



Heart Walk®

**2018 Puget Sound  
Heart and Stroke Walk**

# **Participant Guide**

**October 13<sup>th</sup>, 2018**

**Seattle Center**

**[pugetsoundheartwalk.org](http://pugetsoundheartwalk.org)**

# Event Details

**WHEN:** Saturday, October 13, 2018  
7:30am – Festival Opens  
8:40am – Opening Ceremonies  
9:00am – 5k & 1-mile run/walk

**WHERE:** Seattle Center— 305 Harrison St. Seattle, WA 98109

**PARKING:** Various metered street parking and parking garages are available such as:

- 5th Ave Garage on the corner of 5th & Harrison St
- Mercer Street Garage on Mercer between 3rd Ave N & 4th Ave N
- 1st Ave Garage on 1st Ave between John St & Thomas St
- EMP lot on the corner of 5th Ave N and Harrison St

**SURVIVOR PARTICIPANTS:** Heart disease and stroke survivors have the option to walk the 1-mile survivor route, in place of the 5k route. Additionally, survivors will receive a cap to wear during the Heart and Stroke Walk (red for heart, white for stroke) to show their triumph over these diseases. We will also provide red capes for young survivors.

**HEART AND STROKE WALK SHIRTS:** Participants who raise \$100 or more by October 13th can pick up an official 2018 Heart and Stroke Walk shirt the day of the event.

**TURNING IN DONATIONS:** You can drop off your entire donation envelope at the information booth the morning of the walk, or you can mail donations to our downtown Seattle office. Additionally, an AHA staff person may be able to pick up your donation. Please contact us for more details.

American Heart Association  
ATTN: Heart and Stroke Walk  
710 2nd Ave Suite 900  
Seattle, WA 98104  
206.336.7200

