Send Email**, and **Edit My Pages** (with a dropdown arrow). Below this is a red banner for the **2017 Greater New Haven Heart Walk**, held in West Haven, CT on Saturday, May 6, 2017. The main heading is **Angelina Stackpole's Fundraising Center**. Below the heading is a tabbed interface with three tabs: **Me** (active), **My Team**, and **My Company** (with an arrow pointing to it). Under the **Me** tab, it says "You're not on the leaderboard yet!". In the bottom right corner, there are two red buttons: **Email My Donors** and **Enter Cash or Checks** (circled with an arrow).



# Fundraising Ideas

## Money Doesn't Grow on Trees, But We Can Show You How to Find It!

**Communicate:** Use Facebook/Twitter/LinkedIn to spread the word and collect donations. Take 10 minutes and send 10 emails each week to friends and family.

**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 contribute.

**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:** Find a local restaurant that serves heart healthy meals to support your cause by asking patrons for a donation, or a portion of the proceeds from a special fundraising night.

**Theme Dinner:** Host a dinner party and charge \$20 a person. Spend \$10 a person and you have raised a nice profit. Have a breakfast or cookout.

**Change Jars:** Have a change jar at home, at your desk or lobby of your business. Let them know it's to fight heart disease and stroke.

**Businesses You Do Business With:** Ask your Barber/Dry Cleaners/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.

**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.

**Queen of Hearts:** Host a game night (poker, bridge, bunko, etc.). Ask for donations at the door and collect any winnings from the evening.





# 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 need to pay to walk or run?**

This is a fundraising event so fundraising is strongly encouraged. All runners must pay a \$35 fee to register before the event, and \$40 to register on the day of the event. There is no fee to walk, but all Participants are encouraged to set a fundraising goal of \$300.

## **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 8:30 -10:00AM.

## **Where can I mail donations?**

American Heart Association  
ATTN: Fairfield County Heart Walk & 5K Run  
501 Merritt 7, PH  
Norwalk, CT 06851

## **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 or mailed to the address on file 6-8 weeks after the donation deadline. Walkers will be notified in advance of drop-off dates at their company.

## **As a walker, do you need to register?**

Yes, we encourage everyone to register prior to the walk. Register online at [www.FairfieldCountyHeartWalk.org](http://www.FairfieldCountyHeartWalk.org). Need help? Contact your Heart Walk Director.



### What if I forgot my password?

Visit [www.FairfieldCountyHeartWalk.org](http://www.FairfieldCountyHeartWalk.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 (203) 295-2944 for assistance.

### 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.

### Is the event rain or shine?

Yes.

### How long are the walk and run?

There is a 3 mile non-competitive walk, and a 3.2 mile (5K) timed run on a USATF sanction route.

### Are dogs allowed?

No, unfortunately DEEP does not allow pets during the park's open season.

### 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 Drop-off* tent, but you don't need to register.

### Where do I park?

There is plenty of parking inside the park at a number of lots close to the main pavilion. We encourage you to park in the Pavilion Lot, or the East Beach Lot as a secondary option. Because the park will be open for the season and charging visitors, we will provide registered walkers with a parking pass, that must be presented at the park entrance to the designated park employee. Since the park will be open to the public, we suggest carpooling so that we can reduce the amount of spaces used.

### Is there handicapped/accessible parking?

Yes, there is handicapped parking at both main parking lots close to the pavilion.

### 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?

When arriving at the park, make your way to the main pavilion. Drop off donations at the donation tent, or join your team.

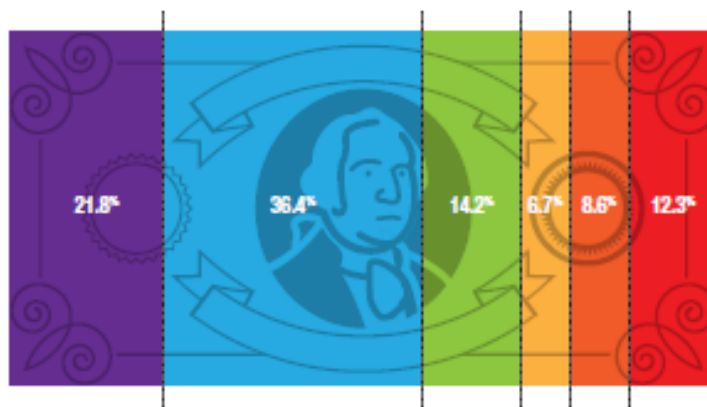




# Where the Money Goes

## 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.





**American  
Heart  
Association®**  
life is why®

Healthy For Good™  
**Heart Walk®**



## **Need More Information?**

Please contact Emily Bobowick,  
Heart Walk Director at  
[Emily.Bobowick@heart.org](mailto:Emily.Bobowick@heart.org)  
or 203.295.2936

## **Thank you to our Signature Sponsor!**



## **Thank you to our Local Sponsors!**



Media Sponsors:

