



**American
Heart
Association.**

Frequently Asked Questions Walk 50 Miles in February in Honor Facebook Challenge

About the American Heart Association

For nearly 100 years, we've been fighting heart disease and stroke, striving to save and improve lives. From humble beginnings, the AHA has grown into the nation's oldest and largest voluntary organization dedicated to fighting heart disease and stroke. Heart disease is the No. 1 killer worldwide, and stroke ranks second globally. Even when those conditions don't result in death, they cause disability and diminish quality of life. We want to see a world free of cardiovascular diseases and stroke. Our size and scope let us have a real impact. The AHA has invested more than \$5 billion in research, making us the largest not-for-profit funding source for cardiovascular and cerebrovascular disease research next to the federal government, all in effort to be a relentless force for a world of longer, healthier lives.

What is a Facebook Challenge?

A Facebook challenge is a virtual fundraising event that takes place over a 1-2 month period. The goal is to raise money through a Facebook fundraiser for a cause you care about by completing the challenge activity and posting about your progress to ask for and encourage donations from your Facebook friends. A challenge also comes with a Facebook group, so you don't have to do it alone! In the group, you will find a community of other wonderful individuals taking on the challenge right beside you. Donors to your fundraiser will have the option to cover processing fees, but Facebook will never take a cut! The proceeds collected from each fundraiser go directly to the organization.

The purpose of this challenge is to raise funds for the American Heart Association while walking 50 miles during the month of February in honor or memory of a loved one in your life.

How can I tell this challenge is sponsored by AHA?

We understand you want to be sure that your funds are really going to fighting heart disease and stroke. There are a few ways to ensure that you're really supporting the American Heart Association. At the top of the group page, at the bottom of the banner image, you will see a label saying "Group by American Heart Association" which links to our official Facebook page. Additionally, under the "Members" tab, you will see our official Facebook page listed as a group admin. Lastly, we list all of our challenges on our website [here](#), so you can keep up with the latest ways to support us.

About the Challenge

What is Heart Month? What does it mean to “go red”?

February is American Heart Month, a time to pay special attention to understanding, preventing, and treating heart disease – the leading cause of death in the nation. During Heart Month, the American Heart Association reinforces the importance of heart health, the need for more research, and efforts to ensure that millions of people live longer and healthier. One of the ways we do this is through our “Who Do You Go Red For” Facebook Fundraising Challenges, which merge heart health, personal connections, and impactful giving. With each stride, you're embracing heart health and dedicating your journey to someone you hold close to your heart - someone that you're committing to “go red for”. During this time, we also celebrate National Wear Red Day, which falls on Friday, February 2nd. On this day, we wear red to raise awareness about cardiovascular disease and help save lives.

Does my walking have to be done in February? Can I do more than 50 miles?

We aim to walk 50 miles during the month of February, but you can start and finish a bit early, or change the challenge quantity, to hit your own goals!

How do I track my progress?

We have a free and printable daily tracker that you can download to record your progress after you finish each day. You can find the tracker [here](#) and in the featured section of the Facebook group. To log your progress in real-time, use whichever mobile app or equipment you'd like! You can then update the printable tracker with how many miles you accomplished! Make sure you post updates on your fundraising page too! That is how your friends and family can monitor your challenge and donate to support you!

Can I choose how to get my miles, like walking, running, or biking?

Of course! We want you to move however you're comfortable, so choose the physical activity that you like best! Walk, run, bike - as long as you're moving you're helping us hit our goal.

Do I have to provide proof of completion?

Absolutely not! We trust you! But it is a great idea to post updates on your progress to your fundraising page to help encourage others to donate and keep going.

What if I fail to complete the challenge?

We would love to see everyone completing the challenge but we understand that it might not be feasible for everyone to walk 50 miles in a month. Every mile you log gets us closer to our goal, so thank you for participating!

Is there an age limit to take part in the challenge?

No. There is no age limit, but we do want people to feel comfortable with the challenge and not push beyond their limitations. Remember: if you are under 18, you need a parent or a guardian to agree you can take part in the challenge.

