



# Community Team Guide

*2010 Central MA  
Start! Heart Walk*



## **Thank You!!**

***Thank you for agreeing to be a Team Captain for the 2010 Central MA Start! Heart Walk. By recruiting the right people, keeping on schedule and maintaining a constant focus on achieving your fund-raising goal, you'll be able to look back and know that by taking action against our nation's No. 1 killer, you've made life better for your family, friends and neighbors in your community and across America.***

## **WHY FIGHTING CARDIOVASCULAR DISEASE AND STROKE IS IMPORTANT**

Cardiovascular diseases are America's No. 1 killer and a leading cause of disability. Millions of Americans of all ages and races have risk factors that increase the odds that they will one day suffer a heart attack or stroke, or develop another cardiovascular disease. Take a look at the numbers of adults who have each of these controllable risk factors:

- High blood pressure—65 million
- Borderline-high or high blood cholesterol—Nearly 100 million
- Smoking—44 million
- Physical inactivity—24 percent report no leisure-time activity
- Overweight or obesity—More than 136 million
- Diabetes—About 20 million diagnosed and undiagnosed

The good news is, there's a lot you can do to lower your risk. The American Heart Association helps people learn the facts and take action to lower their risk.

## **ABOUT THE AMERICAN HEART ASSOCIATION**

The American Heart Association is the largest voluntary health organization working to prevent, treat and defeat heart disease, stroke and other cardiovascular diseases. These diseases devastate millions of people of all ages and kill about 870,000 Americans each year.

To fight cardiovascular diseases, the association supports research, education and advocacy, and helps heart disease and stroke patients. Research we've funded has led to such major advances as CPR, bypass surgery, artificial heart valves, pacemakers, clot-busting drugs and high blood pressure medications. Each year we train more than 9 million emergency medical services personnel, healthcare professionals and citizens in Emergency Cardiovascular Care.

Millions of volunteers and supporters all across America help us fight heart disease and stroke, making it possible for many people to live longer, better lives.

## Fundraising Basics

### Sprint to Your Fundraising Goal!

#### The ABCs of Raising Donations

Thank you for your commitment to forming a team for the Heart Walk. Raising donations is not hard, as long as you remember your ABCs...

#### Awareness:

Make your team members aware of the mission, programs and statistics of the American Heart Association so you can tell others why you are raising funds for the American Heart Association.

#### Believe:

Your team must believe in the cause and work of the American Heart Association. Belief in the organization is infectious and will motivate others to donate and support your efforts. Remember, you are not asking for yourself...but for a great cause!

#### Contact Everyone:

Your team should contact everyone they know for a donation. Ask all of your team's contacts for help to reach your goal.

### Six Steps for a Successful Community Team

#### 1. Recruit 12-15 Team Members Who All Agree to Raise Funds:

Friends, neighbors, family, co-workers....

#### 2. Team Decides on Fundraising Strategies and Dollar Goal:

Each team member is encouraged to set a personal goal, to do a letter/email campaign and to participate in team fundraisers. Each Community Team is encouraged to set a minimum of \$2000 as a team goal. The average team in 2008 raised \$2600 for the Central MA Heart Walk and the average Walker contribution was \$424. Complete the *Team Fundraising Plan* located in this guide.

#### 3. Team Identifies Contacts and Resources:

You will be amazed how many people your team members know once they start to identify and list them! Friends and neighbors, current and former co-workers, bosses, clients, organizations/clubs... Also consider local businesses able to make in-kind donations for Team Fundraisers....

#### 4. Team Members Develop Their Letters/Emails:

- *Online Fundraising and/or Letter:* Walkers can send e-mails to friends and family to collect donations via credit cards or check. This tool makes fund raising fast and fun! The average online donation for Heart Walk is \$55. Some walkers prefer to mail a letter and that is also a great way to raise funds. The steps for getting online and a sample letter are provided in this guide. If your walkers want to send a letter make sure you give them a Heart Walk walker collection envelope.
- *Matching Gifts* – See if your Team Member's donors or donor's employer have a matching gift program. If so, then each donation your Team Member receives will be matched by the employer and count toward your total!

5. **Team Members Develop Team Fundraisers:** See below for ideas ....Team Fundraisers are a great way to raise funds for Heart Walk. Your team is asked to manage all of the details of your Team Fundraisers. The American Heart Association cannot make any investment, pay for, or reimburse any expenses incurred as a result of a Team Fundraiser. This means that the event/promotions sponsor must pay all expenses prior to remitting the net proceeds to the AHA. Teams are encouraged to get items donated!

6. **Team has Fun at the Heart Walk!!**

## Email/Letter Campaign

The foundation of your team’s fundraising plan should be an online fundraising and/or letter writing campaign. Whichever form is used, your appeal should contain the following elements:

- Explain what you are doing. Describe the Heart Walk and your personal goal. Personalize your letter, making it funny, serious, or whatever fits your style!
- Suggest the level of giving. Ask if a person is “willing to give a gift of \$25 or \$50” or if you think someone is able to give more, ask for \$100 or \$200 or more.
- Tell how the funds are used by the American Heart Association for research and education programs and include some facts about heart disease and stroke.
- Give the recipient a specific date (2-4 weeks from date they receive your letter) to respond.
- Thank them for considering a donation.
- Include a response form and a return envelope (stamped, if possible. Putting a stamp on the reply envelope will assure you a better response).
- Use a handwritten P.S. to personalize each letter.

