



American Heart Association®

Field Day

Planning Timeline

6 MONTHS OUT | **COMMIT TO HOST FIELD DAY EVENT** - Work with AHA staff to identify a date to host your Field Day event

- Recruit Executive Champion
- Have planning session with Executive Champion and AHA staff
- Determine Event Date, Location and Time
- Set goals using the goal setting tool with AHA staff

5 MONTHS OUT | **RECRUIT COMMITTEE** - Executive Champion selects committee of 5-10 employees to own and drive Field Day participation and planning

- Recruit 5-10 employees for Steering Committee
- Meet with your HR so they are aware of the event and have time to prepare a waiver for employees to participate

4 MONTHS OUT | **HOLD PLANNING MEETING** - Use AHA provided Company Activation Guide to plan your Field Day activities and execution details

- Identify 6-7 Games to be played on your event day
- Identify what materials will be needed to play each game
- Identify awards or incentives for winning teams
- Identify rain plan or back up space
- Identify communications plan (internal company messaging and social media)
- Identify check-in process for day-of-event
- Identify deadlines and cash/check handling procedures for Fundraising Challenge

3 MONTHS OUT | **SEND OUT SAVE THE DATE AND RECRUIT TEAM CAPTAINS**- Executive Champion sends out "Field Day is Coming" announcement

- Executive Champion sends internal launch email and includes kick-off date and registration information
- Print promotional posters and distribute
- Recruit Team Captains and get them registered on the website



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2 MONTHS OUT | RECRUIT TEAM MEMBERS AND LAUNCH FUNDRAISING CHALLENGE - Launch team registration and kick off Fundraising Challenge

- Recruit Team Members and have them register on website
- Launch Fundraising Challenge 60 days prior to event

30 DAYS OUT | LAUNCH PROPER PREP CHALLENGE - Kick-off Field Day Prep Month with weekly "Proper Prep" Challenge

- Launch Proper Prep Challenge 30 days prior to event and promote activities
- Send out weekly messages with AHA infographics and include Fundraising Challenge leader boards
- Identify any signage needed for event in addition to what is provided by the AHA

EVENT DAY | FIELD DAY EVENT - Never Stop Playing. Employees participate in fun physical and mental challenges providing the opportunity be the Field Day Champion





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Who needs to be involved?

Your team is the key to success! Below you will find descriptions for each critical leader!

Executive Champion

- Identifies a committee of 5-10 employees to drive field day within your company. ERG (Employee Resource Groups) and YP (young professional) members are great candidates for the committee.
- Set Fundraising goal with American Heart Association Staff
- Promote event and offer incentives for participation
- Identify potential business partner support

Steering Committee

- Plan logistics
- Recruit Team Captains
- Plan & execute a fun way to launch your Field Day Campaign
- Foster friendly competition with Field Day announcements (Field Day is coming, Fundraising Updates, etc)

Team Captain

- Recruit your team of 10
- Foster friendly competition with fundraising challenges and activities leading up to the event
- Identify team name & mantra
- Establish team fundraising goal/plan (average team raises \$2,000)
- Assign team members to compete in the different Field Day games & select a team scorekeeper to tally points for the games.

Scorekeeper

- Chief Tally Officer. Each team must designate an official Scorekeeper who keeps track of score points and turns in the teams final score card.

This sounds GREAT! What is next?

1. Confirm Executive Champion
2. Recruit Committee
3. Set a goal for # of Teams and \$s to be raised
4. Schedule fun launch activities and Field Day date
5. Have Fun and **#PlayWithHeart!!**



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FAQs

HOW IS A FUNDRAISING WEBSITE CREATED FOR MY COMPANY?

Once you have committed to host a Field Day event, your American Heart Association staff will gather information from you to launch your Field Day website.

HOW DO TEAMS EARN POINTS TO WIN THE FIELD DAY TROPHY?

- There are three ways to earn points (below).
 - Fundraising Challenge
 - Proper Prep Challenge
 - Field Day Event Games
- Teams earn “Game Points” in each of these challenges/games that are converted to “Score Points” to determine the championship team.
- Top teams are celebrated at the end of your Field Day event, and the winning team gets a trophy to display for the year.

WHAT IS THE DIFFERENCE BETWEEN THE FUNDRAISING CHALLENGE AND PROPER PREP CHALLENGE?

The Proper Prep Challenge is series of weekly activities kicked off one month prior to your Field Day. Teams earn points by attending these activities that get you prepped for Field Day.

The Fundraising Challenge focuses on the dollars raised to save lives. This launches 60 days prior to your event & is the biggest opportunity to earn points.

ARE THERE REQUIRED GAMES WE SHOULD PLAY AT OUR FIELD DAY EVENT?

No, but to make it easy we have suggested games that are popular with other Field Day companies (included in this guide). We also encourage you to be creative and choose games your employees will enjoy!

GAME POINTS VS. SCORE POINTS

Teams earn points based on game performance. Top teams are celebrated, and the winning team gets a trophy to display for the year.

- Game points will be earned for each game/event (including the Fundraising Challenge and participation in the Proper Prep events).
- Each game has a different calculation for how game points = score points (see individual game rules).
- Score Points will be tallied for each game/event and the total score points will determine the Field Day Champion.

DOES THE AMERICAN HEART ASSOCIATION PROVIDE A WAIVER FOR PARTICIPANTS TO SIGN?

The American Heart Association does not provide waivers for Field Day. Please meet with your HR department to seek guidance on how to proceed.