

# DIGITAL TOOLS YOU CAN USE!

*(No Matter Where You Are)*



American Stroke Association®  
A division of the American Heart Association.

CycleNation™

## CELEBRATING SURVIVORS

Our stroke and heart disease survivors are true superheroes, and we want to recognize you! Head to Facebook to get a custom Facebook frame that you can add to your profile picture that will honor your strength!

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## WHY DO YOU RIDE?

We want to see why you ride! Head to Facebook to get a custom Facebook Frame for your profile picture and add a picture of why you ride and why you are participating in CycleNation Austin. What a great way to show someone you are riding in their honor!

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## ADDING A FACEBOOK FRAME TO YOUR PROFILE PICTURE

1. Hover over your profile photo and select "Update" then "Add Frame"
2. In the search box, type in "CycleNation Austin"
3. Select the frame you want to use
4. Drag to reposition your profile picture if needed
5. Select Timeframe from the drop down when you want to switch back to your previous profile picture.
6. Select "Use as Profile Picture" to save!



## FUNDRAISE WITH FACEBOOK

Facebook Fundraiser is an easy way to reach your goal! Sharing your heartfelt mission with your friends and colleagues via Facebook has never been easier.

To create your Facebook Fundraiser follow these simple steps:

1. Head over to our CycleNation Austin website: [CycleNation.org/Austin](https://CycleNation.org/Austin)
2. Click 'Login', located on the top right corner of the page
3. Once you are logged in, click on 'Connect Fundraiser to Facebook'
4. The 'Connect Fundraiser to Facebook' will prompt you to login to your Facebook account
5. Upon logging in to Facebook, your Fundraiser will be created, and a post will automatically go on your timeline stating that you are starting a fundraiser for AHA!
6. Share a compelling message within your network via Facebook and invite your friends to donate to your fundraiser!
7. The money you raise on Facebook will count towards your fundraising goal!

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## 30 DAY EXPERIENCE KICKOFF

The 2021 CycleNation Austin 30-Day Experience is filled with fun activities to get everyone moving more and having fun! We were so excited to bring everyone together to celebrate the teams and companies across Austin who are participating this year, get ready for the fun activities ahead, and kick off our month-long experience!

Were you not able to join us for the 30-Day Experience Kickoff? No worries you can watch the event [here](#) (passcode: S&#OB8bX)

2021 CycleNation Austin  
**30 DAY EXPERIENCE  
KICKOFF**

**FRIDAY, MAY 7  
12:30PM - 1PM**

**ZOOM EVENT:**  
<https://tinyurl.com/ATXCycleNation>

The 2021 CycleNation Austin 30 Day Experience is filled with fun activities for your team to get you moving more!  
Let's come together to celebrate and kick off!

Questions? Contact Jordan Dawson at [Jordan.Dawson@heart.org](mailto:Jordan.Dawson@heart.org)

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## PARTY PLAYLIST

Are you looking for the perfect playlist to get active to? We've got you covered with this curated playlist of songs that will get you ready to move more and work hard! Check it out [here](#)!

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## TOOLS AT YOUR FINGERTIPS

Recruiting team members and asking for donations is easy with your CycleNation Participant Center! Your Participant Center has everything you need to reach your goals, including email templates making it easy to ask people to donate to your fundraiser, instructions to help you connect your fundraiser to Facebook, and MORE!



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## SAVE LIVES AND EARN SWAG!

You are a relentless force for longer, healthier lives.  
We want to celebrate all your fundraising awesomeness

## REWARDS JUST FOR YOU!

You are saving lives. You are leading by example. You are a hero. Not many people can say that. We want to celebrate you and show you how much we appreciate you.

Teams and participants will receive special items for reaching fundraising milestones as our way of saying "thank you" for participating in 2021 CycleNation Austin

### Individual Gift:

Raise (or donate) \$100 toward your personal fundraiser and earn this awesome Top Finisher Medal.



### Team Gift:

When your team reaches its goal of raising \$1,000, each member will receive a CycleNation cooling towel, swag, and goodies that everyone will enjoy!



### Top Rider:

Become a Top Rider by personally raising \$1,000 and you'll receive this special Top Rider Gold Medal



### Executive With Heart:

Become an Executive with Heart member by personally raising \$1,500 and you will receive a custom engraved award!

## EVERYTHING MAKES A DIFFERENCE

We know you are working hard to reach your fundraising goals and we want to recognize that!

Kickstart your fundraiser with a **personal donation** to get this awesome **CycleNation sweatband!**



Connect your fundraiser to Facebook through your Participant Center and get this amazing CycleNation pocket wristband!

