



# 100,000 REASONS CHALLENGE

MARCH 1 - 31, 2023

RAISE & REACH 100,000

\$30  
Registration

\$25 if you register  
by March 1, 2023

National Blood Clot Alliance  
Stop The Clot®



WALK.



RUN.

**#RacetoStopTheClot**



RIDE.



MOVE.

## 100,000 Reasons Challenge Participant Toolkit

This March, in honor of the 100,000 lives lost each year to preventable blood clots, the National Blood Clot Alliance is urgently racing to Stop the Clot®. Sign up to ride, run, walk, or move your body during this 31-day virtual challenge in March. Make your miles matter and help us raise and reach 100,000 in honor of the 100,000 lives that are lost each year to preventable blood clots.

Please register here: <https://www.charityfootprints.com/NBCAReasonsChallenge/> to create your own team, set goals, and compete against individuals and teams for bragging rights and official Team Stop The Clot® merchandise.

### When?

Start now! Register, create your fundraiser, and get your fitness integration set up. You can start fundraising now through March 31; and fitness tracking will start on March 1 and log throughout the 31-day virtual challenge during Blood Clot Awareness Month (See tips for getting started on pages 5-7).

### Where?

Anywhere! This is a virtual challenge with participants all across the globe! You can ride, run, or walk inside or outside, by yourself or with a friend, and at any pace you are comfortable with. This challenge is for everyone!

### Why?

All funds raised go directly to support the National Blood Clot Alliance's vision of creating a future in which fewer lives are lost to preventable blood clots through increased awareness, prevention, education, and treatment programs, including the Sports and Wellness Institute.

The Sports and Wellness Institute is one of NBCA's core programs, focused on helping athletes of all abilities understand and manage their blood clot diagnosis. The Sports and Wellness

Institute provides patients with the necessary resources and tools to start or resume their fitness journey, and gain strength and confidence as an athlete and a blood clot survivor.

- Win fundraising prizes
  - \$100 Raised – Custom Blood Clot Awareness Shirt
  - \$500 Raised – NBCA Tote Bag
  - \$1,000 Raised – Stop the Clot® Hoodie
  - \$2,500+ Raised – Clot Busters Racing Jersey
- Unlock badges
  - 50 Miles Achieved – Awareness Advocate
  - 100 Miles Achieved – DVT Destroyer
  - 250 Miles Achieved – PE Pulverizer
  - 500+ Miles Achieved – NBCA Clot Crusher
- Eligible to receive prizes for top mileage and fundraising

## Get Connected



- To enhance your experience, download the Charity Footprints App and join our challenge. The app is not required to participate – everything will be accessible through the web! (More details on pages 5-7)



- Connect with Team Stop The Clot® on Strava: [www.strava.com/clubs/TSTC](https://www.strava.com/clubs/TSTC) to track miles and get support from others who are entering the challenge

## Follow Team Stop The Clot®



@teamstoptheclot

## Sharing (Templates)

Share these posts on your social media to ask for their support and to sign up for the challenge.

Sample Social Post #1

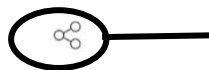
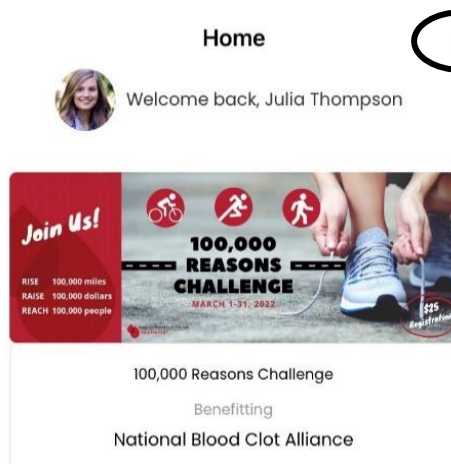


**Text:** *March is Blood Clot Awareness Month! Help the National Blood Clot Alliance make a difference and sign up for the “100,000 Reasons Challenge.” Set your fundraising and fitness goals and either ride, run, or walk with me and @stopthecLOT during the month of March. Register here and join my team \_\_\_\_ and let’s reach \_\_\_\_ miles and raise \$\_\_\_\_. Unlock fun prizes along the way by reaching different milestones. Let’s help Stop The Clot® together! #bloodclotawarenessmonth #100000reasons #sharetostopthecLOT #anyBODY #stopthecLOT*

## Social Post #2



**Text:** *Support an important effort with me to increase awareness during Blood Clot Awareness Month by joining @stopthecLOT for the 100,000 Reasons Challenge this March. Register today and join my team: \_\_\_\_ #bloodclotawarenessmonth #100000reasons #sharetostopthecLOT #anyBODY #stopthecLOT*



Once you are registered, share the event with your network in the app via text message, email, social media, etc. Customize your own personal message and spread the word!