Can my friends and family join the challenge?

They sure can! Ask them to follow the link in the Facebook group to register and set up their fundraising page.

Registration Process

Is the registration free?

Yes, the registration is completely free. We strongly encourage you to start a fundraiser so you can help the American Heart Association with our mission.

Where do I register and create my fundraiser?

After you join the Facebook group, you can find our registration link in the group's featured section or description. Once you fill out the form, click the "Submit & Activate a Fundraiser" button, and you will be directed to your personal fundraising page! There, you can edit the name, and donation target, and invite your friends to follow you. After you submit, an email will be sent to you confirming we received your registration details.

When will I get my free gift?

Once you complete the registration and receive your first donation, please allow two to three weeks for it to arrive. The registration will remain open until January 31, 2024. We have a limited supply, so register early to guarantee you'll receive a free gift!

Does the American Heart Association ever charge for merchandise?

No! The American Heart Association will never ask you to pay for anything. We are only seeking donations on individual fundraisers created from the challenge. If you see any merchandise advertised with a cost, please report it to our group admins and we will take further action.

Cape

My cape hasn't arrived yet. When can I expect it to be delivered?

Please allow at least two to three weeks for delivery after you receive your first donation. If it has been longer than that, email us at challenges@nonprofitmegaphone.com, and we will work to fix the problem!

Can I start the challenge without my cape?

Absolutely! You can start tracking your progress on the first day of February. When your cape arrives, snap a picture of you with it and post it to your fundraiser and in the group for everyone to see!

Donations

How much do I have to raise?

Your Facebook fundraiser will automatically be set up with a target amount in place, but you can customize the number to your liking! Every dollar we raise helps us with medical breakthroughs, CPR trainings, and much more.

Can I donate to my own page?

Yes, of course! Lead by example, then invite friends and family to donate too!

Can one person donate more than once?

Yes. There are no limits on how many donations one can make.

My friend made a donation with the wrong amount. Can they get a refund?

Please have your donor reach out to Facebook using this [link](#).

My friend is in a different country and wants to donate. Is that possible?

If Facebook is available in their country, yes, they can. If they can't donate through Facebook, they can donate directly to the American Heart Association [here](#).

My page still has no donations. How do I encourage people to donate?

Sorry to hear that! Have you invited friends on Facebook to donate? A great way to kick off your fundraising is by posting the fundraiser to your Facebook page and tagging friends to ask them to give.

My friends don't have Facebook. Can they still donate to my fundraiser?

Unfortunately, they cannot donate directly on Facebook, but there are still options to give!

- Donate online to the American Heart Association [here](#).
- Collect cash: You can deposit the amount of cash collected into your bank account, then donate the amount to your fundraiser yourself!
- Mail a check to this address:

American Heart Association
PO Box 840692
Dallas, TX 75284-0692

About the Fundraising Page

Where do I set up my fundraising page?

Follow the link in the featured section or the description of the Facebook group to register. Once you fill out the form, click the "Submit & Activate a Fundraiser" button, and you will be directed to your personal fundraising page! You can edit the name and donation target there, and invite your friends to follow you.

Is my fundraising page public?

Yes, once you set up a fundraising page, it can now be seen on Facebook publicly, which allows all of your friends and family to donate and share it!

Can I edit the information to make it in memory of a loved one?

Yes, you can. There is an edit (or manage) button on your fundraiser page where you can make your tribute for your loved one and edit all information.

My fundraising page has ended. How do I fix this?

Unfortunately, once your page is finished, you can't reactivate it. You need to start a new one by clicking the link in the Facebook group!

Can I share my page outside of Facebook?

Yes, you can! All your friends and family should be able to follow the link and donate to your fundraising page, as long as they too have a Facebook account.

How do I find my fundraiser?

Go to facebook.com/fundraisers

When I go to register, it says my email is already in use. How do I start my fundraiser?

Check your email for a link to continue your registration. You may want to double-check your spam folder! If you are still having trouble, reach out to your group's admin for assistance.