

Walk for 1 in 100[®]

Adult
Congenital
Heart 
Association

Team Captain Guide



For more information please call 215-849-1260 or email events@achaheart.org.
www.walk1in100.org

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OUR MISSION

To improve and extend the lives of the millions born with heart defects through education, advocacy, and the promotion of research.

Adult
Congenital
Heart 
Association

WE ARE A TRUSTED PARTNER

The Adult Congenital Heart Association (ACHA) is the trusted partner of those living in the United States with congenital heart disease (CHD), bringing together patients, family members and medical professionals to create a community and support network.

WE ADVOCATE LIFELONG CARE

CHD is a chronic illness that needs to be monitored over the course of a patient's life, and ACHA helps to facilitate and educate this lifelong care continuum from childhood to adulthood.

WE BRING TOGETHER THE CHD MEDICAL COMMUNITY

ACHA brings together top physicians and healthcare providers in the CHD medical community as part of our Medical Advisory Board (MAB) to provide expert input and oversight of all ACHA activities involving medical and scientific content. In collaboration with ACHA, the MAB offers their expert opinions on research, medical developments in CHD and advance the standards of care for CHD patients.

NEARLY 1
OUT OF
100 
BABIES
ARE BORN WITH
HEART DEFECTS
EACH YEAR

THERE ARE NOW AN ESTIMATED
1.4 MILLION 
ADULTS IN THE U.S.
LIVING WITH CHD
WHICH MEANS THERE ARE
MORE ADULTS THAN CHILDREN
LIVING WITH CHD

HAVING CHD REQUIRES
LIFELONG SPECIALIZED CARE
AND MANY MAY REQUIRE 
SURGICAL INTERVENTION
IN CHILDHOOD AND ADULTHOOD

WE SUPPORT THE CHD COMMUNITY YEAR-ROUND

ACHA implements year-round initiatives to support both the patient and professional CHD community.

- Heart to Heart Ambassadors – ACHA connects CHD patients and family members with trained peers who give critical support, guidance and resources needed.
- ACHA ACHD Accreditation Program – Together with ACHD providers, ACHA is able to identify critical needs for consistency and standardization of care through the development of accredited ACHD Centers nationwide. There are more than 25 accredited centers.
- Regional Conferences – ACHA organizes four patient education events each year in different cities and participates in various conferences reaching hundreds of people in communities across the country.
- ACHD Fellowship Program – ACHA's Actelion Fellowship Awards provide two years of training for cardiologists specializing in adults with CHD.
- Advocacy – ACHA puts forth critical advocacy efforts, mobilizing our volunteers on both local and federal levels to educate legislators on the crucial issues affecting people with CHD. In addition, ACHA activists gather annually in Washington, D.C., around Heart Month for this purpose.
- Ongoing Patient Education – Through our website, discussion forums, webinars and social media channels, ACHA provides 24-hour access to relevant, up-to-date information and resources.
- Regional Development – Collaborating with local pediatric and adult congenital heart cardiologists, ACHA provides regional CHD education and social programs for patients and their families, fosters outreach and awareness, and fundraises within communities across the country.
- Research – ACHA funds research to improve the lives of CHD patients and future generations in partnership with medical professionals. These grants are awarded to proposals most likely to advance ACHA's goal of achieving best possible outcomes for people with CHD.



ACHA hosts walks in communities to raise money for outreach, education, research and more. Our events were created to empower all of those who were born with a heart defect, their loved ones, and the medical community that cares for them.

For more information about the Adult Congenital Heart Association, call 888-921-ACHA or visit www.achaheart.org.

WHY WE WALK

Dear Team Captains,

We are so excited that you've decided to join us as we walk for the 1 in 100 children and adults impacted by congenital heart disease (CHD). The Adult Congenital Heart Association (ACHA) is devoted to supporting the full lifespan of the millions of people impacted by CHD. We host walks in communities across the country to raise money for outreach, education, research and more.

Our events are for everyone born with a heart defect, their loved ones and the medical community that cares for them. We're here to educate parents on the lifelong specialized care their child will need, to support young adults through the transition to adult CHD care, and to empower adults to take an active role in their cardiac care. In partnership with healthcare providers, ACHA is elevating access and quality of care through accreditation and unraveling the mysteries of living with CHD through research.

