



Team Captain Guide



www.congenitalheartwalk.org



Welcome to the Congenital Heart Walk!

Dear Team Captain,

Welcome to the 2018 Congenital Heart Walk! As a Team Captain, you have taken on the extremely meaningful job of managing your team's efforts to honor and remember the millions of people impacted by congenital heart disease (CHD).

To assist you with your efforts, we have prepared this Team Captain's Guide which contains tips and tools on topics such as:

- Setting fundraising goals and creating a plan to reach them
- Recruiting family, friends, and community members to join you
- Building momentum, enthusiasm, and spirit
- Celebrating your team's success

Please remember we are here for you every step of the way, so do not hesitate to contact the national walk office with any questions. We can be reached at info@congenitalheartwalk.org or 855.CHD.WALK. We look forward to working with you to make this year a fantastic success! Thank you for your support!

See you at the walk!

The Congenital Heart Walk Team

About Congenital Heart Walk

The Congenital Heart Walk (CHW) is the only national event series dedicated to fighting congenital heart disease. In 2018, more than 50,000 supporters will gather in 25 cities across the U.S. with the goal of raising more than \$2 million to benefit cutting edge research, patient programs, and advocacy initiatives.

CHW is a partnership between the two leading national organizations dedicated to fighting CHD—The Children's Heart Foundation (CHF) and the Adult Congenital Heart Association (ACHA). At the local level, walks are led by committees of passionate volunteers.



Why We Walk

Congenital heart defects are the **#1** birth defect in the U.S. with nearly **1 in 100** babies born with heart defects each year. There are between 2 and 3 million people living with CHDs including more than **1 million** adults. Despite advances in medicine, **15%** of children with CHDs do not live past their 18th birthday.

CHD research and programs are severely underfunded. The Congenital Heart Walk aims to correct this problem at the grassroots level—**families helping families!**

Before you begin...

Before creating your Congenital Heart Walk team, take some time to think about your plan. Use the worksheet below as a guide.



What is your team name? *When choosing a team name, be creative and keep it personal!*

Do you have a co-captain? *Designating a talented co-captain is a great way to share responsibilities and ensure success!*

Who will you ask to join your team? *Team recruitment should start with close friends and family and then extend to other communities to which you belong (work, worship, civic groups, etc.).*



What is your fundraising goal? *When choosing a goal, it is best to be ambitious but practical. Consider that the average walker raises \$100 and most teams supplement their income with fundraisers and sponsorships (bake sale, corporate donations, etc.). For example, if you expect your team to recruit 10 walkers (x \$100 each), hold one fundraiser (approximately \$600), and obtain two sponsorships (x \$200), your team total would be \$1800.*

Start your team

1. Go to www.congenitalheartwalk.org and find your local walk.
2. Click **Start a Team** and enter log in information.
3. Fill in your team name and goals.
4. Follow registration instructions and acknowledge waivers.
5. Personalize your team page with photos and text.
6. Begin recruiting and fundraising!

Building your team

Once you create your team online, use these tips to make recruitment and management fun and easy!

- **Email** those people you want to invite to join your team. You can send emails through the Participant Center directly within the walk website or you may copy and paste the link to your team page into a personal email (Outlook, Gmail, etc.).
- After a week or two, **follow up** with another email, text message, or phone call.
- Ask your team members to **recruit** their own friends and family to join. If every walkers recruits one friend, your team will double in size!
- Create a **buzz** using social media sites such as Facebook, Twitter, YouTube, Instagram, and Pinterest. Update team members and followers of progress towards the team goal!
- If your team is walking in honor or in memory of a heart hero, share your testimonial to **create awareness** of congenital heart disease and the need for additional funding.
- **Gather** your team in-person for meetings, pep rallies, and regular fundraisers to keep momentum going throughout the year!
- Use fundraising and recruitment contests to **motivate** your team with prizes and incentives!
- Create a team t-shirt and posters to **inspire** and engage your team!
- **Organize** fun events to build enthusiasm, recruit new team members, and fundraise! Bake sales, dress down days, and car washes are just a few of the simple ways to engage your community!