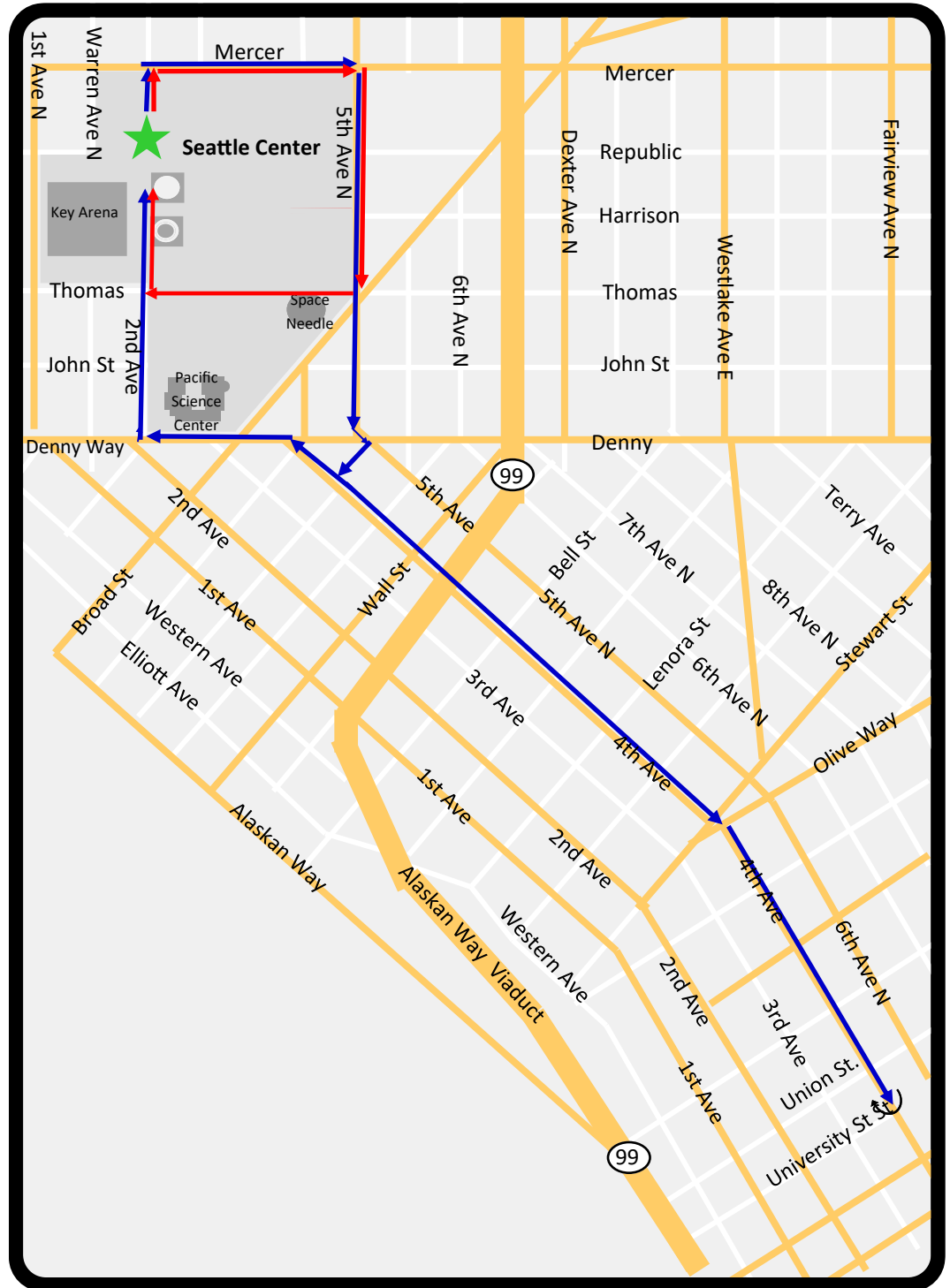
# Route Details

## 5k Route:

- Start at Seattle Center at Fisher Pavilion
- Walk North up 2nd Ave
- Turn right onto Mercer
- Turn right onto 5th Ave
- Veer onto Cedar St
- Turn left onto 4th Ave
- At University St, turn around and walk back up 4th Ave
- Turn left on Denny Way
- Turn right on 2nd Ave
- End at Seattle Center

## 1-mile Warrior Walk:

- Start at Seattle Center at Fisher Pavilion
- Walk North up 2nd Ave
- Turn right onto Mercer
- Turn right onto 5th Ave
- Turn right on Thomas
- Turn right on 2nd Ave
- End at Seattle Center



# T-Shirt Contest

Show us how you walk in style. Join our T-shirt design\* contest and show off your Heart and Stroke Walk team/company shirt with pride.

**T-shirt designs need to be submitted by Monday, Sept 24**  
Send a jpg file to [jordan.perry@heart.org](mailto:jordan.perry@heart.org)

*\*T-shirts may ~~not~~ include the American Heart Association/American Stroke Association logos.*



**2017 Winner**

**Pediatric Stroke Warriors**

**Vote on [facebook.com/ahapugetsound](https://www.facebook.com/ahapugetsound)**

The winner will be determined by voting on Facebook, beginning Monday, October 1st To vote, follow our Facebook page and “like” your favorite t-shirt design. Voting will end on Wednesday, October 10th.

**The shirt with the most “likes” by October 10th at 4 pm wins and will be recognized on stage at the Heart and Stroke Walk.**

# Top Walkers

**Become a Top Walker by raising \$1,000 or more by October 5th**



**What are the benefits of being a top walker?**

- A celebratory breakfast the morning of the event for you and a guest at the MoPOP (formerly the EMP)
- Access at the breakfast to a mimosa bar, sponsored by ConnectYourCare
- Limited edition 2018 Heart and Stroke Walk Top Walker Medal
  - 2018 Heart and Stroke Walk T-Shirt
  - Gift bag including exclusive Top Walker swag

# Super Teams

## What does it mean to be a Super Team?

Super Teams are teams that have raised \$5000 or more. With all they do to move our mission forward we like to think of them as Super Fans of the Heart and Stroke Walk, and we want to treat them as such!

