



**American
Heart
Association®**

Frequently Asked Questions Bike 100 Miles in September Instagram 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 an effort to be a relentless force for a world of longer, healthier lives.

What is an Instagram Challenge?

An Instagram challenge is a virtual fundraising event taking place over a one to two-month period. The goal is to raise money through a JustGiving fundraiser while completing the challenge activity. You will post about your progress on your fundraiser AND your Insta story to encourage donations from your followers. Donors will have the option to cover processing fees and the proceeds go directly to the organization.

The purpose of this challenge is to raise funds for the American Heart Association while biking 100 miles during the month of September.

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. Our campaign page on JustGiving has our mission, charity registration number, and a link to our official website. 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

Does my biking have to be done in September? Can I do more than 100 miles?

We aim to bike 100 miles during the month of September, 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?

The best place to post updates is on your fundraising page AND your Instagram story (don't forget to tag the American Heart Association @american_heart)! That is how your friends and family can monitor your challenge and donate to support you! JustGiving also integrates with Strava and FitBit. See your JustGiving page for more details.

How do I share my progress on my Instagram story?

1. Open your JustGiving fundraiser
2. Tap Share, and copy the link
3. Add the link to your Instagram Story
4. Tag @american_heart

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 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 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! Share [this link](#) to get them registered 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?

You will register through our event registration link. Click the orange button that says "Start fundraising" on our Bike 100 Miles in September [campaign page](#) in JustGiving. 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've received your first donation, we will send your medal out to you as quickly as possible, (please allow two to three weeks for it to arrive.) Medals will be shipped to all fundraisers with a donation by the end of the month. The registration will remain open until August 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.

Medal

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

Please allow at least two to three weeks for delivery after the challenge month ends. If it has been longer than that, email us at: americanheartassociation@fundraisingchallenges.com and we will work to fix the problem!

Donations

How much do I have to raise?

Your JustGiving 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?

Refund requests should be sent via email to brooke.codney@heart.org

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

Sorry to hear that! Have you shared your fundraiser link with friends? A great way to kick off your fundraising is by posting your fundraising link to your Instagram story and other social media feeds or texting it to your network.

My friends don't like to donate online. Can they still donate to my fundraiser?

Yes! 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

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. Yes, you can! All your friends and family should be able to follow the link and donate to your fundraising page. Share it on your Instagram story and any other social media you use. You can even text and email your fundraising link.

How do I find my fundraiser?

Check your email. When you registered and created your fundraising page, you will have been sent a link to the page. Your personal fundraising link will be emailed to you after you create your fundraiser. Please refer back to your email for the link.