

2020 Central Massachusetts
VIRTUAL
Heart & Stroke Walk

June 20, 2020

*Walk Where
You Are*



Welcome

From your Heart & Stroke Walk Team

Blair Young

Senior Regional Director, Central Massachusetts

Pauline Cormier

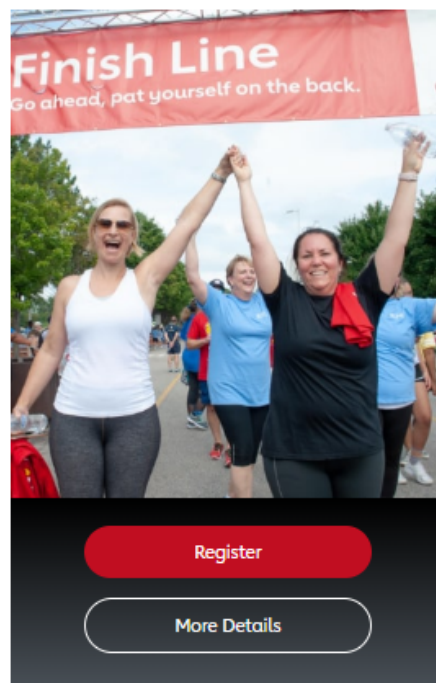
Director Business Operations, Central MA & Maine

www.CentralMAHeartWalk.org



American Heart Association.
Heart and Stroke Walk™

WHY IS THE HEART & STROKE WALK VIRTUAL THIS YEAR?



About the 2020 Central Massachusetts - Virtual Heart & Stroke Walk - Walk Where You Are

[Click Here to Join our Facebook event and be sure to follow event activities!](#)

To support the Walk from your phone, Text 41444 and type CENTRALMAHW - Thank you for your support:

As a science-based organization which cares deeply about the health of our communities, the American Heart Association has been closely following the guidance from the CDC and state and local health officials on the coronavirus (COVID-19). The safety of our guests at our events around the country has been and will continue to be our top priority.

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Those with cardiovascular diseases are more at risk for complications from COVID-19. For the latest news and resources, please [Click Here](#)

[Community Impact](#)

[Virtual Heart Walk FAQ](#)

[Virtual Event Information](#)

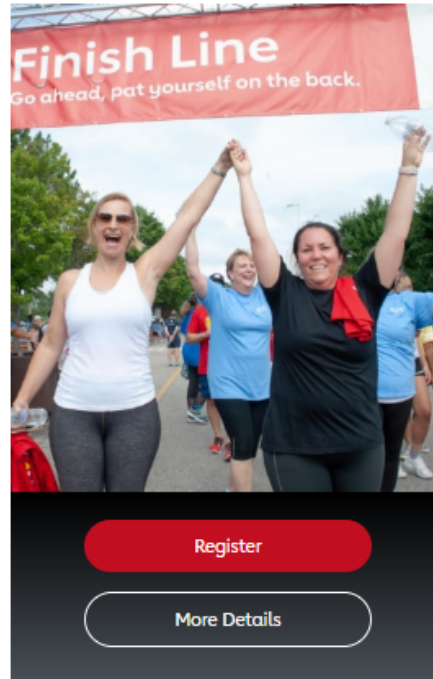
[Virtual Fundraising Ideas](#)

[Virtual Selfie](#)

[Virtual Walk Day Schedule](#)

[Tips for Social Media Videos](#)

WHAT IS A VIRTUAL HEART & STROKE WALK?



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REGISTRATION

Is there a registration fee?

Nope. Instead participants are encouraged to fundraise so your impact is limitless (don't worry, we'll help!) and make a personal donation to support the Heart Walk.

Should I register ahead of time?

Absolutely! Registering online gives you access to all our great fundraising tools and keeps you updated on event information and lets you see our latest virtual videos and photos. www.centralmaheartwalk.org

If I participated last year, how do I get my login information?

Oops. Forgot your login? Recover it [here](#) using the "Forgot Username or Password" link.

Can I participate in Heart Walk if I'm not on a team?

Sure, you can participate and fundraise individually. Every donation raised will help create big science! But hey, since you're already on board, maybe consider starting a team and asking friends, family and coworkers to join you to also be Heart Walk heroes. It's easy, and we'll walk you through each step.

VIRTUAL WALK DAY

How far is the walk?

It is your walk! You can make it as long or as short as you like. Walk around the house or around the block, wherever you and your family feel safe.

Is there any special recognition for survivors of heart disease and stroke?

Of course, survivors are the heart of the Heart & Stroke Walk! Share your inspirational stories and pictures of the survivors in your life to social media using the hashtag #LifelsWhyMA and to our [Facebook Event Page](#).

Am I able to bring my pet to the event?

Sure! Talk a walk with your pet! Make sure to post a pic of you and your furry friend to the Central MA Heart & Stroke Walk [Facebook Event Page](#) or post on social media using the hashtag #LifelsWhyMA

FUNDRAISING

Is there a fundraising minimum?

No, and there's no maximum either! We encourage every participant to make a difference by asking friends and family for donations and making a personal donation.

How are donations made?

CREDIT CARD: Donations can be made securely to your personal fundraising page with a credit card. You or your donors simply select "Make A Donation" and enter the gift information.

