

# The Ride for Heart Planning Guide

Start strong and finish right with these simple planning tips and tricks!



Whether you are kicking things off or celebrating your accomplishments, make an event to remember for your team! We have you covered with planning tips, theme ideas, and some fun resources to help boost team spirit during this year's Ride for Heart Corporate Health and Wellness Challenge.

## Kicking Things Off

### Set the pace

First thing's first, pick a date and time for your event that works best for your team. Whether you are kicking-off or wrapping up, make sure you leave room for your team to reach their activity and fundraising goals. The sooner you get started the more time your team has to ride, walk, or run, their way to success! Once you've selected the date, set your budget for your event factor in:

- Door prizes and incentives
- Some healthy snacks
- Some heart themed decorations

### Consider a team theme

Choose a fun theme that works with your event format. You can also encourage your team members to dress up. Here's a few ideas to get you started:

- Show your support for Heart & Stroke by wearing red
- Disco Fever
- Superheroes
- Cartoon characters
- Pajama day
- Race day

### Set the tone

Think about elements that would enhance your event:

- Whip up healthy [food and drink recipes](#)
- Listen to the [Heart Beats, Spotify playlist](#)
- Share one of our [impactful videos](#)

### Get the word out

Encourage your team to let their network know they're participating by sharing one of our Ride for Heart social posts. They can also leverage one of our fun cover images for their social media profiles. [Download here.](#)

### Zoom room

If your team is meeting online, share our fun Ride for Heart-themed [virtual meeting backgrounds](#) in advance so everyone can arrive in style!

### Have some fun

Fundraise in the office and with your team. Plan small activities in advance of your event to help you reach your goal

- Play trivia or Family Feud
- Host a heart healthy brunch
- Hold a crazy hat contest with prizes
- Play an online game or trivia
- Host a virtual escape room
- Run an online cooking class

Utilize the new QR Codes to make recruiting your team a snap or conveniently raise donations for the team or your individual page. Download a copy to print out, include on a poster, pop into an email or share with friends digitally. Just look for the SHARE option either in your Participant Center or on your page. Then select the QR Code from the options.

# Plan Your Event

Before bikes get pedaling and hearts get pumping, it's time to set the tone with a celebratory kick-off. Book a meeting or set an evening to get things rolling.

## Choose your event format

Decide if you want to host an in-person, online, or hybrid event. Consider health and safety guidelines and what your teammates are comfortable with. Whatever you choose your team will have a blast!

## Lead by example

The best way to lead is at the front of the pack!

- Share why participating is important to you and what you hope to accomplish
- Have team members share their own goals and motivations for participating
- Make an announcement if your company is matching funds

## Aim high

Remind your team that the [Wheel Awards](#) for top fundraising teams are finalized at the end of June, so they can keep up the good work until then!



## Challenge each other

Setting different challenges is a great way to turn up the fun at your event:

- Plan your team distance and fundraising goals and challenge everyone to work together to crush them
- Announce rewards for the top distance earner and fundraiser on the team like featuring them in an upcoming company newsletter
- Walk through the weekly challenges in the [fundraising and fitness planner](#)
- Announce a prize for the best social media post and have team members tag #heartandstrokerideason for a chance to appear on [www.rideforheart.ca](http://www.rideforheart.ca)
- Have team members dress up and award best outfit of the day

## Corporate Health & Wellness Event Ideas:

- Wellness Day Lunch Walks
- Stair Climb Day
- Happy hour bike crawl
- In office KM Challenge
- Amazing Race Day
- Team Wellness Wednesday Events
- Step Challenge
- Zumba Class – bring in instructor
- Pedalo (Pedal Boat) Race
- Team Bike Ride Day
- Team Fitness Class Day
- Daily or Weekly Activity Streak Events
- Team Axe Throwing
- Pledge Challenge (i.e. 2000 squats in a month)
- Softball Tournament
- Weekly Wellness Day – with wellness speakers, fitness activity or in-house massage
- Scheduled Stretch Breaks for the Team
- Golf Tournament
- Stationary Bike event
- Lunch Stair Climb Challenge
- Obstacle Course Event
- Tennis Event
- Scavenger Hunt Event
- Team Walk Challenge
- Tricycle Race
- Pickleball Event

# Party at the Finish Line

## Celebrate your successes

You have all worked hard and now it's time to party! Share stories, award prizes, and have fun at a celebration everyone will remember:

- Highlight your team's fundraising and activity accomplishments
- Celebrate your members with the most distance traveled and funds raised with our online [award certificates](#)
- Invite a company executive to speak
- Combine your team's social posts into a celebratory slide show

## Kick back and have fun

With the hard work behind you unwind as a team. Celebrate with a group activity:

- Have a picnic with outdoor party games
- Host an outdoor movie screening
- Organize a beach day
- Plan a scavenger hunt

## Share your Ride

Encourage team members to celebrate their Ride together by sharing their pictures and updates using our hashtag, #HeartAndStrokeRideasOne throughout the event. These show up in our social gallery on the [rideforheart.ca](#) website so everyone can share in your success!

**Beat as one.  
Ride as one.  
#HeartandStrokeRideasOne  
[rideforheart.ca](#)**



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