



## **7 STEPS to creating a successful Fit for Heart event**

### **1. Select an event type and contact your local Heart and Stroke Foundation representative.**

Determine what event type you're most excited about and are able to facilitate. Contact your local Heart and Stroke Foundation representative to get started!

### **2. Recruit additional coordinators**

Additional support is always important. Volunteer coordinators can assist you with:

Planning

Promoting

Recruiting Participants

Event Day Execution

### **3. Determine the date and time of your event**

Schedule your event for a day and a time that will be most convenient for your potential participants. Your Heart and Stroke Foundation representative will be able to make recommendations on dates based on what other events are happening in your community.

### **4. Promotion**

Promoting a Fit for Heart event using the posters and pledge forms provided in your coordinator's kit will heighten your event's presence in the community, bring participants to your venue and allow additional funds to be raised for the Heart and Stroke Foundation.

Have your Heart and Stroke Foundation representative register your event on our website at [fitforheart.ca](http://fitforheart.ca). Signing up online is the quickest and easiest way for participants to register for your event.

### **5. Motivation**

Keep track of everyone who has registered for your event. Collect e-mail addresses in order to communicate to the participants leading up to the event or to provide these addresses to your Heart and Stroke Foundation representative. It is important to encourage fundraising efforts with your participant and remind everyone of the fabulous incentive prizes for fundraising.

### **6. Event Day Logistics**

On event day you will need your volunteers to assist you. Event day details will include:

Registration Check-in

Pledge collection

Counting of pledges collected

Distribution of Thank You Prizes

### **7. Recognition**

Thanking participants is incredibly important. Please thank the individuals who assisted you with the success of your event and the participants. Face-to-face recognition is the most effective but e-mail communication is also very effective. Your Heart and Stroke Foundation representative can assist you with this communication piece.