CHECK: All checks should be made payable to the American Heart Association and mailed to the American Heart Association, 51 US Route 1, Suite M, Scarborough ME 04074. Be sure to mail in your checks using your offline donation form. Checks can also be scanned and uploaded using the Heart Walk Mobile App to prevent the need for you to mail them to us. Download the app by [clicking here for android](#) or [clicking here for apple](#).

CASH: All cash should be converted to a cashier's check and entered as a check OR contact Blair Young to coordinate the collection of your funds.

Blair.Young@heart.org

TEXT TO DONATE: Text CMAHEART to 41444

FACEBOOK FUNDRAISING: When you are in your Heart Walk HQ you will see a blue box that says Connect Fundraiser to Facebook. Click the link, sign into Facebook and you're ready to start raising funds through Facebook!

Can I fundraise after Walk day?

Of course! Who are we to stop you from achieving fundraising fame? Your fundraising page will stay open after the event. You can also submit cash and checks to your local America Heart Association office at any time.

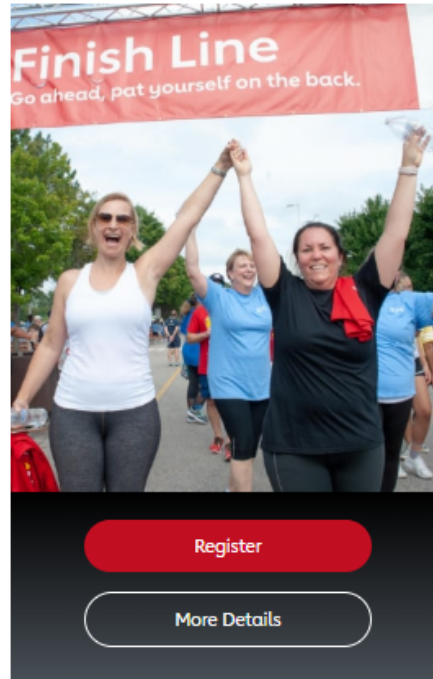
What kind of support will I or my team receive?

Real live Heart Walk staff and volunteers are ready to help every step of the way with fundraising tools, resources and any other support you may need.

Can I still get my official Heart Walk t-shirt and incentive prizes?

All fundraising walkers earn points and can redeem them in our official rewards center. [Click here for the link](#). When you raise \$100 you earn enough points to redeem them toward the official 2020 Heart Walk t-shirt.

WHAT CAN I DO TO PREPARE FOR THE VIRTUAL HEART & STROKE WALK?



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VIRTUAL HEART & STROKE WALK

Cross the virtual finish line with us! The reason why the Central MA Heart & Stroke Walk exists remains our beacon – to celebrate heart and stroke survivors, raise lifesaving funds, and to encourage physical activity. While this single-day event signifies so much for our community, we know that it takes a city to make an impact, and we cannot stop now. Our lifesaving work and our mission are more important than ever. Heart disease and stroke continue to be our No. 1 and No. 2 global killers and they forever change the lives of patients and their families.



**JOIN US AS WE BRING THE
CENTRAL MA
HEART & STROKE WALK
LIVE TO YOU ON JUNE 20, 2020**

We're encouraging all participants to join us for opening ceremonies at 9:00am and then ask that you take a walk through your neighborhood or workspace as you support the American Heart Association. Please be sure to snap a selfie on your walk and post it to your favorite social media channels using **#LifelsWhyMA**



VIRTUAL HEART & STROKE WALK DETAILS

We're looking forward to crossing the finish line strong with you by virtually sharing your walk to eliminate heart disease and stroke. While we won't physically see you at June 20, 2020, we want to see and hear your passion virtually!

Every hour we are hearing new and innovative ways the Central MA Heart & Stroke Walk teams are planning on celebrating virtually! Here are some ways YOU can **Heart Walk Where You Are**:



Run/Walk in your neighborhood and share to social media using:
#LifelsWhyMA



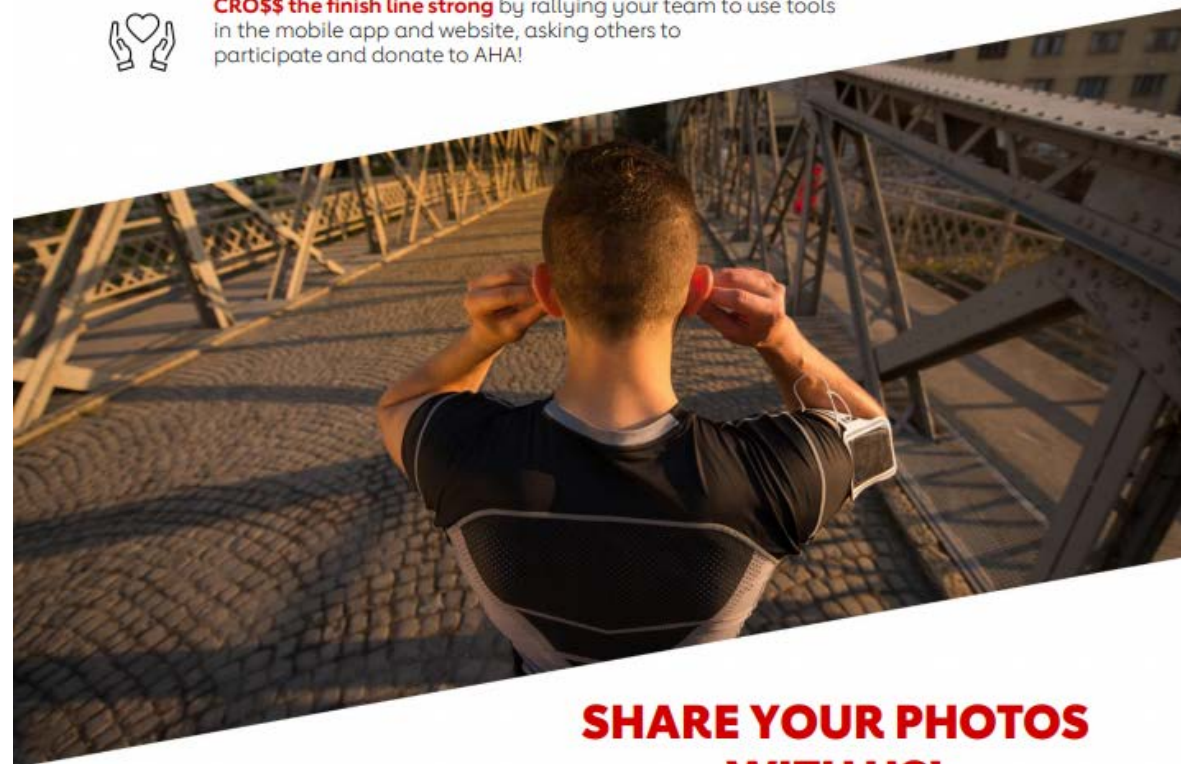
Share a sweaty selfie post-walk. When sharing to [Facebook](#), claim your **VIRTUAL FINISH LINE** by updating your profile picture in your Heart Walk HQ and selecting the Heart Walk Finish Line Frame!



Follow our [Facebook Event Page](#) and [Twitter](#) and [Instagram](#) pages for updates and tips to help you **Heart Walk Where You Are**.

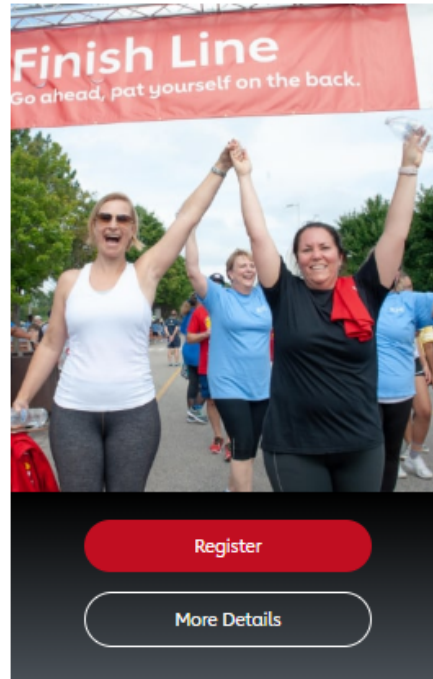


CRO\$\$ the finish line strong by rallying your team to use tools in the mobile app and website, asking others to participate and donate to AHA!



**SHARE YOUR PHOTOS
WITH US!
#LifelsWhyMA**

WHAT HAPPENS ON THE DAY OF THE VIRTUAL HEART & STROKE WALK?



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9:00am - Virtual Heart Walk Opening Ceremonies

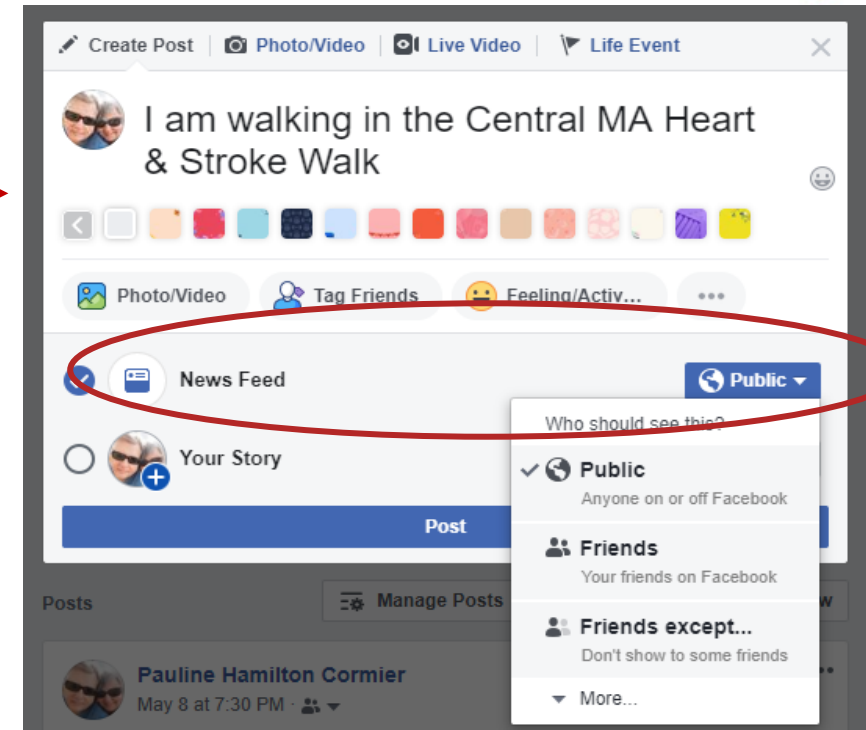
- Welcome message from the Master of Ceremonies (video)
- Introduction of the 2020 Heart & Stroke Walk Chair (video)
- Survivor Spotlight Speaker (video)
- 2020 Heart Hero Award Winner (video)
- Countdown to Begin Walk! (video)

