



Heart&Stroke
RIDE
for
HEART



Captain's Guide

Your route to an awesome day!



June 4, 2017

rideforheart.ca

Ride  Run  Walk

Recruit and fundraise to meet
(and beat) your team goal.

Tools are available online to
help you: **rideforheart.ca**

Inspire your team to fundraise while
ensuring they have a fun day out!

6 goals for success:

1

Recruit a co-captain
to help build the team.

2

**Ensure teammates
register online** by
sending an email.

3

**Schedule a kick-off
event** to get the team
ready for event day.

4

Plan fundraising events.
Find ideas online at
rideforheart.ca

5

Encourage your team
to use our easy online
tools to raise funds.

6

**Provide fundraising
updates** to your team
to keep them on track.

Start now

rideforheart.ca

Tips from our top fundraising teams

Request donations from suppliers and partners

Recruit VIPs who raise \$1,000+

Request a corporate match or donation from your company

Share the following with your team:

5:30 a.m.

Breakfast starts

6:00 – 8:30 a.m.

Ride course opens
(strict cut-off at 8:30 a.m.)

9:00 a.m.

Run/Walk chutes open

9:30 a.m.

Lunch starts

9:30 a.m. onwards

Heart Park and Enercare Centre celebrations

10:00 a.m.

Run/Walk course opens



1 big goal:

Making heart health child's play

Poorly designed suburbs and urban cores have created a world where we drive kids a few blocks and children have more



screen time than outdoor play. Is it surprising that more youth are prematurely developing risk factors for heart disease and stroke like high blood pressure?

You're helping to change that by raising funds for research: Dr. Heather McKay is reshaping a community — and the heart health of its children — by making it easier for kids to be physically active.

Start now

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