### Sample Walker’s Solicitation Letter

*Walkers may want to send a letter like this to their friends, family and associates, requesting their support in the fight against heart disease and stroke. It’s a great tool to use in addition to their face-to-face requests for donations.*

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Dear <Insert name> ,

<insert date>

Everyone knows someone who has been affected by heart disease or stroke. <Insert your personal story of how heart disease and stroke has impacted you or your friends and family.>

On <Insert date of your local Heart Walk>, I’ll be helping the American Heart Association fight our nation’s No. 1 and No. 3 causes of death — heart disease and stroke — at the Heart Walk. Funds raised through the Heart Walk support research, community services, and public and professional education programs.

My personal goal is to raise <Insert your dollar goal>. Your support will help. Your donation of \$500, \$250, \$100, \$50 or another amount will help me take a stand against the No. 1 killer of American men AND women. Not only will you help me achieve my goal, you’ll help the American Heart Association make important advances against heart disease and stroke and improve the health and lives of people in our community and across America.

Just complete the information below and return the form to me with your donation. The Heart Walk is quickly approaching, so please return your form as soon as possible.

Thank you for your support of the Heart Walk. Together we will make a difference!

From the heart,  
<Insert your name and mailing address>

Yes! I'm happy to support your efforts in the Heart Walk!

You can count on us for: \$500 \$250 \$100 \$50 Other \$

Please make your check payable to American Heart Association and return this form and your check to:

*Please return this form, along with your check, to:*

*<Insert your name>*

*<Insert your address>*

*<Insert your City, State> <Zip>*

## Online Registration & Fund Raising

Telling your personal 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 1

Visit your local Heart Walk Web Page: [www.CentralMAheartwalk.org](http://www.CentralMAheartwalk.org)

### Step 2

Register.

Click on "Register Here."

- 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. If you forget your information, please follow the applicable link that will resend your login and password.

### Step 3

Personalize your Web page.

By logging on to My HQ and following the instructions, you can add your personal story and photos to make your Web page show why you are walking.

### Step 4

Send e-mails.

You can send personalized e-mails to your friends and family.

- 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.

## Ideas for Team Fundraisers

Your letter writing campaign should be the foundation of your team's fundraising because it is the easiest and most efficient way to reach lots of people; however, Team Fundraisers are also a great way to raise funds towards your team's Heart Walk goal. Please keep in mind that the American Heart Association cannot make any investment, pay for, or reimburse any expenses incurred as a result of a Team Fundraiser. This means that the event/promotions sponsor must pay all expenses prior to remitting the net proceeds to the AHA. Teams are encouraged to get items donated!

Following is a listing of fundraising ideas for you to consider:

- **Email Campaign:** If you conduct your fundraising campaign via email, ask your friends and family to forward your message along. One Heart Walk participant received her first donation from someone she didn't even know because someone had forwarded her message along. People can easily support this worthy cause---ask for others to help!
- **% Of Sales:** Ask local merchants if they will donate a percentage of their sales on a specific day to the American Heart Association to support your team.
- **Tele- Party:** Get together one night with your phone lists and hold a mini-telethon to call everyone and raise funds.
- **Dinner/Dessert Party:** Invite everyone over for a dinner/dessert, and ask them to make a donation equal to what they would have paid for a dinner/dessert at a local restaurant. Go to [Americanheart.org](http://Americanheart.org) for ideas of healthy recipes! Some local restaurants may be willing to make their facilities available for a fundraiser.
- **Theme Party:** Celebrate any holiday (Valentine's Day; 1<sup>st</sup> Day of Spring; St. Patrick's Day; Daylight Savings Time, July 4, Labor Day, etc.!) by having a theme party and ask for everyone to buy a ticket or make a donation to attend.
- **Birthday/Anniversary Party or Bridal/Wedding Shower:** Instead of bringing gifts, guests make a donation
- **Huge Yard Sale:** Get your friends and contacts to donate their goods to your yard sale, with all proceeds going to the American Heart Association. Ask people who have just held yard sales to donate what didn't sell to your sale. Advertise your effort in local paper and sell sodas or candy (purchased at warehouse prices) for additional revenue.
- **Finale Party:** Who will be the next Survivor or American Idol? Gather a bunch of friends to watch the season finale. Ask each guest to make a donation to the Heart Walk.