Fundraising made easy

Below are just a few tips to share with team members to show just how easy it can be to fundraise!

- **Ask To Receive:** Did you know that the #1 reason people give is because they are asked? Encourage your team to ask as many people as possible. Don't forget about the places where you spend money, like hairdressers, auto repair shops, or your favorite restaurant.
- **Personal Web Pages:** Let your team know that donors give, on average, more than twice as much when they donate online as when they write a personal check! Encourage your team members to utilize our online tools to fundraise. All walkers are automatically given a personal donation page when they register to walk. Don't forget to share your page link on Facebook and in your email signature!
- **Matching Gifts:** All team members should contact their company's HR department to see if they offer a matching gift program – a quick and easy way to double donations.
- **Prizes:** Tell your teammates about the Congenital Heart Walk's fundraising prize program. All individual walkers who raise \$100 or more will receive an event T-shirt (team totals not included). In addition, we offer exclusive prizes from the National Office for those who raise \$300 or more. See website resources for a full list.



Sample Fundraising Email

Customize this letter to email to your friends and family for support!

Dear **(insert name of potential donor)**:

I am writing to ask for support of my team, **(Team Name)**, at the Congenital Heart Walk being held on **(insert date)**, at **(insert location)**. The Congenital Heart Walk is the only national event series dedicated to fighting congenital heart disease

Congenital heart defects are the most common birth defect in the U.S. with nearly 1 in 100 babies born with CHDs each year. My own personal connection to congenital heart disease began with **(insert brief personal story in several sentences)**.

Unfortunately, CHD research and programs are severely underfunded. I have decided to take action and fundraise for the Congenital Heart Walk. The money raised at the walk will support the missions of two national non-profit organizations, The Children's Heart Foundation, which funds cutting edge CHD research, and the Adult Congenital Heart Association, which serves adults with CHD through education, advocacy, and the promotion of research.

I appreciate you taking the time to read about my personal mission to help in the fight against CHD. A donation of any amount would be very much appreciated! The easiest way to make a contribution is through my online fundraising website (hyperlink your fundraising page if using email).

If you have any questions do not hesitate to ask me! Thank you for your support!

Sincerely,

(Your Name)

Sample Press Release

Customize this press release to send to your local media outlets.

(Your Contact Information) (Your Phone Number and Email)

For Immediate Release
Uniting to Fight Congenital Heart Disease in **CITY**

NAME and his/her family/friends/co-workers are teaming up at the Congenital Heart Walk

INSERT CITY, STATE (DATE) – NAME was born with congenital heart disease (CHD) and is one of the two to three million adults and children in the U.S. with CHD. Even at a young age, **NAME** knew he/she wanted to help others like him/her. Now, with the help of his/her family/friends/co-workers, **NAME** started a **CITY** Congenital Heart Walk team, **TEAM NAME**, and will be walking on **DATE** at **LOCATION** to help fight CHD.

Insert full personal story

Insert quote from personal story and why the walk is so important to them

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The **CITY** Congenital Heart Walk is a **X** mile walk along park, zoo, lake and includes refreshments, music, entertainment and fun activities for all ages. **CITY** Congenital Heart Walk is expected to bring together more than **X** participants from all across **CITY** as they join forces to help tackle congenital heart disease.

Event details:

DATE

LOCATION

Offering a **X** mile route or 1 mile family friendly route through the park

Registration opens at **X** AM, the walk kicks-off at **X** AM

For more details or to registration for the walk, visit www.congenitalheartwalk.org.

About the Adult Congenital Heart Association (ACHA)

The mission of the Adult Congenital Heart Association (ACHA) is to improve and extend the lives of the millions born with heart defects through education, advocacy and the promotion of research. For more information about ACHA, contact (888) 921-ACHA or visit www.achaheart.org.

About The Children’s Heart Foundation (CHF)

The mission of The Children's Heart Foundation (CHF) is to fund the most promising research to advance the diagnosis, treatment, and prevention of congenital heart defects. Since 1996, CHF has funded millions of dollars of research across the U.S., Canada and Europe. For more information please visit www.childrensheartfoundation.org.



Thank you!

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