

## **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:

<b>F2011 Fit for Heart Thank You Prizes</b>		
Level	Benefit	Image
<b>1</b> \$100 – 174.99	A stylish Heart and Stroke branded t-shirt. It's a great memento for event participants.	
<b>2</b> \$175 – 299.99	An eco-friendly, aluminum water bottle.	

## F2011 Fit for Heart Thank You Prizes

Level	Benefit	Image
<p style="text-align: center;"><b>3</b> \$300 – 499.99</p>	<p style="text-align: center;">The Exercise Mat is great for all types of exercise! Made from environmentally friendly material.</p>	
<p style="text-align: center;"><b>4</b> \$500 – 999.99</p>	<p style="text-align: center;">This sports bag is great for any athlete! Enough room to pack shoes, extra clothing and side pouches for easy storage.</p>	
<p style="text-align: center;"><b>5</b> \$1,000 +</p>	<p style="text-align: center;">An iPod Nano is the perfect way to store and listen to music while getting active!</p>	

Materials:

<b>Heart&amp;Stroke Fit for Heart Materials</b>	
<b>Tools to help you recruit participants – Your Coordinator Kit</b>	
<b>Pledge Envelope</b>	<ul style="list-style-type: none"> <li>• <b>What is it?</b> 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.)</li> <li>• <b>What does it look like?</b> 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.</li> <li>• <b>How do I use it?</b> Distribute one Pledge Envelope to all registered participants.</li> </ul>
<b>Folder</b>	<ul style="list-style-type: none"> <li>• <b>What is it?</b> 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.</li> </ul>
<b>Event Coordinator Guidelines</b>	<ul style="list-style-type: none"> <li>• <b>What is it?</b> 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.</li> <li>• <b>How do I use it?</b> 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</li> </ul>
<b>Event Posters</b>	<ul style="list-style-type: none"> <li>• <b>What is it?</b> A tool you can use to recruit participants and raise awareness of Fit for Heart and your event day.</li> <li>• <b>What does it look like?</b> You will receive 2 posters where you can include a brief description and details of the event.</li> <li>• <b>How do I use it?</b> Complete event details section of poster and hang it in high traffic areas within your event site.</li> </ul>
<b>Goal Setting Thermometer</b>	<ul style="list-style-type: none"> <li>• <b>What is it?</b> A giant thermometer you can use to track your event's fundraising progress in achieving your goal. Event participants should be encouraged to write why they are taking part in the event and motivating messages for fellow participants.</li> <li>• <b>How do I use it?</b> Fill in the Thermometer with the event goal, place in a high traffic area and keep track of the fundraising progress. You should also encourage participants to write messages and tell their story in the space provided.</li> </ul>
<b>Paper Hearts</b>	<ul style="list-style-type: none"> <li>• <b>What is it?</b> The customizable paper hearts should be used by the participant to communicate why they are taking part in a Fit for Heart event</li> <li>• <b>What does it look like?</b> 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.</li> <li>• <b>How do I use it?</b> The hearts can be displayed prior to the event around your Goal Setting Thermometer or at the event's host site on event day. Ask your HSF representatives about the hearts.</li> </ul>

# Heart&Stroke Fit for Heart Materials

## Other Tools

<b>Website</b>	<p style="text-align: center;"><b><a href="http://www.fitforheart.ca">www.fitforheart.ca</a></b></p> <ul style="list-style-type: none"><li>• <b>What is it?</b> Complete website offering online fundraising for all events, specific event information, online fundraising tools and Event Coordinator information.</li><li>• <b>How do I use it?</b> Be sure to register your event online and encourage your participants to do the same. Remember, register online and raise \$50 for a chance to win a bike!</li></ul>
<b>Master Record Sheet</b>	<ul style="list-style-type: none"><li>• <b>What is it?</b> Use this tool to keep track of participants, funds raised and thank you prizes earned.</li><li>• <b>How do I use it?</b><ol style="list-style-type: none"><li>a) Complete the Master Record sheet for all fundraising participants who participate on event day.</li><li>b) Bring the completed form to event day and give to your Heart and Stroke Foundation representative.</li></ol></li></ul>

### 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

### 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.**