If you're part of Super Team you can join us in Fisher Pavilion to get a Super Fan treatment including giveaways and special swag just for you.





# Fundraising Ideas

**Need some ideas to kick off your fundraising? Try these!**

- ♥ **Dress the Executive:** Teammates can bring in different clothing items to be bid on by donations. Set a dollar amount for each item and once the item receives the set donation, the executive team member must wear it to the walk!
- ♥ **C-Suite Treadmill Challenge:** Employees challenge the executives to “live the mission” of the AHA by staying on the treadmill 1 minute for every walker registered or dollar raised to support the company recruitment and fundraising goals.
- ♥ **Ugly Tie Contest:** Have office members decorate men’s neck ties. Use all sorts of tacky things to glue on the ties: buttons, lace, small toys, flowers, etc. Display the ties in a prominent location and put a jar or bucket beneath each tie. One dollar equals one vote. The tie which receives the most votes at the end of a month is the winner. The boss gets to wear the winner for an established amount of time.
- ♥ **Parking Spot Auction:** Auction off a prime parking spot at work for a day, week, or month. Create a sign for the parking spot with the winner’s name and thanking them for their donation.
- ♥ **Snack/Balloon Grams:** A great holiday fundraiser! Allow people to send grams to their favorite people. Use an inexpensive item like almond packets, a flower, a balloon, etc. and deliver the grams during the day. Coordinate with your AHA staff person to have our heart mascot Ticker deliver the grams.
- ♥ **Flamingo Flocking:** Hold a good ole fashion flocking at your office. Make cut-outs of pink flamingos and charge co-workers to flock other people’s offices or cubes. Take the cut-outs or plastic flamingos and decorate the person’s area. You can charge \$1 per flamingo, or insurance can be purchased for a high price, protecting people from a flocking in their area. The bigger the flockin’, the better!

# Facebook Fundraising

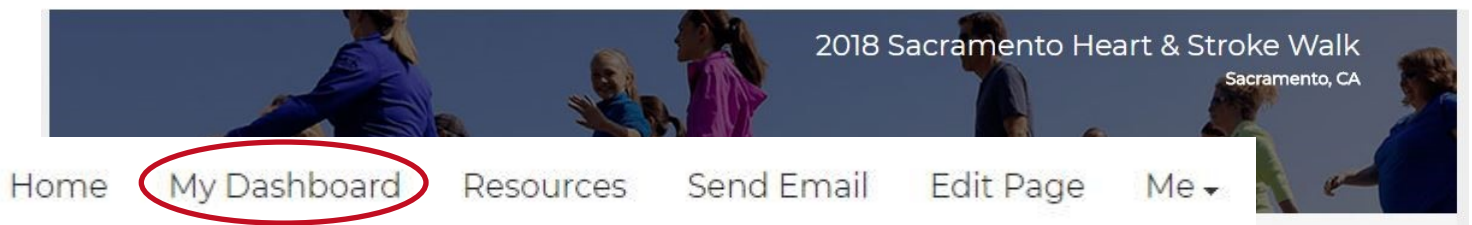
Did you know you can now directly link your Heart Walk page with your Facebook?  
Follow these simple steps to start fundraising!



Heart Walk®

Home Register Donate **Login**

1. Login to your heart walk page & visit your dashboard



2. Connect fundraiser to Facebook



Don't worry if you missed the connect box, connect with this link on your dashboard!

