



Congenital
Heart Walk 

Placing Children at the Heart of Research

2019 Congenital Heart Walk
Team Captain Success Guide



Thank You for Placing Children at the Heart of Research

Congenital heart defects (CHDs) are the most common birth defect in the United States, affecting a baby born every 15 minutes. Continued research is needed to advance the diagnosis, treatment, and prevention of CHDs to reduce their incidence, improve the lives of those born with them and eventually eradicate CHDs altogether.

Thanks to your help, The Children's Heart Foundation has funded more than \$11.1 million in CHD research since 1996, helping to improve survival rates, longevity, and quality of life for CHD patients. Because of funded research, death rates from CHDs in the U.S. have declined by 37.5% since 1999.

However, so much more research is needed to help CHD patients live longer, healthier lives. That's why we're grateful for your help as a Team Captain, to rally your family, friends, co-workers, community, and donors in the fight against CHDs.



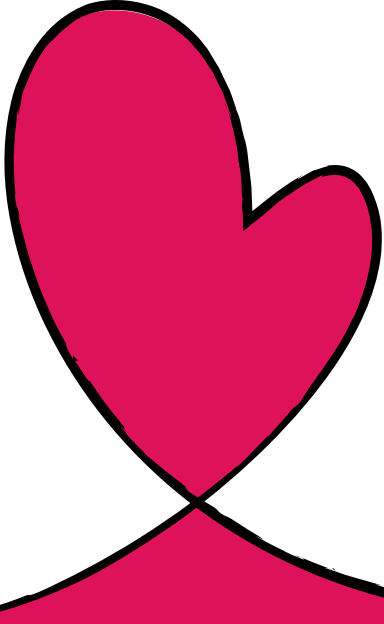


MAMA OF A
HEART
WARRIOR

GRANDMA OF A
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HEART
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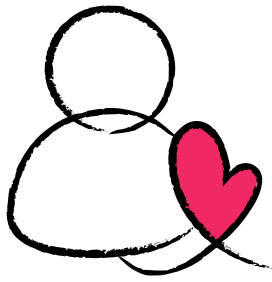
You're inspired by the strength and bravery of our Heart Warriors, Heart Angels, and their families. Whether you're a returning team and ready to grow, or a new team ready to get underway, we're here to support you!

This guide explains how to keep placing children at the heart of research in three easy steps: Build, Lead and Fundraise!

About Congenital Heart Defects

Congenital heart defects are problems present at birth that affect the structure and function of the heart. There are many types of CHDs, which can affect the lining, blood vessels, chambers, and valves of the heart.

- Congenital heart defects (CHDs) are the number one birth defect in the United States. About 1 in 100 babies, nearly 40,000 each year in the U.S. alone, are born with heart defects.
- Of birth defect-related deaths, CHD is the most common cause.
- Approximately 25% of children born with a CHD will need heart surgery or other interventions to survive.
- It is estimated that there are between 2 and 3 million Americans living with CHDs.
- Through research breakthroughs, over 85% of babies born with a CHD now live to at least age 18. However, children born with more critical forms of CHDs are less likely to reach adulthood.
- There is no cure for CHDs.
 - Surgery can help to repair some defects, but many individuals with CHDs require additional operation(s) and/or medications.
 - CHD patients may face lifelong health problems including growth and eating issues, developmental delays, difficulty with exercise, heart rhythm problems, heart failure, sudden cardiac arrest or stroke. About 20% to 30% of persons with CHD have other birth defects or genetic disorders.



1. Build Your Base

Build Your Fundraising Pages

Begin by building your individual and team pages. Share your personal story about your connection to the cause, who you walk for, and why you captain a team. Use pictures and personal videos to help explain why CHD research is so important to you.