We hope that this guide will provide all the help you need to lead your team to success! If you have any questions please feel free to reach us at events@achaheart.org or (215) 849-1260.

Sincerely,



Mark Roeder
President & CEO

INTRODUCTION

What to Expect:

1. *Register all your team members prior to walk day.* It is best to encourage all your friends and family that will be joining you to register on our website at **www.walkfor1in100.org**. The earlier your team members register, the easier it will be to reach your fundraising goal.
2. *Set a meeting point and time for walk day.* To help the check-in process, establish a meeting point and time for all your team members. Not everyone needs to check-in at registration. Please see FAQ for more information on the check-in process.
3. *Check out our vendors, sponsors and everything we have to offer.* We will have plenty of activities and supporters to visit during walk day.
4. *Keep an eye on the stage area for opening ceremonies.* We will generally start opening ceremonies a hour after registration opens. The ceremony is less than 15 minutes and is an opportunity to celebrate everyone's success in fundraising and supporting the Walk for 1 in 100!
5. After our walk ceremony we will kick-off the walk at the designed start line. Refer to your specific site for walk route details. We try to make sure our walk routes are friendly and accessible for all abilities. Be sure to refer to your walk site for specific details.
6. Once you return from the walk feel free to walk around and visit any area you haven't already. This is a great time to take group photos, visit our sponsors and learn more about ACHA.



GETTING STARTED

STEP 1

Participant Center

Log in to your participant center by heading to www.walk1in100.org and clicking on your walk location.

STEP 2

Edit Personal & Team page

On your team page, tell people why they should join you and why you're supporting the Walk for 1 in 100. On your personal page, tell them your CHD story. You can also upload a photo to both your team and personal pages.

STEP 3

Set a Goal

Set a goal for your team and yourself. On your participant center, find the progress tab and edit your goals by clicking either personal or team.

STEP 4

Recruit Friends & Family

You can use our email templates or just simply reach to friends and family to encourage them to join your walk team.

STEP 5

Set up Facebook Fundraising

Once you log into your participant center, simply click the Facebook fundraising blue box. Once your Facebook is connected to your page, the donations made through Facebook will be automatically credited to your team.

STEP 6

Fundraise!

You are now all set to start fundraising. Use our fundraising tips to help you reach your goals.

10 FACEBOOK FUNDRAISING TIPS

- 1** Register for the Walk for 1 in 100. Log into your participant center. Select Fundraise on Facebook on the right hand side.
- 2** Share your story. Tell people why you walk for 1 in 100.
- 3** Take a video telling people why you're fundraising for the Walk for 1 in 100.
- 4** Share photos of your fundraiser.
- 5** Message your friends on Facebook to donate to your fundraiser.
- 6** Give a social media shout out to everyone who donates to your fundraiser.
- 7** Share frequent posts on your progress towards your goals.
- 8** Set a goal and a time frame.
- 9** Send emails to your friends or co-workers with a link to your Facebook fundraiser
- 10** Create a prize or incentive when someone donates.

TEAM LEADERSHIP

As a team captain, your leadership and team spirit help fund the vital mission of the Adult Congenital Heart Association. To be successful, every team captain needs to strive to have 100% of their team members fundraise!

COMMUNICATE & MOTIVATE

As a team captain, you have access to all your team members' contact information. Log into your participant center, click "view team roster," and "download team roster." You can also view your team's progress and statistics. Regularly communicate with your team members, congratulate them on their progress, and continue to encourage them to fundraise!

PARTICIPANT CENTER TOOLS

Encourage your team members to use the participant center. Start by having them share why they are fundraising and why others should donate. They can upload a photo or share a video. Point them to our easy-to-use email templates that they can send to all their co-workers, friends and family. Direct them to our new Facebook fundraising tool, making fundraising on social media even easier!

When all team members are engaged in fundraising, you'll be surprised at how easy it is to hit your goal!



10 FUNDRAISING IDEAS

1. *Car wash*: Contact your local car wash to host a car wash fundraiser. Charge by the car and donate proceeds to your walk team



2. *Silent Auction*: Create a silent auction in your office with friends and family or on social media. You can get items donated, or create something special.