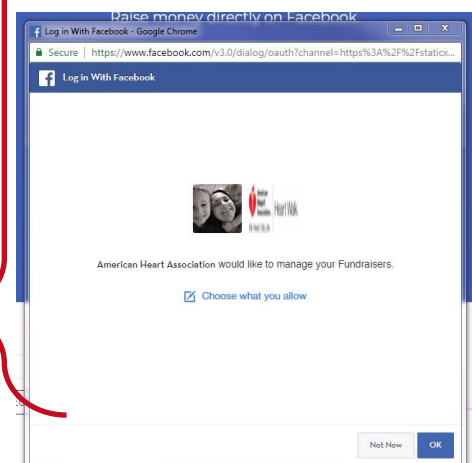
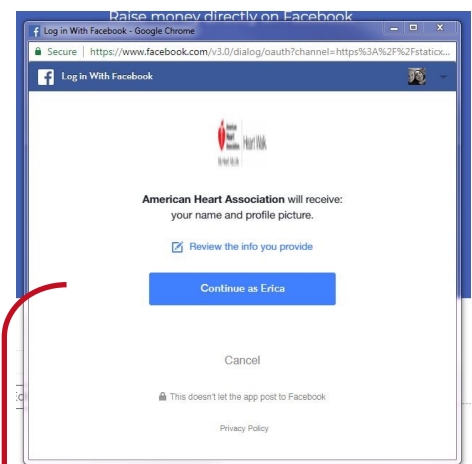
Kayla, [reach your goal faster with Facebook!](#)

Or get started on another item:

3. Visit your Facebook fundraiser from your dashboard



4. Login to Facebook, continue and allow AHA to manage your fundraiser





## 5. View your Facebook fundraiser page

Fundraisers

About

Explore

Manage

Help Keep Hearts Beating

Shortcuts

Dawn's Birthday Fundra...

October is Breast Canc...

+ Raise Money

Help Keep Hearts Beating

Fundraiser for American Heart Association by Erica Bakeman Ralston

Invite

Donate

Share

More

\$3 raised of \$250

Raised by 1 person in 1 day

Fundraiser Progress

This fundraiser raised \$3. You're on your way!

1 donated

0 invited

0 shared

Invite Friends

People who invite friends raise more money. We recommend inviting about 70 people.

Add friends to fundraiser...

Paulette Nichols Walter

+ Invite

Stacey Nichols

+ Invite

Kimberly Burkhead

+ Invite

See More

## 6. Invite your friends

Invite Friends

Connect friends to your cause to build momentum and reach your goal

All Friends

Search for people to invite

Paulette Nichols Walter

Invite

Stacey Nichols

Invite

Kimberly Burkhead

Invite

Chris Bakeman

Invite

Jenn L Condon

Invite

Done

## 7. Update your story on your dashboard so your friends can view it on Facebook

Story

My children's laughter is Why!

Everything I do today is building a healthier tomorrow for my children. Your donation will do the same. Education is the #1 way to stop heart disease in its tracks.

Erica Bakeman Ralston

July 10, 2018

Erica Bakeman Ralston shared a fundraiser — supporting American Heart Association.  
1 min · 2 people

Help Keep Hearts Beating

Fundraiser for American Heart Association by Erica Bakeman Ralston

My children's laughter is Why!

Everything I do today is building a healthier tomorrow for my children. Your donation will do the same. Education is the #1 way to stop heart disease in its tracks.

\$3 raised of \$250

1 person donated.

Donate

Like

Comment

Share

Write a comment...

Fundraisers

Help Keep Hearts Beating

Fundraiser for American Heart Association by Erica Bakeman Ralston

\$3 raised of \$250

112 days left

## 8. Post & raise money!

# Thank you to our 2018 Sponsors!

Local Life is Why Sponsor:



Heart of Your Community Sponsor:



Locally Sponsored by:



UW Medicine



Accenture | Expeditors | Pediatric Stroke Warriors | MassMutal Northwest  
Milliman | MOBE | Northwest Construction | Overlake Medical Center  
The Polyclinic | Sellen Construction | Stryker Corporation

Jordan Perry

Event Planning Manager

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206-336-7203