



American Heart Association®

Field Day

## COMPANY LEADER INSTRUCTIONS

Thank you for participating in the Virtual Field Day! Below you will find detailed instructions and resources to activate Virtual Field Day within your company. Please also view “Planning Timeline” document.



**STEP 1:** Send company-wide announcement. [CLICK HERE](#) for email draft. This will encourage employees to register on the Field Day website and form teams of 4.



**STEP 2:** Participants register on website. Team Captains register by going to [insert link here]. Click “join” under the goal bar, then select “create your own team”. Complete prompts and upload a fun picture. Team Members register by going to [insert link here]. Click “join” under the goal bar, then select “join a team”. Complete prompts and registration.



**STEP 3:** Company Leader to confirm all attendee registration and registration fees.



**STEP 4:** Prior to the first challenge, release the challenge via email and share the ways employees will earn points. Remind employees about bonus points that can be earned through fundraising. [CLICK HERE](#) for email draft.



**STEP 5:** Email leaderboard along with new challenge. Each new challenge should be released with the leaderboard from the previous week’s challenge. Continue to remind employees about bonus points that can be earned through fundraising. [CLICK HERE](#) for weekly email drafts.



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## PLANNING TIMELINE

- TWO WEEKS PRIOR TO LAUNCH**  
Send company wide announcement and encourage Team Captains and team members to register on website.
- ONE WEEK PRIOR TO LAUNCH**  
Confirm all participants and teams.
- LAUNCH DAY**  
Send email to all participants with Week 1 challenge and rules for Virtual Field Day. Be sure to include opportunity for bonus points with fundraising.
- WEEK TWO OF CAMPAIGN**  
Send email with Week 2 challenge and Week 1 leaderboard results. Remind participants that they can earn bonus points through fundraising.
- WEEK THREE OF CAMPAIGN**  
Send email with Week 3 challenge and Week 2 leaderboard results. Remind participants that they can earn bonus points through fundraising.
- WEEK FOUR OF CAMPAIGN**  
Send email with Week 4 challenge and Week 3 leaderboard results. Remind participants that they can earn bonus points through fundraising.
- ANNOUNCE WINNERS & CONCLUSION OF CAMPAIGN**  
Send conclusion email at the end of four weeks of the campaign. Include final leaderboard results and announce winning team.



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## FAQs



### HOW IS A WEBSITE CREATED FOR ME?

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



### HOW DO TEAMS EARN POINTS TO WIN?

There are two ways to earn points:

- Compete in Virtual Field Day games – teams will earn points in each of the challenges/games that are tallied each week and released in a leaderboard
- Fundraising Bonus Point Challenge – for every \$50 raised, teams will earn one bonus point.



### HOW DO TEAMS KNOW WHAT CHALLENGES TO PARTICIPATE IN?

Each week the Company Leader will email all participants with the new challenge to share how the team can earn points for that week. In weeks 2-4 a leaderboard will also be included in the weekly email to spark friendly competition.