



**American  
Heart  
Association®**

## **Frequently Asked Questions Walk 100 Miles in May 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 allow us to 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 an 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 one-to-two-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 by walking 100 miles during the month of May.*

### **How can I tell this challenge is sponsored by the American Heart Association?**

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

### **Do my miles have to be done in May? Can I do more than 100?**

We aim to walk 100 miles during May, 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 PDF daily tracker that you can download to record your progress after you finish each day. You can find this tracker [here](#) and in the featured section of the Facebook Group! You can then update the printable tracker with how many miles you complete! Make sure you post updates on your fundraising page, too! By posting often, your friends and family will follow your progress and be excited about donating.

### **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. Remember, the more you share, the more you will receive in donations.

### **What if I fail to complete the challenge?**

We would love to see everyone complete the challenge, but we understand that walking 100 miles might not be feasible for everyone to complete 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 limits. 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. If you haven't already, we strongly encourage you to start a fundraiser so you can help support the mission of the American Heart Association.

### **Where do I register and create my fundraiser?**

If you haven't already, you can register for the fundraiser with the registration link sent via challenge emails or texts. At that time, you will be directed to your personal Fundraising Page. Once on the page, you can edit the name and donation target. Be sure to invite your friends to follow you. An email will be sent to you to confirm we received your registration details.

### **When will I get my free gift?**

After receiving your first donation, your T-shirt will be shipped within two to three weeks. The registration will be open until May 31, 2025. There is a limited supply, so register early to guarantee that you will receive the 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 for the challenge. If you see any merchandise advertised with a cost, please report it to our group admins and we will take further action.

## **T-shirt**

### **My T-shirt hasn't arrived yet. When can I expect it to be delivered?**

Please allow three weeks for delivery after you have received your first donation.

### **Can I start the challenge without my T-shirt?**

Absolutely! You can start tracking your progress on the first day of May. When your T-shirt arrives, snap a picture of you wearing it and post on your fundraising page and the group page 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 training, and much more.

### Can I donate to my own page?

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

### Can a person donate more than once?

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

### My friend accidentally donated the wrong amount. Can they get a refund?

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

### My friend lives 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 needs donations. How do I encourage people to donate?

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 that 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?

If you haven't already, you can register for the fundraiser with the registration link sent via challenge emails or texts. 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 fundraiser page public?

Yes, once you set up a fundraising page, it can now be seen on Facebook publicly. This 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 has ended, you can't reactivate it. You will need to start a new one with the link in the Facebook group!

### Can I share my page link via email, text, or WhatsApp?

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 also have a Facebook account.

### How do I find my fundraiser?

Go to [facebook.com/fundraisers](https://facebook.com/fundraisers)

### When I try 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.