3. *Exercise for a cause*: do you go to a gym that offers fitness classes? See if you can arrange a class to benefit the Walk for 1 in 100.



4. *Game Night*: host a game night, charge an entrance fee and sell snacks.



5. *Karaoke Night*: Host this event at a popular neighborhood spot an entrance fee or rent a karaoke machine.



6. *Yard Sale*: Have some spring cleaning to do? Host a yard sale and tell your neighbors. Post it on Facebook, make posters and ask for items to sell.



7. *Restaurant Night*: Contact your favorite local restaurant and see if they'll help you host a partial proceed restaurant night or day. Negotiate at least 25% of the proceeds to be donated back to your Walk for 1 in 100 team.



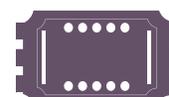
8. *Jean Day/Causal for a Cause*: Have co-workers donate \$5 to wear jeans for the day or make it fun and have them wear red or heart-related items.



9. *Pancake Breakfast*: Host a pancake breakfast with orange juice and coffee. Charge \$10 dollars a person before work!



10. *Raffles*: Raffle off prizes you got donated or split the pot with the popular 50/50 option at an event or gathering.



10 DAYS TO RAISE \$500

Day 1

Show your commitment! Make your own donation of \$25, \$50, or more. Set up your personal fundraising page at www.walk1in100.org, and find all the tools you need for fundraising success.

Day 2

Ask two family members for \$25 each.

Day 3

Ask a local business to donate \$25. Your dry cleaner, hair stylist, and regular coffee shop are great places to start. Those professionals often make charitable donations to their customers.

Day 4

Ask five co-workers to sponsor you for \$20 each. Take advantage of your company's matching gift program, if available, to increase your co-workers' impact!

Day 5

Request a company contribution of \$100 from your manager.

Day 6

Ask five people you know from your extracurricular sports team, child's school, or place of worship to donate \$10 each.

Day 7

Solicit five friends to donate \$20 each. Send requests from your Participant Center to give people a secure way to make a credit card donation. or through Facebook!

Day 8

Turn it around! Ask someone whose cause you have supported for \$25 or more.

Day 9

Ask your company to match your self-donation.

Day 10

Use our new Facebook fundraiser tool! Once you get the word out, you will be surprised at who will support you!

Fundraising FAQ's

Contact events@achaheart.org or (215) 849-1260 if you have any additional questions.

How do incentive prizes work?

Incentive prizes are given to those who fundraise certain amounts. If you raise \$50, you will receive a Walk for 1 in 100 t-shirt on walk day! Other incentive prizes will either be given on walk day or mailed directly to you after the event is over! Fundraising pages are open for 30 days after the event, so you have more time to earn the incentive level that you want.

How does my team receive incentive prizes? Incentive prizes are earned on an individual basis. Each member of your team must hit the threshold in order to receive an incentive prize.

Can I hand in donations at the event?

Absolutely! When you get to the registration table, we will be able to take cash, check, and even credit card donations!

Can donations be moved?

In most cases, yes. If someone made a donation to the team page but meant to give it to a specific walker, this is an easy fix. Contact the National Office with all the necessary information and they would be happy to help.

What do I do with a donation check? Checks can either be brought to the walk and turned in at the registration table or mailed to the address below. Please fill out the offline donation form so your team can be credited.

Walk for 1 in 100

**280 North Providence Road, Suite 6 Media,
PA 19063**

Does every walker get a t-shirt?

No. T-shirts are given to those who raise \$50 or more. Please note that this is \$50 raised individually.

What is the difference between individual and team fundraising?

When you register as part of a team, two things happen. The first is that a personal fundraising page is created for you. You should circulate the link to this page to your potential donors. The second is that you are added to your team page roster. Team pages have the ability to accept general team donations not assigned to any individual walker. These funds are not included in any prize totals. If you are striving for a t-shirt or other prize, please focus on collecting donations to your personal page. All individual fundraising is counted towards the overall team total.

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www.walk1in100.org



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[Instagram.com/walk1in100](https://www.instagram.com/walk1in100)