

PLAN your Heart&Stroke Fit For Heart event

Planning your event is essential to a well run Fit for Heart event. In order to execute your event follow the step by step guide below. You are slowly on your way to planning a great Fit for Heart event.




Step 1: The Basics

Determine your:



- a) Event type (i.e. Curling, rowing, spinning, etc.)
- b) Date of the event
- c) Number of Participants
- d) Fundraising Goal

Step 2: Familiarize yourself with the program

Thank you prizes:

F2012 Heart&Stroke Fit for Heart Thank You Prizes		
Level	Benefit	Image
1 \$100 – 174.99	A stylish Heart and Stroke branded t-shirt. It's a great memento for event participants.	
2 \$175 – 299.99	An eco-friendly, aluminum water bottle.	
3 \$300 – 499.99	These binoculars will get participants active outdoors.	

F2012 Heart&Stroke Fit for Heart Thank You Prizes

Level	Benefit	Image
4 \$500 – 999.99	This High Sierra is great for heading to gym and has enough room to pack shoes and clothes.	
5 \$1,000+	This iPod Shuffle lets you listen to your favourite tunes while on the go.	

Materials:

Heart&Stroke Fit for Heart Materials

Tools to help you recruit participants – Your Coordinator Kit

Pledge Envelope	<ul style="list-style-type: none"> What is it? The primary participant fundraising tool that can be used to track and collect pledge monies from donors. (It also reminds participants to set an individual fundraising goal and highlights the prizes they can earn.) What does it look like? Includes a Pledge Form, step-by-step instructions to register online, photos of prizes, Heart and Stroke Foundation mission information, a privacy statement and Waiver. How do I use it? Distribute one Pledge Envelope to all registered participants.
Folder	<ul style="list-style-type: none"> What is it? Holds all items in the Event Coordinator Kit. Keep everything related to your event in this folder, it will help you keep organized for event day.
Event Coordinator Guidelines	<ul style="list-style-type: none"> What is it? Provides you with an explanation of your role, a summary of critical success factors and a checklist including suggested timing to prepare for your event. How do I use it? Use the checklist as a guide to your activities leading up to the event. Check with your HSF representative to see if you need to add or delete activities based on the type of event you are running.

Heart&Stroke Fit for Heart Materials

Event Posters	<ul style="list-style-type: none"> • What is it? A tool you can use to recruit participants and raise awareness of Fit for Heart and your event day. • What does it look like? You will receive 2 posters where you can include a brief description and details of the event. • How do I use it? Complete event details section of poster and hang it in high traffic areas within your event site.
Paper Hearts	<ul style="list-style-type: none"> • What is it? The customizable paper hearts should be used by the participant to communicate why they are taking part in a Fit for Heart event • What does it look like? Red cut out hearts that say 'I am putting my heart into it for...' with ample space for participants to write why they are participating. • How do I use it? The hearts can be displayed at the event's host site on event day. Speak to your HSF representatives about how to obtain more hearts.
Other Tools	
Website	<p style="text-align: center;">www.fitforheart.ca</p> <ul style="list-style-type: none"> • What is it? Complete website offering online fundraising for all events, specific event information, online fundraising tools and Event Coordinator information. • How do I use it? Be sure to register your event online and encourage your participants to do the same.
Flyers	<ul style="list-style-type: none"> • What is it? An easy to use tool that you can customize and print to help recruit participants within or outside your organization/facility. • Where do I find it? It can be found on fitforheart.ca under Event Coordinator resources.
List of Health Information (Ontario only)	<ul style="list-style-type: none"> • What is it? A list of free health information resources that are available to Heart&Stroke Fit for Heart event sites. • How do I use it? Order health information items that you wish to distribute in your facility.
Master Record Sheet	<ul style="list-style-type: none"> • What is it? Use this tool to keep track of participants, funds raised and thank you prizes earned. • How do I use it? <ol style="list-style-type: none"> a) Complete the Master Record sheet for all fundraising participants who participate on event day. b) Bring the completed form to event day and give to your Heart and Stroke Foundation representative.

Step 3: Recruit a Co-coordinator

Finding a Co-coordinator for your event can be a big help, especially with over 25 participants. Additional support is always important. They can assist you with:

- Planning
- Promoting
- Event Day Execution

Step 4: Will you need volunteers?

Talk to your HSF representative about volunteers. They will help you determine if you require any, how many and the best jobs to give to them. Important event day jobs for volunteers could be:

- Registration check-in
- Pledge collection
- Counting of pledges collected
- Distribution of incentives
- Tax receipting

Step 5: Set dates

Review your Coordinator checklist (on the Event Coordinator Guidelines) and set dates. There are suggested dates there for you, but specific timelines and critical dates need to be set by you. If you require help, contact your HSF representative, they will be happy to help you.

Step 6: Recognition

Start thinking about how you want to recognize your participants. 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 HSF Representative can assist you with the communication piece.

Thank you for putting your heart into it.