9:20am - Virtual Heart & Stroke Walk begins! (video)

- Walk in your house, in your neighborhood, in your yard, wherever!
- Take photos and selfies and post them on the Event Facebook Page to show your participation in the event (don't forget to make them public so everyone can see them!) →

10:30am – Event Concludes

- Continue to post photos on the Event Facebook Page and take time to view all the posts from the day.



VIRTUAL SELFIE



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American Heart Association.

Heart and Stroke Walk™

VIRTUAL 2020 Central MA Heart & Stroke Walk



June 20, 2020

Walking where I am!!!

centralmaheartwalk.org

#LifelsWhyMA

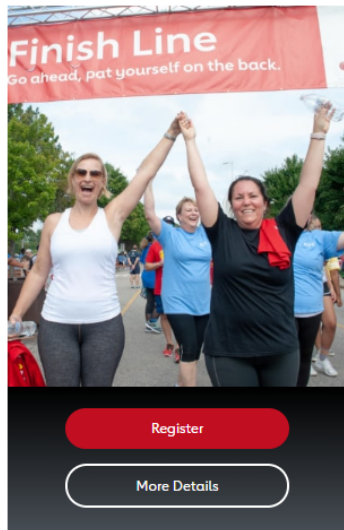
Visit us on Facebook, Twitter
and Instagram
[@americanheartMA](#)



American Heart Association.

Heart and Stroke Walk™

VIRTUAL FUNDRAISING IDEAS



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CREATIVE VIRTUAL FUNDRAISING IDEAS

HERE ARE SOME IDEAS TO GET YOUR VIRTUAL FUNDRAISING JUICES FLOWING. Do you have any ideas you'd like to share? Please email them to Blair.Young@heart.org and we'll update this list often!

VIRTUAL TALENT SHOW: Show off your unique skills!

Ask your friends and family to share pictures or videos on Facebook of their unique talents or projects. Let everyone vote for the best, funniest or most original and ask for donations for every submission.

ONLINE SILENT AUCTION: Bid high and bid often!

Clean your garage, empty your closet, sell your arts & crafts and ask all your friends and family to join in the fun.

OPEN MIC NIGHT VIA ZOOM: Fill your night with music and laughter!

Host an open mic night with a donation made for each performance. Tell jokes, sing songs or read that poetry you've been writing during your self-isolation.

SELFIE CONTEST: Picture Perfect!

Pick a theme and hold a selfie contest. Could it be the best dressed for working from home? The most innovative home work-out? The choices are endless!

CUTEST PET CONTEST: Highlight all that quality time you've been spending with your pet!

You can dress them up or even highlight their best tricks! Just share the best pictures of your pets and post them on Facebook and may the best pet win.

VIRTUAL COCKTAIL HOUR: It's 5:00 somewhere!

Share a cocktail (or a mocktail) with family and friends virtually with pictures and videos on Facebook. Tell them WHY you walk in the Central MA Heart & Stroke Walk and encourage them to donate to you on your Heart Walk page.

ONLINE GAMING CONTEST: Fire up your Xbox, PS4 or your favorite gaming platform!

Encourage your gamer friends to host a virtual contest, issue challenges and award prizes.





American
Heart
Association®

Together, we can make an impact in the fight against the

COVID-19 pandemic.



American Heart Association®

Heart and Stroke Walk™



American
Heart
Association.

Those at greatest risk from COVID-19

40% of people hospitalized with
COVID-19 had cardiovascular or
cerebrovascular disease (stroke).

Those at greatest risk of serious complications:

- People with coronary heart disease or hypertension
- Stroke survivors
- People age 65+
- People with diabetes
- People with severe obesity (BMI of 40 or higher)
- People with serious chronic lung, kidney or liver conditions
- People with compromised immune systems

Source: <https://www.heart.org/en/news/2020/02/27/what-heart-patients-should-know-about-coronavirus>
<https://www.cdc.gov/coronavirus/2019-ncov/need-extra-precautions/people-at-higher-risk.html>





American
Heart
Association.

The long-term effects of COVID-19

While the need for medical equipment and supplies to fight COVID-19 is urgent, the effects and subsequent needs will be with us for years to come.



More people with heart disease, diabetes or hypertension are at risk.

- Fear of going out to get treatment/calling 911
- Hospitals at max treatment capacity
- Limited access to healthy food options/supplies
- Patients not able to get prescriptions



Increases in unhealthy stay-at-home habits.