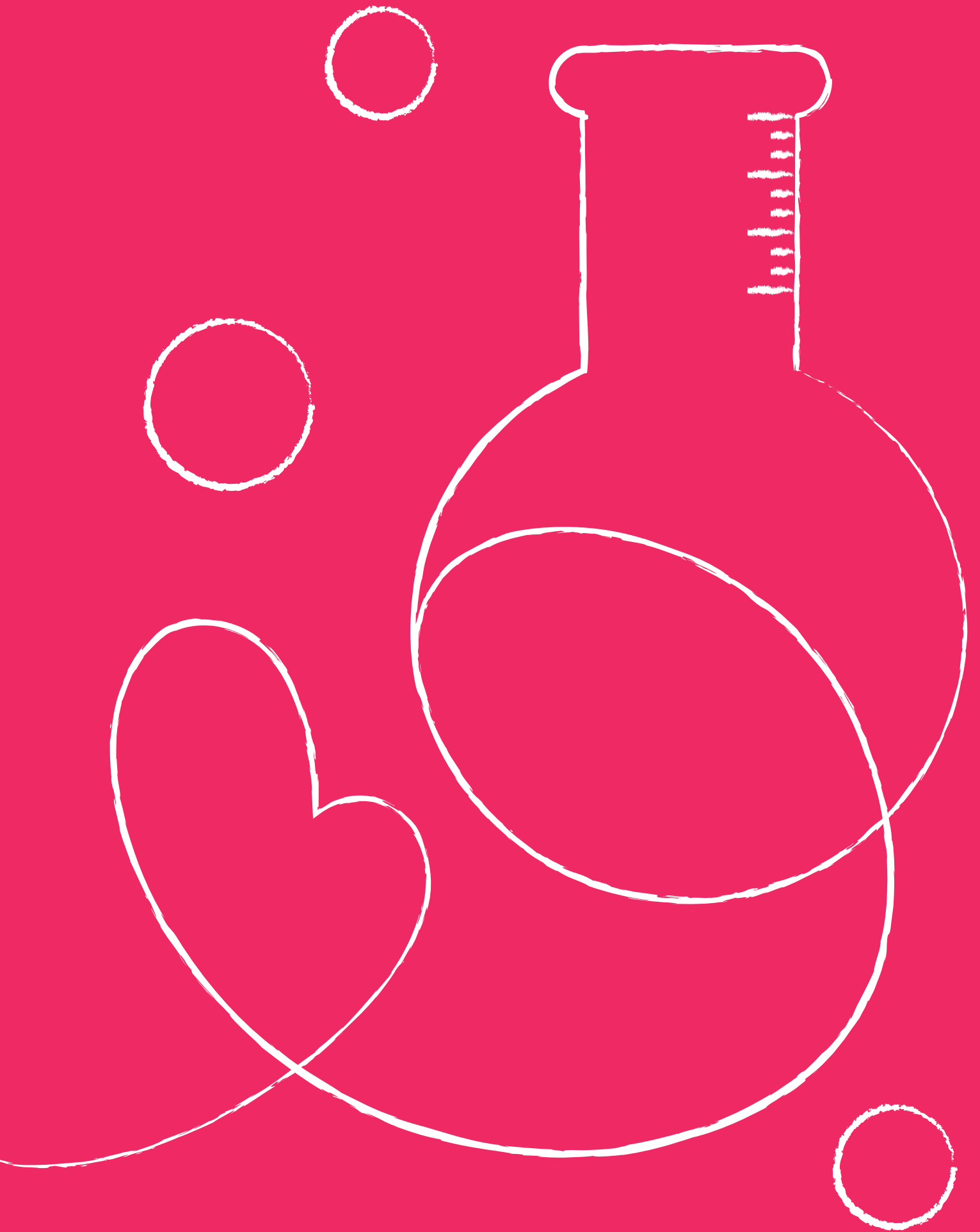
Build Your Team

Once your individual and team pages are built, use our fundraising platform to invite your new or returning team members. Also, make use of email, social media and the rest of your network to recruit team members. For new teams, try to recruit at least 7 – 10 team members. For returning teams, try to grow your team by several people this year!

Build Your Goals

Everything you've heard about goals is true. You can't reach a goal you haven't set, and you should aim high! Set your individual and team fundraising goals, and be ambitious. You can also continue to raise your goals throughout the campaign. Can you gain more supporters and raise more than you did last year, as individuals and as a team? We know you can!







2. Lead the Way

Lead by Example

There's no better way to start your team toward success than leading things off with your own donation. Your donation will inspire others to get underway, giving your team a quick start toward its goals. Walkers who both self-donate and fundraise raise significantly more than those who only do one or the other.