## Possible Donors

### Services You Use

- ♥ Your hair salon
- ♥ Your gym, yoga studio, or weight/health management program/group (i.e. Weight Watchers)
- ♥ Your spa/nail salon
- ♥ Your bank/credit union
- ♥ Your doctors (i.e. Primary Care, Eye)
- ♥ Doctor, Physical Therapist, Pediatrician, Dermatologist, etc.)
- ♥ Your dentist
- ♥ Your eyewear provider
- ♥ Your cell phone company store
- ♥ Your package shipping company (i.e. FedEx, UPS, etc.)
- ♥ Your pharmacy
- ♥ Your tax provider/accountant
- ♥ Your lawyer
- ♥ Your Event planner

### Services for Your Car

- ♥ Your mechanic
- ♥ Your Auto insurance company
- ♥ Your roadside service company (i.e. AAA)
- ♥ Your tire company
- ♥ Your glass replacement company
- ♥ Your car wash
- ♥ Your gas station
- ♥ Your car dealership
- ♥ Your parking garage

### Services for Your Home

- ♥ Your plumber
- ♥ Your electrician
- ♥ Your tree service company
- ♥ Your plow service
- ♥ Your cable company
- ♥ Your Internet provider
- ♥ Your electric company
- ♥ Your heating service company
- ♥ Your home insurance company
- ♥ Your landscaping/cleaning service

### Places You Shop

- ♥ Your favorite clothing boutique
- ♥ Your local liquor store
- ♥ Your favorite book store
- ♥ Your favorite florist
- ♥ Your favorite gift shop
- ♥ Your local jeweler

### Places You Eat

- ♥ Your coffee/bagel shop
- ♥ Your local pizza shop
- ♥ Your favorite lunch restaurant
- ♥ Your favorite dinner restaurant
- ♥ Your favorite bar/pub
- ♥ Your local farm stand
- ♥ Your butcher
- ♥ Your baker
- ♥ Your deli

### Places of Recreation

- ♥ Your ski equipment service center
- ♥ Your bike mechanic shop
- ♥ Your hometown Senior Center
- ♥ Your local bowling alley
- ♥ Your local museum
- ♥ Your local library
- ♥ Your local movie rental store
- ♥ Your local movie theatre
- ♥ Your music store (i.e. record/CD shop)

### Services for Your Pets

- ♥ Your Pet's Veterinarian
- ♥ Your Pet's Groomer
- ♥ Your Pet Supply Shop

### For Your Kids

- ♥ Your child's daycare
- ♥ Your kids' playgroup
- ♥ Your kids' friends' parents

### Your Family & Friends

- ♥ Friends
- ♥ Siblings
- ♥ Parents

- ♥ Grandparents
- ♥ In-Laws
- ♥ Aunts, Uncles, Cousins
- ♥ Their friends & contacts
- ♥ Neighbors
- ♥ People who know/knew the person you are walking in honor of
- ♥ Travel companions

### Family Connections

- ♥ Your parents' employer(s)
- ♥ Your spouse/domestic partners' employer
- ♥ Your siblings' employer
- ♥ Your best friend's employer

### Work Connections

- ♥ Vendors you use ( i.e. printers, designers, photographers, etc.)
- ♥ Current and former co-workers
- ♥ Current and former bosses
- ♥ Clients

### Social Networking

- ♥ Your High School Alumni Association
- ♥ Your College Alumni Association
- ♥ Past/Present teachers & professors
- ♥ Your Professional Membership Association
- ♥ Your fraternity/sorority
- ♥ Facebook/Myspace/Twitter /Blog
- ♥ People you have helped/donated to in the past
- ♥ Your book club

### Around Town

- ♥ Your religious institution/affiliation group
- ♥ Your police department
- ♥ Your fire department
- ♥ Community service groups/locations
- ♥ Sports teams

# Community Team Heart Walk Fundraising Plan

Team Name: \_\_\_\_\_ Team Captain (TC) Name : \_\_\_\_\_

TC Employer: \_\_\_\_\_ TC Phone: \_\_\_\_\_ TC Email : \_\_\_\_\_

TC Address: \_\_\_\_\_ City, State, Zip \_\_\_\_\_

## Strategy: Team Member Letter or Email Campaign

Team members planning to send letter or email and their personal dollar goal

_____ \$ _____	_____ \$ _____
_____ \$ _____	_____ \$ _____
_____ \$ _____	_____ \$ _____
_____ \$ _____	_____ \$ _____
_____ \$ _____	_____ \$ _____
_____ \$ _____	_____ \$ _____
_____ \$ _____	_____ \$ _____
_____ \$ _____	_____ \$ _____

Team goal from letter/email campaign: \$ \_\_\_\_\_

## Strategy: Team Fundraiser(s)

Type of Team Fundraiser(s):

Dollar Goal:

_____	\$ _____
_____	\$ _____
_____	\$ _____

## Team Goals

Team goal is to send \_\_\_\_\_ letters/e-mails to **personal contributors** by \_\_\_/\_\_\_/\_\_\_

Team goal is to follow up personally within 30 days by \_\_\_/\_\_\_/\_\_\_

**Team goal is to raise \$ \_\_\_\_\_ from Team Member Letter/Email Campaign**

**Team goal is to raise \$ \_\_\_\_\_ from Team Fundraisers**

**TOTAL TEAM GOAL \$ \_\_\_\_\_**

**Questions? Let us help!**

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