

Heart Walk.



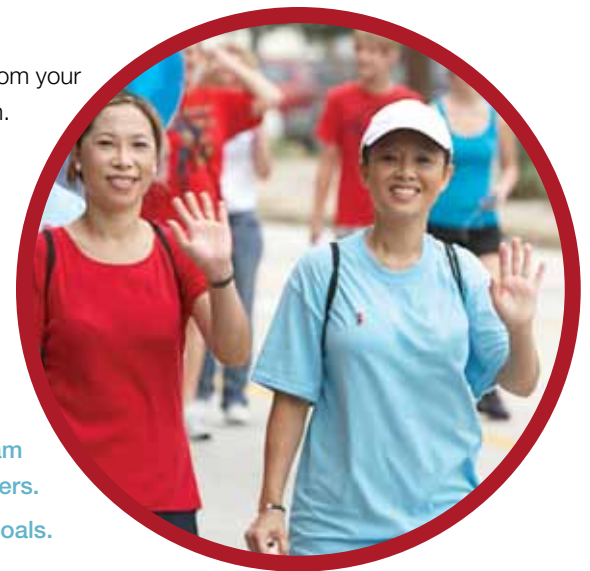
## TEAM CAPTAIN

# Step-by-Step Guide

Thanks for agreeing to serve as a Team Captain for your company's Heart Walk campaign. Your role is to recruit co-workers, friends and family members who will raise money for the American Heart Association and rally together at the Heart Walk. The step-by-step instructions will help you lead a successful team.

### TEAM CAPTAIN ACTION PLAN

- Set a team fundraising goal.
- Recruit 15 walkers who are each committed to raising money for the American Heart Association.
- Ask each walker to raise a specific amount of money to help achieve the team fundraising goal. For example, a team of 15 walkers can easily raise \$3,000 if each walker raises \$200.
- Ask one walker to raise \$1,000.
- Attend the Team Captain Kickoff at your company.
- Help all walkers register on the Heart Walk website by sending an e-mail from your Heart Walk Web page that includes a link for them to register on your team.
- Help each walker achieve their personal fundraising goal.
  1. Encourage use of the Heart Walk website as a quick and easy way to ask for donations via e-mail.
  2. Distribute walker envelopes to each walker on your team.
- If applicable, obtain matching gift forms from your Company Leader and distribute to your walkers.
- Motivate and encourage your walkers from start to finish.
  1. Identify cardiovascular disease and stroke survivors on your team and ask them to share their personal stories with the other walkers.
  2. Recognize walkers for progressing toward and achieving their goals.



### TEAM CAPTAIN TIPS FOR SUCCESS

#### Identifying and Recruiting Potential Walkers

- Take 10 minutes to develop a list of 30 potential walkers. List twice as many people as you will need.
  1. Look for busy people because they get things done!
  2. Look for people who are passionate about fighting heart disease and stroke, especially people who have been affected by these diseases.
- Ask early. Set a goal to recruit at least five of your walkers on the first day of your recruitment.
- Visit and ask each potential walker to join your team in person. Most people respond best when asked personally.
- When you recruit each walker, help them register with your team on the Heart Walk website.

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# Online Registration and Fundraising



## Step 1: www.heartwalk.org

Find your local Heart Walk.  
Search for your local event by state,  
event name or ZIP.



## Step 2: Visit your local Heart Walk Web page

Click on **“Register Here.”**



## Step 3: Register

You will be given the option to register as a team captain or walker.

- Team Captains: Select **“Start a Team”** and follow the instructions.
- Walkers: Select **“Join a Team”** and follow the instructions.

My Username: \_\_\_\_\_

My Password: \_\_\_\_\_

*Note: If you participated in the Heart Walk last year, we remember you! Click on **“Login”** and use the same user name and password.*

## Step 4: Familiarize yourself with your “My HQ” page. From your headquarters, you can...

- Personalize your Web page. (My Webpage)
- Send e-mails to family and friends to ask for donations. (E-mail)
- Monitor your progress. (Reports)
- Enter offline donations of cash and checks. (Tools)
- Edit your personal information such as your login, password and fundraising goal.



**Note:** The website will accept donations of \$25 or higher. Collect gifts of lesser amounts in cash or via personal checks.

### Step 5: Personalize your Web page

By clicking on the **“My Webpage”** tab in your **“My HQ”**, you can add your personal story and photos to make your Web page show why you are walking. Telling your personal story and posting a picture or video of you or your family members and friends will help build passion and encourage friends and family to contribute to your effort.