Lead by Motivation

Now it's time to motivate your team and move forward. Set up an in-person or phone-based kickoff meeting to bring the team together, introduce members and show its full strength. Review this year's fundraising incentives. Then leverage social media groups and chats. Share the team's history of success — or its brand-new goal — and exchange inspiring stories of fundraising and ask teammates what the cause means to them. Request each teammate set and share an individual fundraising goal, and ask what the team can provide to help them — strategies, talking points, encouragement, or ideas.

Lead with Support

Your team is now ready to meet its goals! Support them every step of the way with regular outreach and quick check-ins. Share inspiration, advice and success stories. Celebrate your successes and closing in on goals. Offer coaching, challenges, some laughs and friendly competition, both within the team and with other teams in mind. Root members on to reach — then exceed — their goals.





3. Fundraise for Success

Raise Funds

You've built a team and set goals. You've shared stories and strategies. You've viewed the fundraising incentives. Now it's time to get underway!

Ask each team member to identify potential donors, using our "Know Your Network" worksheet. Share stories of successful past fundraisers and review our "15 Fantastic Fundraisers".

Raise Your Game

Successful fundraisers are persistent and use a variety of techniques to raise support. Ensure your team's individual pages are fully complete, including personal stories, photos, and appeals. Use the in-software message tool to send inspirational, coaching and motivational emails to team members. Leverage the software's social sharing tool to alert all of your connections. Encourage your team to make multiple asks.

Raise the Bar

Have the team go even higher! Motivate teammates by continually recognizing individual excellence in:

- Personalizing fundraising pages
- Making self-donations
- Setting the highest fundraising goal
- Reaching out to the most prospects, the most times
- Achieving the most donations

Be a Fundraising Superstar!

Our top event goal is to raise research funds for the diagnosis, treatment, and prevention of CHDs. Please help us by fundraising this year!

- Individuals who personalize their fundraising pages raise between 7 and 18 times more than participants who don't.
- 91 cents of every dollar raised for nonprofit walks comes from teams.
- Most donations and 72% of walk revenue comes from online fundraising. Appeal to your email, social media and online network connections.
- Participants who send emails can raise between 2x – 11x more than those who do not use email tools.
 - When participants use the online tools given to them, they raise more money.
- An average of 6 emails were sent per walk donation. The most successful fundraisers sent an average of over 40 emails!
- When you ask for donations, acknowledge previous support and remind people how important their impact is.

All data from Blackbaud's 2016 Peer-to-Peer Fundraising Study



Know Your Network

We all have significantly larger networks than we usually realize! Use this worksheet to identify those in your network who may be very happy to support your fundraising.

Job-Related

(Colleagues, vendors, partners, professional acquaintances, fellow tenants, building staff)

School-Related

(PTA, parents, service groups, clubs, fraternity, sorority, administration)

Community Groups

(Businesses, police, fire, EMS, chamber, civic clubs, senior organizations, neighborhood associations)

Family and Friends

(Parents, siblings, aunts, uncles, cousins, grandparents, godparents, friends, online connections)

Personal Providers

(Restaurants, physicians, realtors, coffee shops, bankers, barbers, salons, insurers, car care)

Social Activities

(Athletic teams, gyms and workouts, service organizations, places of worship, camps, clubs, studios, civic activities)



15 Fantastic Fundraisers To Support Congenital Heart Defect Research Funding!

With a child born with a congenital heart defect (CHD) approximately every 15 minutes in the U.S., we're inspired to offer 15 fantastic fundraising ideas to support The Children's Heart Foundation (CHF).

