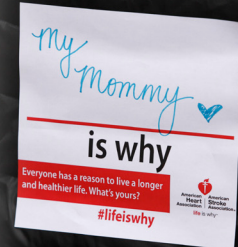


LIFE IS WHY

The American Heart Association wants people to experience more of life's precious moments. It's why we've made better heart and brain health our mission. And until there's a world free of heart disease and stroke, we'll be here, working to make a healthier and longer life possible for everyone. Why? Life is why.

Everyone has a reason to live healthier and longer. What's yours?

is why.



HEART WALK COACH

Thank you for volunteering to be a Coach for the American Heart Association's Heart Walk! Coaches drive success. Get ready to lead your team all the way to the finish line by raising heart beats and funds!

Follow the action plan below to recruit and lead a successful fundraising team!

Heart Walk Coach Step-by-Step Guide

- Register online as a coach on your local Heart Walk website.
- Attend the Coach Kickoff event at your company.
- Recruit 15 fundraising walkers.
- Kick-off your team with a quick Heartwalking activity to raise heart beats.
- Post on social media photos of you and your team Heartwalking to finish Heart Disease and Stroke when you make donation requests.
- Encourage each walker to make a personal donation and raise a specific amount of money.
- Set a team fundraising goal.
(For example: 15 walkers x \$200 = \$3,000)
- Lead by example with your personal fundraising efforts by taking these three actions.
 1. Make a **PERSONAL DONATION**.
 2. Personalize your web page – with a picture or video to share your “why.”
 3. Ask for donations.
- Identify one individual on your team who will strive to raise \$1,000+.
- Encourage your walkers along the way and have fun achieving your goals.



ONLINE GUIDE – FUNDRAISING CENTER

STEP 1

Visit your event website.

STEP 2

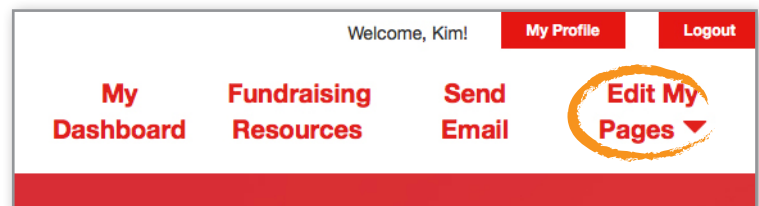
If you have not registered, click the **REGISTER** button and complete the registration process. If you are registered, click the **LOGIN** button and enter your Username and Password



STEP 3

My Web Page: Customize your Image/Video and Share your Story

- Click on the **EDIT MY PAGE** Button. Participants have the option to edit their personal web page, while Coaches have the option to edit their team's page as well by clicking on the dropdown button.
- Participants should upload a photo and video to their page. The default text should also be edited.



Update the picture with a personal photo



EDIT PHOTO



Jane Doe

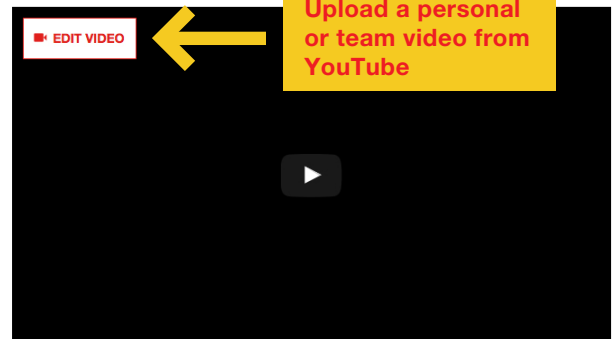
My Company **ABC Company**

My Team **Jane's Team**

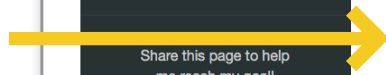
My Walk is Why!

EDIT VIDEO

Upload a personal or team video from YouTube



Edit your personal story and share your why!



Edit Story

Join Jane's Team

Donate Now

\$114,009 My Goal **\$300**

131 Days Remaining

9 Donations Received

Share this page to help me reach my goal!

f t in

Send Encouragement

STEP 4

Email: Send emails to recruit participants and fundraisers.

