



Indianapolis Heart Walk and 5K Run Virtual Fundraising 101

The American Heart Association's mission to be a relentless force for a world of longer, healthier lives is more important now than ever. We keep more hearts beating and more brains healthy thanks to our generous and passionate supporters.

FACTS ABOUT HEART DISEASE AND STROKE:

- ♥ Cardiovascular Disease and Stroke kills more people every year than all types of cancer combined. 80% of those deaths are preventable through education and prevention methods like living an active lifestyle or eating healthier.
- ♥ The AHA has funded \$4 Billion in scientific research, second only to the Federal Government. 14 scientists we have funded have gone on to win the Nobel Prize for their work. Research helps in the development of medical best practices that provide the best, most updated care for heart disease and stroke, CPR guidelines, as well as the creation of life-saving heart inventions such as pacemakers, artificial heart valves, cholesterol inhibitors, and drug-coated stents.
- ♥ Here in Indianapolis, head just 10 miles north and someone born in Carmel can expect to live 14 years longer. This is because zip code can often be more detrimental to your health than genetic code. The AHA works tirelessly to eliminate these health disparities to ensure that everyone, no matter where they are born, has the same opportunity to live a long and healthy life.

THE AHA IS RESPONDING TO THE CORONAVIRUS PANDEMIC BY:

- ♥ Committing \$2.5 million to [fast-track research grants](#) to better understand COVID-19 and its interaction with the brain and the heart.
- ♥ Helping to [meet the needs of health care workers](#) by launching new courses on Oxygenation and Ventilation for COVID patients in response to the shortage of masks and ventilators, and offering training on how to safely administer CPR. Our Get With the Guidelines modules are helping create a data registry to better manage patients and ensure all hospitals have the most up-to-date resources to provide care.
- ♥ Working with federal and state governments to ensure families have access to care, and that [children who are at-risk of missing meals due to schools being closed are still looked after](#).
- ♥ You can follow everything our organization is doing in response at www.heart.org/coronavirus

FUNDRAISING LEVELS

\$45: Become a Heart Hero and earn a special edition 40th anniversary t-shirt

\$400: Become a Community Hero and earn a dry-fit version of the 40th anniversary t-shirt

\$1000: Become a Research Hero and join the official Top Walker club alongside Elite participants across NYC



STEPS TO FUNDRAISING SUCCESS

- 1) Get registered.
Become a Heart Hero and donate \$45!
- 2) Details motivate compassion. Make it personal.
Share your story, add a picture, and customize your Heart Walk Fundraising Page.
- 3) Make a personal donation.
Your friends and family will likely donate at the level you give, so start off your goal by making a personal contribution to your efforts.
- 4) Don't be afraid to make the ask.
Emails, texts, video messages. Create excitement around the amazing work you are doing!
- 5) The fortune is in the follow up.
On average, it takes four follow ups before people donate. Don't be afraid to keep following up your asks and change the way you are reaching out.
 - Use your follow ups to do things like shout out those who already gave, share a mission moment from the AHA team that showcases how every dollar matters in the fight against heart disease and stroke, and share how much more you need to reach your goal.
 - Need help coming up with this content? Reach out to your AHA Staff Partner for help!
- 6) Use your Heart Walk Resources and Share it Out!
Through your [Heart Walk Dashboard](#) and the [Heart Walk Mobile App](#), email drafts and social media posts can be created for you.
- 7) Social media.
Use your social media to spread the word on the lifesaving work you are doing! And don't forget about LinkedIn or Venmo!
 - Through your Heart Walk Dashboard, you can link a Facebook fundraiser directly to your page.
 - Tag people in your posts and stories to help get the word out there.
- 8) Host a virtual fundraising event.
Need some ideas? The next page should help!
- 9) Everyone loves a raffle.
Can you get an item or gift card donated from a local business? Our locally owned businesses need our help. This is a great way to support them and the AHA's mission. Consider offering a drawing for anyone that donates at a certain level.
- 10) Match your donations.
Check your companies matching donations program!
- 11) Connect the dots.
When you email your friends and family, can they forward your ask on to anyone else? Who knows who they can help connect you with that would be willing to donate!
- 12) Be proud.
You are fundraising for an organization that is supporting lifesaving research and getting into local communities to ensure that everyone, no matter where they are born, has the same opportunity to live a long, and healthy life. Every dollar has the power to make a difference. Thank you for all you are doing.



VIRTUAL FUNDRAISING IDEAS

1. Share [how your donations impact COVID-19 response](#)
2. Participate in Heart @ Home Bingo by having team members donate to play along and award the winner with the donations to their fundraising page.
3. Host a virtual Happy Hour. "Charge" donations to join!
4. Use Color Me Mindful supplies to host a drawing party online, or an Art Auction if you are so inclined!
5. Create your own Social Gratitude Wall
6. Host a Best Friend Friday Yappy Hour or Pet show-and-tell. "Charge" donations to join!
7. Ask your local gym or yoga studio to host an online workout class for donations.
8. Purchase gift cards to support your local businesses and host a raffle.
9. Connect your page to Facebook and nominate friends to join your team!
10. Host a virtual Talent Show and vote for your favorite performer with donations!
11. Host a Move More Step Challenge where team members donate to play along and whoever logs the most steps is awarded the donations to their fundraising page.
 - BONUS CHALLENGE: Can you walk all the way around Indy before the Day of Heart Walk? It's about 32 miles or 64,000 steps! Challenge teammates to hit a special number and pledge to match donations for those who do.
12. Compete in a virtual challenge (push-ups, hula hooping, balance) and challenge others to beat your total. Loser donates!
13. Offer an incentive at work by allowing teammates to sign off early for a day when they reach a certain fundraising level!
14. Host an Executive "Ask Me Anything" with leaders from your company answering personal questions for donations.
15. Use our Instagram images to ask friends for donations and collect via Venmo.
16. Is your hair growing out in quarantine? Have your co-workers vote on a new hairstyle with donations!
17. Virtual "guess the number" or "guess the weight" (example: fill a jar with bottle caps and offer a reward to whoever comes closest to the total number)
18. Pet/Baby picture match game
19. Virtual comedy night or roast asking for donations "at the door."
20. Virtual silent or live auctions
21. Partner with a local restaurant/bar and have everyone get a takeout meal and eat together on a Virtual Meeting.
22. Virtual Game night with donations "at the door."
23. Host a virtual movie night and ask for donations to join!
24. Do some spring cleaning by hosting a virtual Garage Sale to "sell" items for donations!
25. Create a bracket and have your team vote on who advances to the next round OR base it off whoever fundraises the most each week! Winner receives a coveted prize and bragging rights.