- High stress/stress eating
- Eating more unhealthy meals
- Not being as physically active
- Higher BMI due to new lifestyle
- Future potential cases of obesity, high blood pressure and diabetes



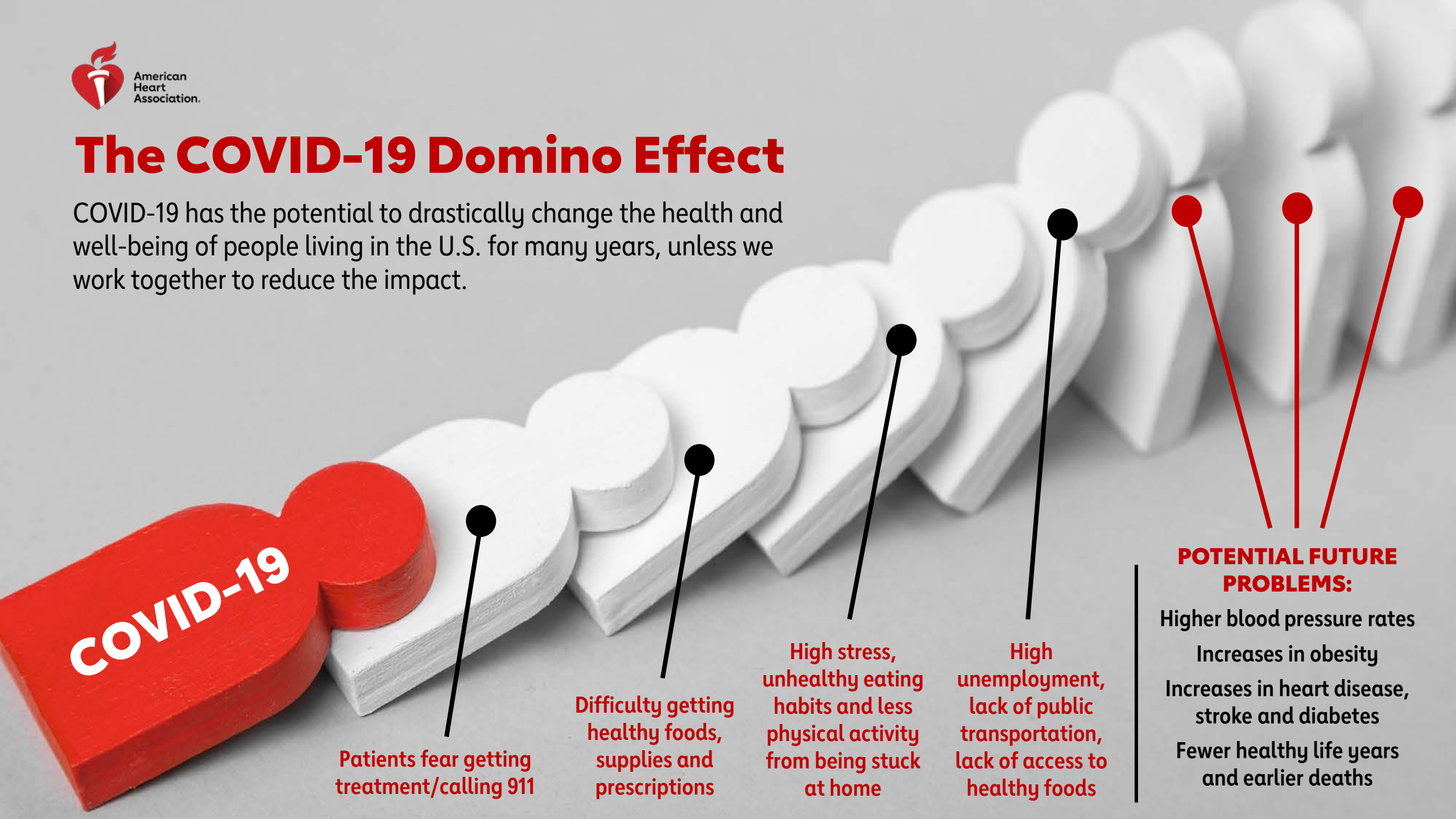
individuals with the greatest need.

- Limited income due to furloughs/layoffs
- Lack of savings to fall back on
- Families not able to rely on free school meal program
- Restricted access to public transportation to get healthy foods/supplies



The COVID-19 Domino Effect

COVID-19 has the potential to drastically change the health and well-being of people living in the U.S. for many years, unless we work together to reduce the impact.



COVID-19

Patients fear getting treatment/calling 911

Difficulty getting healthy foods, supplies and prescriptions

High stress, unhealthy eating habits and less physical activity from being stuck at home

High unemployment, lack of public transportation, lack of access to healthy foods

POTENTIAL FUTURE PROBLEMS:

Higher blood pressure rates
Increases in obesity
Increases in heart disease, stroke and diabetes
Fewer healthy life years and earlier deaths

HOW TO MAXIMIZE YOUR HEART WALK WEBSITE

We will now take you through all of the options on the MY WALK HQ page
www.CentralMAHeartWalk.org

DASHBOARD

- You can see the status of your fundraising
- View your achievements
- Connect to your Facebook Fundraiser
- (OR Create a Facebook Fundraiser Next Slide)
- Get the Heart Walk Mobile App by downloading the app in the App Store or Google Play

The screenshot shows the Heart Walk HQ dashboard for the 2020 Virtual Central MA Heart & Stroke Walk. The dashboard is organized into several sections:

- Company Fundraising Progress:** A circular progress bar shows 57% completion, with \$2,875 raised out of a \$5,000 goal.
- Manage Your Team:** Displays the team name "American Heart Association of Central MA" and the number of teammates (11). It includes a "Recruit Teammates" button.
- Team Fundraising Progress:** A circular progress bar shows 66% completion, with \$1,655 raised out of a \$2,500 goal. It includes a "Recruit Teammates" button.
- Your Fundraising Progress:** A circular progress bar shows 74% completion, with \$185 raised out of a \$250 goal. It includes an "Ask for Donations" button.
- Your Achievements:** A grid of icons representing various achievements, including "Mobile App User", "Social Fundraiser", "Sent Messages", "Made a Donation", "Updated Page", "Got 1st Donation", "Got 5+ Donations", "Goal Met", "Walk Coach", "\$100 Hero", and "\$250 Medalist".
- Your Next Achievement Badge:** A section for the next achievement badge, "Sent Messages", with a "Send Messages" button.
- Facebook Fundraiser:** A section titled "Your Fundraiser is Connected to Facebook" with a "GO TO FACEBOOK FUNDRAISER" button.
- Heart Walk Mobile App:** A section promoting the mobile app, with "Download on the App Store" and "GET IT ON Google Play" buttons.
- Heart Walk Rewards Center:** A section titled "Heart Walk Rewards Center" with a "Visit the Rewards Center" button.

TO FUNDRAISE ON FACEBOOK YOU MUST CREATE A FACEBOOK FUNDRAISER FROM YOUR MY WALK HQ PAGE

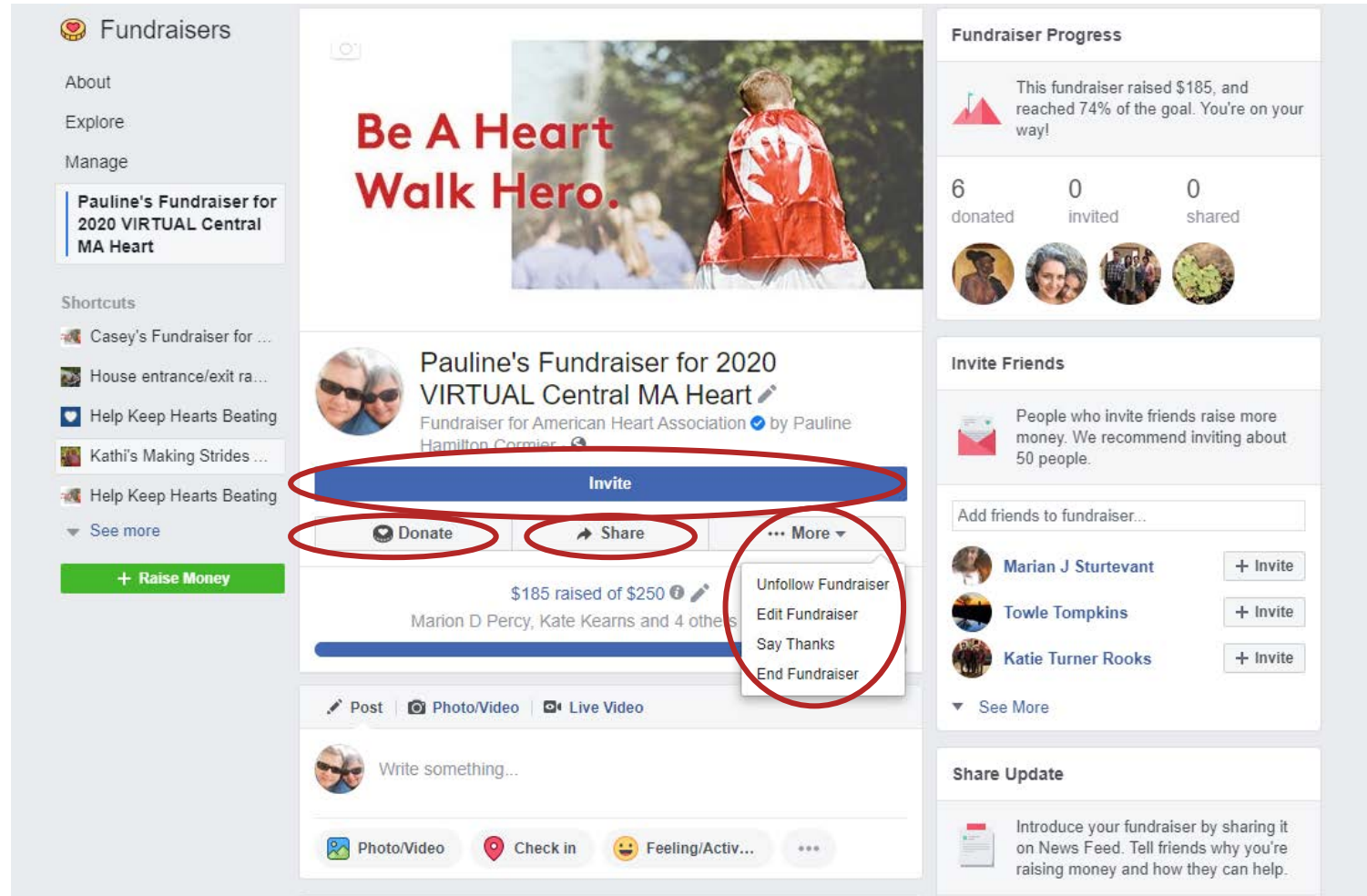
Reach Your Goal Faster

Raise money directly on Facebook

- 1 Connect this fundraiser to Facebook
- 2 Invite friends, share updates and collect donations on Facebook.
- 3 Keep track of your progress. The money you raise on Facebook will count toward your goal.

