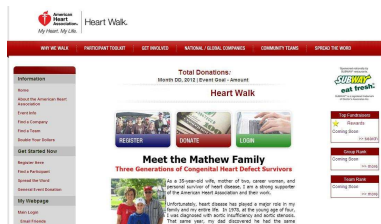


## Online Registration and Fund-raising



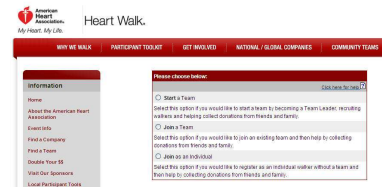
### Step 1: Visit your local Heart Walk Web page

### Step 2: Register

Click on the "Register" button

- Team Captains: Select "Start a Team" and follow the instructions.
- Walkers: Select "Join a Team" and follow the instructions.

Note: If you participated in the Heart Walk last year, we remember you! Click on Login and use the same username and password.



### Step 3: Personalize your Webpage

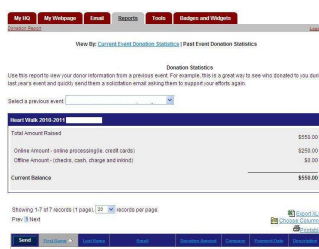
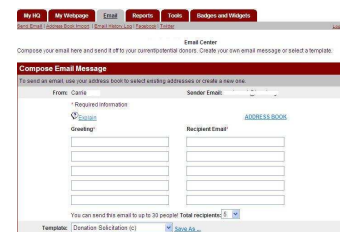
By logging on to My HQ and following the instructions, you can add your personal story, video, and photos to make your Web page show why you are walking. Telling your own story and posting a picture of you or your family members and friends will help build passion and encourage friends and family to contribute to your effort.

### Step 4: Send e-mails

You can send personalized e-mails to your friends and family. Heart Walk participants who send e-mails raise almost 3 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 fund-raising 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.



### Step 5: 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.

#### 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 Web site.
- Send your friends and family an e-mail asking for donations.
- 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.

Note: 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.