### Social Media

SHARE   

You can now connect to Facebook, Twitter, Yahoo!, LinkedIn, MySpace, and more from your personal Heart Walk Web page. Use all of these social media tools to ask your friends for a donation or encourage them to register for the Heart Walk! Simply visit your Heart Walk Web page today and click to SHARE!



### Checklist for Your E-mail Campaign

- Personalize your Web page.
- Personalize the e-mail templates.
- Download your Address Book by following the instructions on the website.
- Send an e-mail asking for donations to your friends and family.
- Track your progress using the reports on your Web page.
- Send a follow-up e-mail to all friends and family who have not contributed. Sometimes a reminder is all they need.

### Step 6: Send e-mails

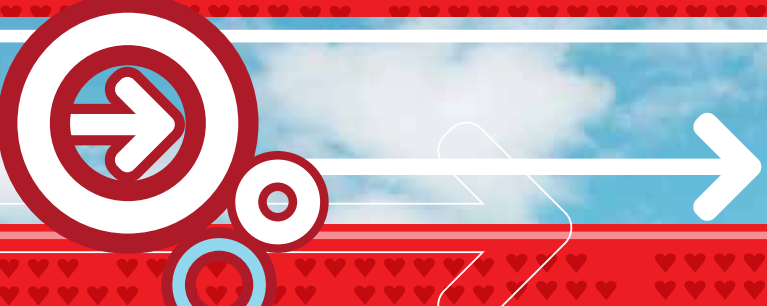
You can send personalized e-mails to your friends and family. Heart Walk participants who send e-mails raise almost three times as much as those who don't.

- Invite them to join your team as a walker.
- Encourage them to raise money to fight heart disease and stroke.
- Ask them to make a donation to help you achieve your fundraising goal.

The E-mail Center contains recruitment, solicitation and thank-you templates. Put the salutation in the left-hand column and the e-mail address in the right-hand column. Use the Address Book Import feature to save time and reach more people. Be sure to add your personal story to the templates to show your friends and family why you are participating and raising money for the Heart Walk.

### Step 7: Track your progress

Visit **“My HQ”** regularly to check on your progress, run reports on your team's progress and send follow-up e-mails to friends and family.



### Keeping Walkers Motivated and on Track

- Make your team's campaign passionate and personal by sending e-mails or messages about co-workers, friends or family members who have been affected by cardiovascular disease and stroke.
- Give your walkers weekly updates detailing how each person is progressing toward their goal. Highlight each walker when they achieve their goal.
- Offer incentives to your walkers. Make it a daily competition during the last week before the Heart Walk and give a prize to the most successful fundraiser for each day.
- If possible, pull your walkers together for brief, fun team rallies to keep the momentum rolling.
- Be sure to congratulate and thank all walkers after the Heart Walk. Highlight those who exceeded their fundraising goals!

## Walker Fundraising Tips

Share these tips with your walkers to empower them to achieve their goals.

### Getting Started

- Develop a list of potential donors. Decide how you will ask each donor and how much you will ask them to donate. You can ask for donations face to face, by using the Heart Walk website or with a personal letter.
- Share your passion! We all have a personal connection to cardiovascular disease and stroke. When you are asking for donations, be sure to tell people why you are raising money for the American Heart Association.

### Raise Money Online

- Register online and personalize your Heart Walk Web page with a personal photo and short story describing your connection to cardiovascular disease and/or stroke and your motivation to raise money for the American Heart Association.
- Use your Heart Walk Web page to e-mail family and friends to ask for donations. Add your personal touches to the e-mail templates provided before sending them. Most people are more likely to respond to a personal and passionate story.
- Download your address book to your personal Heart Walk Web page. By following the steps, you can easily send and track e-mails and donations through your Web page.

### Share Your Heart Walk Involvement with Your Social Media Friends!



You can now connect to Facebook, Twitter, Yahoo!, LinkedIn, MySpace, and more from your personal Heart Walk Web page. Use all of these social media tools to ask your friends for a donation or encourage them to register for the Heart Walk!

### Conduct a Letter-Writing Campaign

- Create a personal letter to send to prospective donors. (Download a sample letter from the Heart Walk Web page or create your own.) Be sure to add your personal story and motivation for raising money for the Heart Walk.
- Include a self-addressed, stamped envelope with your letter to make it easy for your donors to contribute.
- Place a follow-up call to all friends and family who have not responded.



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