- 1. Online or In-Person Birthday Party** – Host an online Facebook Birthday Fundraiser and promote to your network. For in-person parties, ask guests to bring a donation for CHF instead of a gift.
- 2. Change My Heart** – Leverage our *Change My Heart* campaign, by getting permission to place change jars at local businesses, schools, places of worship, your office and more! Our National office can provide promotional materials.
- 3. Community “Give Back” Events** – Ask local businesses to donate a portion of proceeds to The Children's Heart Foundation during a certain time period, then help promote the event! Ask to place donation displays at each table.
- 4. Yard Sale/Bake Sale** – Spread the love, and help your treasures or tasty treats find a new home. Open up shop at home, office or school. For added impact, ask others to donate items!
- 5. Lemonade Stand** – Let your young fundraisers offer everyone's favorite warm weather relief! Add smoothies for a flavorful menu addition!
- 6. Pancake Breakfast** – Rise and shine! Host a neighborhood or workplace pancake breakfast, and don't forget the coffee and juice! You'll earn some thankful neighbors and co-workers!
- 7. School or Community Exercise-A-Thon** – Arrange a CHF benefit at a local yoga, cycle, Zumba or circuit training studio, or host a school-wide exercise or athletic event with admission or donation pledges. Ask teachers to donate their time for meals or activities through auctions.
- 8. Game Night** – Host a game night, with donations for admission, game challenges and snacks! Bunco, trivia and board games work well, and bag toss or croquet tournaments are warm-weather alternatives.
- 9. Chili Cook Off or Bake Off/Coffee Exchange** – The competition will be delicious! Collect an admission fee, and request donations for extras, side dishes and drinks.
- 10. Face Painting** – Request permission to set up in a park, or to join on to another event to offer this kid-friendly service, with donations supporting CHF!
- 11. Matching Gifts** – Arrange to add The Children's Heart Foundation as a beneficiary to your company's matching gifts program to double donations! Also, ask about casual dress donation days, or auctioning off a prized parking spot.
- 12. Karaoke Night** – You'll sing perfectly in key with your cover songs! Arrange performance donations for a local karaoke night, or rent a machine for a home concert and let guests vote and request songs with donations!
- 13. Trivia Time** – Find your local trivia (or bingo) night and request CHF be made a beneficiary of the evening, through donations and a percentage of purchases. The results won't be trivial!
- 14. “Heart” At Work** – Earn funds through your “heart” work, offering to wash cars, run errands, babysit, garden, grocery shop or more for your neighbors in exchange for a donation. Great for school clubs, teams, and Scout and service troops!
- 15. Wine-Tasting, Movie Night or Themed Parties** – Offer some vintage vino and treats, some classic cinema and popcorn, or create a “not-to-be-missed” themed fundraiser!



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Prepare to Walk!

You've built, you've led, you've fundraised. With your direction, your team's dedication, and your donors' support, you've helped make a life-saving difference toward our mission. Your team is now ready for walk day! To fully enjoy the event and all of your team's success, consider the following:

Before the Walk

- **Start to Celebrate!** Hold an in-person or virtual team celebration to celebrate team and individual successes. Provide acknowledgements for key achievements!
- **Fundraise to the Top.** Teams often like the friendly competition that comes with raising funds for the greater cause. Have you checked the team standings? Continue to ask for donations up until walk day!
- **Grab the Prize.** Double-check the incentive award program. Are you close to that prize, or team award, that you've had in your sights? Some final donations can help you get there!
- **Walk in Style.** Many of our teams develop custom team shirts to unify the group, in honor or memory of a Heart Warrior. Every walk will have a participant-voted Top T-Shirt contest, to raise even more funds for your team. Design your shirt and order through CHF's CustomLink page for great apparel, where a portion of proceeds benefit CHF.
- **Have a Plan.** Coordinate a team meet-up, including key transportation details and onsite meet-up location and time.

On Walk Day

- **The Starting Line.** Arrive early enough to meet ahead, check in, and claim your individual and team incentive awards. Day-of donations including cash, checks and credit card contributions are still accepted and count toward your incentive earnings!
- **Capture the Moment.** Find our photo backdrop and let our photographer snap group and individual photos.
- **Remember and Honor.** If you're walking in memory of a Heart Angel, bring a photograph or personal remembrance for our Memorial and Peace Garden. Personalize your walk bib to remember a Heart Angel, or to honor a Heart Warrior for whom you walk.
- **Stay and Play.** CHF has transformed the Congenital Heart Walk event into an exciting family fun day, including games, activities and community connection opportunities. When you reach the walk finish line, it's time to start the post-walk fun.
- **Flex Your Volunteer Muscles.** CHF is stronger because of your efforts. If you'd like to do even more, visit our mission table to discuss volunteer and fundraising opportunities. Learn more about your local CHF chapter and we'll help you get further involved.

Thank you.

The Children's Heart Foundation has been able to have a substantial impact on the diagnosis, treatment, and prevention of congenital heart defects thanks to our walkers, volunteers, donors, supporters and sponsors. On behalf of the CHD community that is depending on life-saving medical advances, thank you for Placing Children at the Heart of Research!



#CongenitalHeartWalk
#WalkForCHDResearch



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