

# OFFICIAL PLAYBOOK

## IFFGD'S 2024 VIRTUAL DIGESTIVE HEALTH WELLNESS EVENT

Our goal is to make this event engaging, fun, and successful! This playbook should help you make the most of your wellness event participation. Email Jamie DuMont, [jmdumont@iffgd.org](mailto:jmdumont@iffgd.org), if you need any assistance during the event.

The event starts at 12:01 a.m. EST on Saturday, July 6, 2024, and ends at 11:59 p.m. EST on Saturday, July 13, 2024.

### Getting Started in Charity Footprints (CF)

Charity Footprints (CF) is the virtual platform that IFFGD uses for the event. Login and look around before the event start to become familiar with the platform.

1. Login to Charity Footprints. Once logged in, verify that you are in the 2024 event.
  - a. You can use the app or desktop version or both during the event!
    - Desktop: [https://www.charityfootprints.com/portal/user/campaign\\_login/1308](https://www.charityfootprints.com/portal/user/campaign_login/1308)
    - App: [iOS](#) or [Android](#)
2. If you receive a t-shirt with your registration:
  - a. Verify your t-shirt mailing address in settings: <https://bit.ly/3L85pSH>
  - b. Verify or update your t-shirt size in the *Edit Fundraiser* menu option under your name.  
**Note:** T-shirts are ordered and mailed after the event conclusion.
3. Optional: Verify that your fitness device is still linked or link to a new one.

Below are some terms to know to make the most of your participation.

1. **Chat** – During the event, you can chat with other participants. Chat options include the event chat (All) or your Team chat. In chat, you can Post and Like. IFFGD will post daily reminders, activities, and answer questions in chat. This is an engagement activity.
2. **Scrapbook** – The scrapbook is a way to post pictures during the event. This is a fun way to engage with the other participants. In the Scrapbook, you can Post, Comment, and Like. This is an engagement activity.
3. **Leaderboard** – There are 2 leaderboards, Individual and Team. This is a great way to see how you and/or your team are doing.  
**Note:** You can find each of the options above in the bottom menu in the CF app or on the CF event Homepage for Chat or in the menu for Scrapbook or Leaderboards.
4. **Log Activity (My Activity)** – This is where you go to log any event activity including Wellness or Physical (if not linked to a fitness device).

### Now What?

If your plan is to link your fitness device and let your activity speak for itself, then enjoy! If you want more, then read on...

## Next Level Participation:

IFFGD's [2024 Virtual Digestive Health Wellness Event](#) is designed to offer anyone the opportunity to participate and win. The 4 categories available to earn points are outlined below:

- **Wellness Activity**

Wellness activity points (activity pts) are earned by completing any of the activities listed on the [2024 Wellness Activity list](#) and logging the task completion in Charity Footprints with Add Activity\+. Point potential values range from 100 to 8000 points.

- ✓ Print the [wellness activity list](#) as a reminder of the activities available. This list is in the same order as the items in CF.
- ✓ Use the [wellness activity list by point potential list](#) to see where to get the most bang for your time. This list is descending based on potential point value.
- ✓ The activities marked with an \* on the Wellness Activity List will earn you wellness and engagement points!

- **Engagement Activity**

Engagement points (engagement pts) are earned by participation in the event using CF with chat, scrapbook, invites, and more. These are easy points to earn, and they add up quickly!

- ✓ Print or save the [engagement point graphic](#) as a quick reference of the points available.
- ✓ Chat with your Team or other event participants (like IFFGD) or like a post.
- ✓ Post, comment and like pictures in the event [Scrapbook](#).
- ✓ Invite someone to participate in or donate to the event from CF Desktop.
- ✓ Invite someone to participate and pay using Pay-it-Forward invite to score big!
- ✓ The activities marked with an \* on the Wellness Activity List will earn you wellness and engagement points!

	POINTS PER ACTION
Scrapbook Posts	10
Scrapbook Comments	10
Scrapbook Likes	5
Chat Comments	10
Chat Likes	5
Participate Invites	100
Donor Invites	25
Pay-it-Forward Invites	200

- **Physical Activity**

Physical activity (steps) will earn points and linking your fitness device to CF will automatically sync your steps to the event. What if you don't want to link a device or your activity like gardening, yoga, Pilates, biking, etc. doesn't quite translate to steps? Use the [activity conversion chart](#) to find the equivalent step value, and then manually enter it into CF using Add Activity\+ option.

Activity	Steps per Minute	Activity	Steps per Minute
Aerobic, dancing class	127	Housework	71
Aerobic, fitness class	181	Mowing the Lawn (not riding)	201
Aerobic, step class	153	Rowing	147
Ballet	120	Running	290
Baseball	111	Soccer	200
Basketball	242	Stairs	181
Biking	200	Swimming	181
Circuit training	232	Tennis	232
Dance	131	Water aerobics\exercise	116
Elliptical	203	Weight lifting	174
Football	230	Yard work	125
Golf (no cart)	181	Yoga	72
Horseback riding	116	Zumba	148

- **Fundraising Activity**

Fundraising points (USD) are self-explanatory. Fundraising = fundraising points. Fundraising is not a requirement to participate in the event; however, it does raise funds to support GI illness research and counts toward your event score. The top fundraiser is determined at the end of the event, but fundraising pages remain active until July 31st

## **Footprints**

Footprints are a sum of the points in the 4 categories. Team winners are determined by Total Footprints for the Team. A Footprints Top 3 medal is awarded to Platinum registrants.

- 2,000 steps equal 50 Footprints
- \$1 raised equals 25 Footprints
- 1 Engagement point equals 1 Footprints
- 1 Wellness activity point equals 1 Footprint

**Winners!** Each category will have an individual winner who will receive a winner's medal. In addition, the overall Top 3 Teams, Top Academic Center team, and Top Team by size group will receive a certificate for each member (and bragging rights!).

## **New & Special Event Activities for 2024!**

We have several new activities with high point potential for this year's event. Check them out [here](#).