 [CONNECT FUNDRAISER TO FACEBOOK](#)

By clicking this link, you will leave AHA's website and be redirected to another site not under the control of AHA.



The screenshot shows a Facebook fundraiser page for 'Pauline's Fundraiser for 2020 VIRTUAL Central MA Heart'. The page features a header with the text 'Be A Heart Walk Hero.' and a photo of a person in a red cape. The fundraiser details show it has raised \$185 of a \$250 goal. The 'Invite' button is circled in red, and a dropdown menu is open showing options: 'Unfollow Fundraiser', 'Edit Fundraiser', 'Say Thanks', and 'End Fundraiser'. The 'Share' button is also circled in red. The right sidebar shows 'Fundraiser Progress' with a bar chart indicating 74% completion, and 'Invite Friends' with a list of people to invite.

Fundraisers

About
Explore
Manage

Pauline's Fundraiser for 2020 VIRTUAL Central MA Heart

Shortcuts

- Casey's Fundraiser for ...
- House entrance/exit ra...
- Help Keep Hearts Beating
- Kathi's Making Strides ...
- Help Keep Hearts Beating

See more

[+ Raise Money](#)

Be A Heart Walk Hero.

Pauline's Fundraiser for 2020 VIRTUAL Central MA Heart

Fundraiser for American Heart Association by Pauline Hamilton Cormier

[Invite](#)

[Donate](#) [Share](#) [More](#)

\$185 raised of \$250

Marion D Percy, Kate Kearns and 4 others

[Post](#) [Photo/Video](#) [Live Video](#)

Write something...

[Photo/Video](#) [Check in](#) [Feeling/Activ...](#) [...](#)

Fundraiser Progress

This fundraiser raised \$185, and reached 74% of the goal. You're on your way!

6 donated 0 invited 0 shared

Invite Friends

People who invite friends raise more money. We recommend inviting about 50 people.

Add friends to fundraiser...

- Marian J Sturtevant [+ Invite](#)
- Towle Tompkins [+ Invite](#)
- Katie Turner Rooks [+ Invite](#)

See More

Share Update

Introduce your fundraiser by sharing it on News Feed. Tell friends why you're raising money and how they can help.

MY WALK HQ

SEND MESSAGES

Send Messages

[Post to Social](#) | [Schedule Messages](#) | [Thank Donors](#) | [Email Badge](#) | [Preferences](#)

Post to Social

Start fundraising today! Connect with friends, family and co-workers through your social media. Just click on the message title, select the social media network you would like to send the message(s) through, and then click "Share".

[Fundraise](#) | [Recruit](#)

Join in the Fight Against COVID-19!



Help me save lives

Help me be a Heart Walk Hero

Help me reach my goal

Donation Reminder

On Event Day

Use Classic Email Tool

View Your Contacts

Current Donors

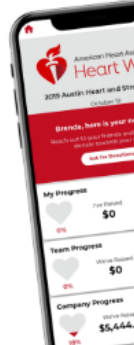
[View List](#) | [Download List](#)

Current Teammates

[View List](#) | [Download List](#)

Get the Heart Walk Mobile App

Our app has everything you see here, and more. Connect with others through social media, email, and text, manage your pages, and even deposit checks!



Send Messages

[Post to Social](#) | [Schedule Messages](#) | [Thank Donors](#) | [Email Badge](#) | [Preferences](#)

Use Classic Email Tool

Thank Donors

Don't forget to thank your donors! Just select the donor name and then the social media platform to send your thank you message.

Date	Name	Amount
2019-08-21	Pauline Cormier	\$25
2020-04-15	Marian Sturtevant	\$25
2020-04-15	Ellen Baillargeon	\$70
2020-04-15	Kate Kearns	\$20
2020-04-15	Marion Percy	\$20
2020-04-15	Tara Hagge	\$25



View Your Contacts

Current Donors

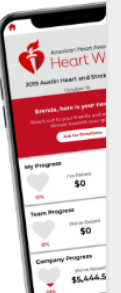
[View List](#) | [Download List](#)

Current Teammates

[View List](#) | [Download List](#)

Get the Heart Walk Mobile App

Our app has everything you see here, and more. Connect with others through social media, email, and text, manage your pages, and even deposit checks!



[Dashboard](#) | [Send Messages](#) | [Edit Your Pages](#) | [Your Donations](#) | [Reports](#) | [Resources](#) | [Reward Center](#)

Edit Your Personal Page

[Change Photo](#)[Change Video](#)

Why You're Fundraising:

This is a photo of me and my mom from back in the day. I really miss her.

My dad died of congestive heart failure when he was only 63, and my mom suffered a life-ending stroke 20 years later. The advances and education of the American Heart Association is preventing deaths now! That's why I walk and ask you, will you be a Heart Walk Hero with me?