## What if I’m not an athlete (yet)?

You do not need to be an avid cyclist or runner to participate in the challenge! Anyone, of ANY fitness level can participate and help us achieve our ambitious goal of 100,000 miles during the month of March. Here are a few tips to increase your activity (and support a great cause!)

- Walk to the store
- Walk your children to school

- If you work at home, take walking breaks from sitting every hour
- Gardening or yard work
- Set a time to walk with friends for 30 minutes a day
- Walk the dog
- Take family walks
- If you are back at an office, walk to meetings by taking the steps.
- As the weather gets nicer, schedule work meetings outside
- Park further way from your destination, then walk to work, stores, etc.

## Team Captains

As a team captain, set fun challenges and goals for your team members, no matter what the activity or dollar amount. For example:

- Running or walking 1 mile per day and getting a pledge of \$1 per mile = \$31 per person
- Cycling 1.5 miles per day and getting a pledge of \$1 per mile = \$45 per person
- Walking 1/3 of a mile per day and getting a pledge of \$1 per mile = \$10 per person

You can challenge your team to reach goals based on these metrics, or develop your own incentives like dinners, chores, carpools, or weekend getaways. You can also ask if your company has a charity match program and get co-workers to pledge.

And of course, reach out to the NBCA for help on any fundraising or training-related questions!

Good luck, have fun, and thank you for helping us Stop the Clot®!

## Contacts

### **Julia Thompson**

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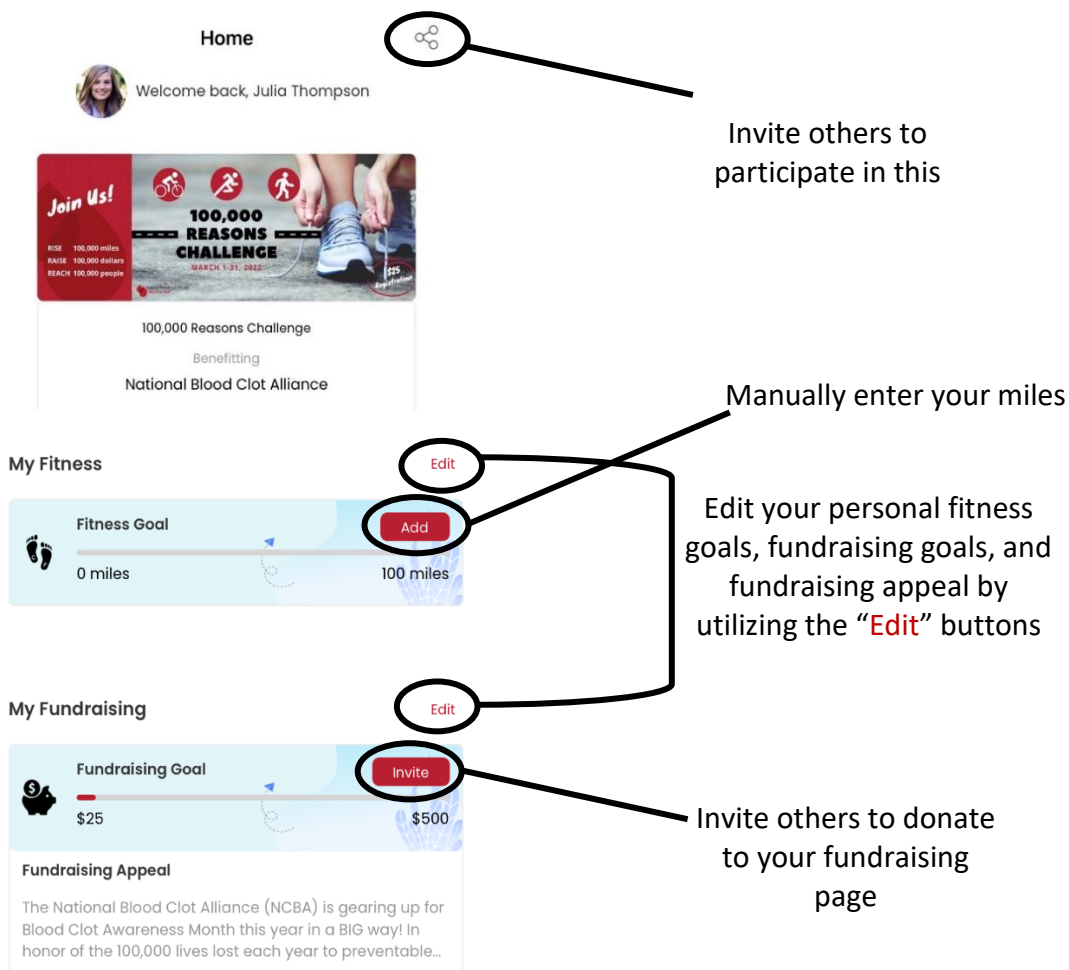
# Ready to Sign up for the 100,000 Reasons Challenge?