Your donation will fund groundbreaking research that literally keeps hearts beating and helps people have longer, healthier lives.

Have a heart and help me reach my goal today!

[Edit Story](#)[Preview Your Page](#)

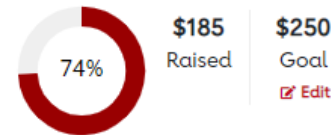
Your Page Url:



Copy Page URL: [Edit](#)

<https://www2.heart.org/site/TR/I->

Your Fundraising Progress:



Get the Heart Walk Mobile App

Our app has everything you see here, and more. Connect with others through social media, email, and text, manage your pages, and even deposit checks!



MY WALK HQ

EDIT YOUR PAGES

EDIT YOUR PERSONAL PAGE



American Heart Association.
Heart and Stroke Walk™

MY WALK HQ YOUR DONATIONS



Heart Walk HQ

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Your Donations

You can make a self-donation, thank donors, or enter a check donation you have received below. Be sure to mail in your checks using your offline donation form or make entering checks easier by using our mobile check deposit in the Heart Walk app! Download today!

[Enter Cash or Checks](#)

[Make a Donation](#)

Donation Notifications:

Get an email notification when a donation is made.



Current Donors

[Download List](#)

[Email All](#)

Tara Hagge
Donation Amount: \$25
Email Address:
Date: 4/16/2020

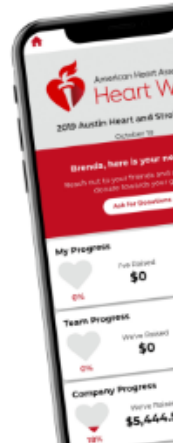
[Copy Email Address](#)

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Mark as "Thanked" ☐

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Heart Walk Rewards Center

You've worked really hard to raise funds for the Heart Walk and making a lasting impact in the fight against heart

Enter Cash or Checks

[Back](#)

Enter a Donation

Add cash or check donations from friends, family or business here. For businesses, leave the First Name field blank and enter the company name in the Last Name/Company field

Note: this is even easier within the Heart Walk Mobile app, which also includes check deposit.



First Name:

Last Name / Company Name:

Email Address:

Amount:

Payment Type:

Cash

[Enter Donation](#)

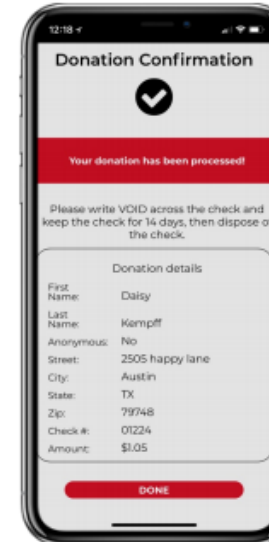
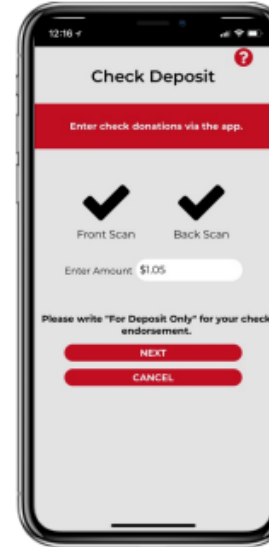
[Cancel](#)

Mobile Check Deposit



NEW! The Heart Walk app now has the ability to deposit check donations right from your phone!

- 1** Click on the Fundraise tab at the bottom of the app.
- 2** Select "Enter Donations" and click on "Check Deposit"
- 3** Select "Front Scan" to take an image of the front of the check and click on "Back Scan" to capture an image of the back of the check (don't forget to write "For Deposit Only" for your check endorsement)
- 4** Enter the amount for the check and click "Next"
- 5** Enter the donor's first name, last name, if the donation should be anonymous, and address into the required fields (check # and amount are auto populated). It is optional to enter the donor's email. Click "Submit"
- 6** **Success!** You should now be able to view the deposit confirmation on screen.
Participant fundraising will be updated via the event website and personal page updated with latest check deposit transaction



MY WALK HQ - RESOURCES



Heart Walk HQ

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Resources

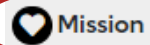
From event details to promotional materials to help you fundraise, you'll find all of your resources here.

Jump To:

[Mission](#) | [Fundraising](#) | [Event Promotion Materials](#) | [Recruitment and Recognition](#) | [Digital & Social Media Tools](#)

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Event Promotion Materials

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Heart Walk Event Poster - Encourage Donations •  PDF

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Heart Walk Event Poster - Register •  PDF


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Wrapping Up Your Heart Walk Campaign •  PDF

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Points Balance: 100

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Your Basket: (0)

Welcome!

Thank you for being a Heart Walk Hero! We're so grateful for all you do to keep hearts beating in your community, in the U.S., and around the world. The Heart Walk Rewards Center is the only place to pick up exclusive Heart Walk Hero Gear. It's our way of saying "Thanks"! We hope you'll wear it with pride to show your support for heart and brain health!

If you would prefer to decline prize redemption, no action is required on your part and there will be no cost to the American Heart Association.



2020 Heart Walk Hero Gear



Men's Anatomical H...
100 Points



Ladies' Anatomical...
100 Points



Juniors' Anatomica...
100 Points



Youth Anatomical Heart...
100 Points