## Get Started on the App

1. Register (as an individual or create a team) – choose activity (note: you can run, ride, or walk interchangeably throughout the challenge, and ALL miles will be recorded), and set goals – which can be edited after registration
  - a. Register with this link: <https://bit.ly/NBCAReasonsChallenge>
2. Download the Charity Footprints App on the App Store

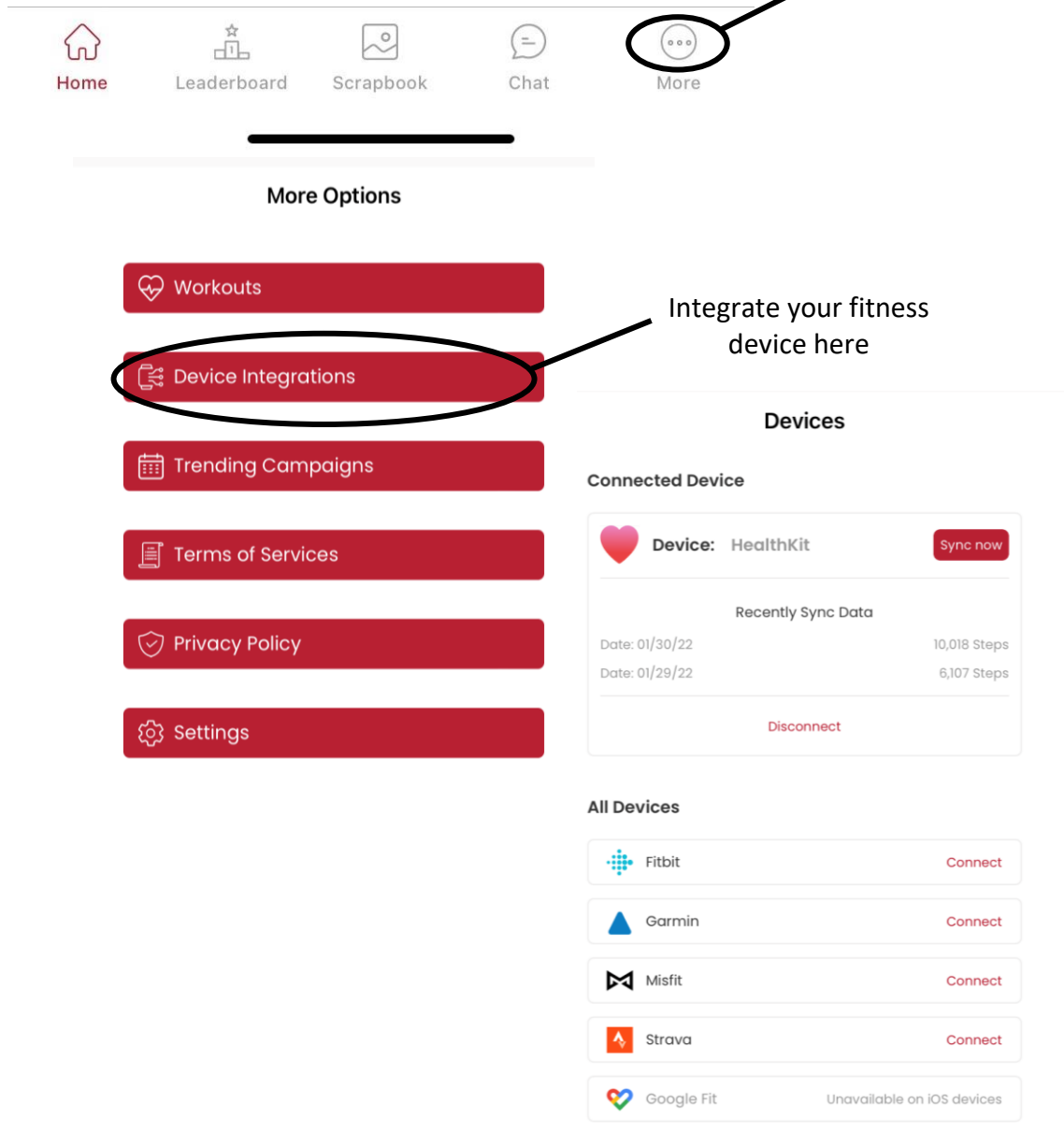


3. Fundraise (create your fundraising page, set goal, personalize, etc.)
4. Share (invite others to participate, join your team, donate)
5. Track Your Miles – various fitness integrations or manual entry



## 6. Integrate your device

Find “more” at the navigation bar on the bottom of your screen



Integrate your fitness device here

## 7. Share your photos with others participating in the challenge by utilizing the scrapbook feature.

Upload and share photos with other participants along the way



## Get Started on the Web

1. Register (as an individual or create a team) – choose activity (note: you can run, ride, or walk interchangeably throughout the challenge, and ALL miles will be recorded), and set goals – which can be edited after registration
  - a. Register with this link: <https://bit.ly/NBCAReasonsChallenge>
2. Fundraise (create your fundraising page, set goal, personalize, etc.)
3. Share (invite others to participate, join your team, donate)
4. Track Your Miles – various fitness integrations, or manual entry

Manually enter your miles