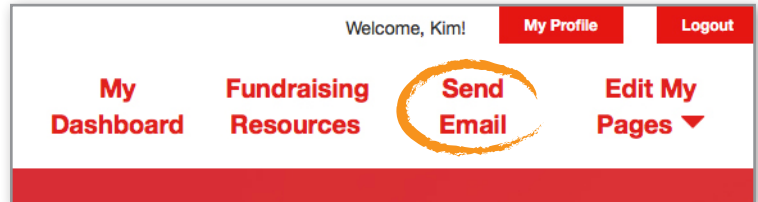
- Click the **SEND EMAIL** button
- Under Recipient put the person's email address

(You have the option to import your address book from Gmail, Yahoo, or your Outlook)

- Quickly send emails to your contacts by clicking **CONTACTS**. Check the box next to the contacts you want to email and then click **EMAIL SELECTED**.

- Next to **CHOOSE A SAMPLE MESSAGE**, click the dropdown arrow to view the type of email you would like to send (*automatically set to Ask 1: Donation Solicitation*).

- Below the addresses is the message you will be sending. You can customize the message including using bold or italics.

A screenshot of the email composition form. It features three input fields: 'Recipients (separate multiple email addresses with a comma)', 'Choose a sample message' (a dropdown menu), and 'Subject'.A screenshot of the email message editor. At the top, there is a dropdown menu showing 'Ask 1: Donation Solicitation'. Below it is a text box containing the message 'I'm not just walking. I'm Heartwalking.' A checkbox labeled 'Include personalized greeting' is checked. Below the checkbox is a rich text editor toolbar with buttons for text formatting (H1, H2, H3, P, B, I, U), alignment (left, center, right, justified), bulleted and numbered lists, and links. The main text area contains the message: 'Hi! The fight against heart disease and stroke is important to me, which is why I'm walking in the American Heart Association's Heart Walk. Will you support my efforts to fight the nation's No. 1 and No. 5 killers - heart disease and stroke?'.

- Make sure you've added a subject line to your email before you click out of this screen to ensure it saves in your draft messages.
- When you have filled everything in, click **PREVIEW & SEND** to see what your email will look like to your recipients.
- If your email is to your satisfaction, go ahead and hit **SEND EMAIL** (be sure to send a copy to yourself as well)!

Step 5 continued on next page

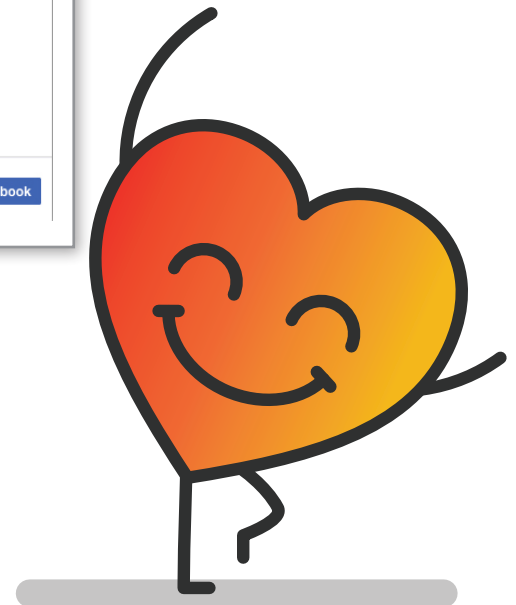
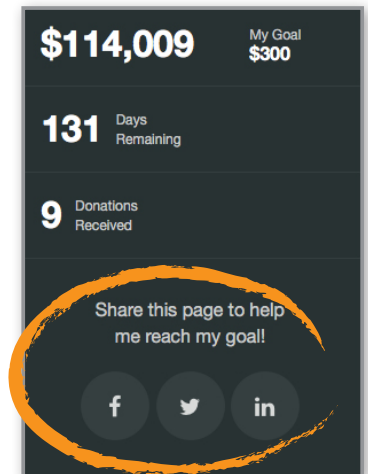
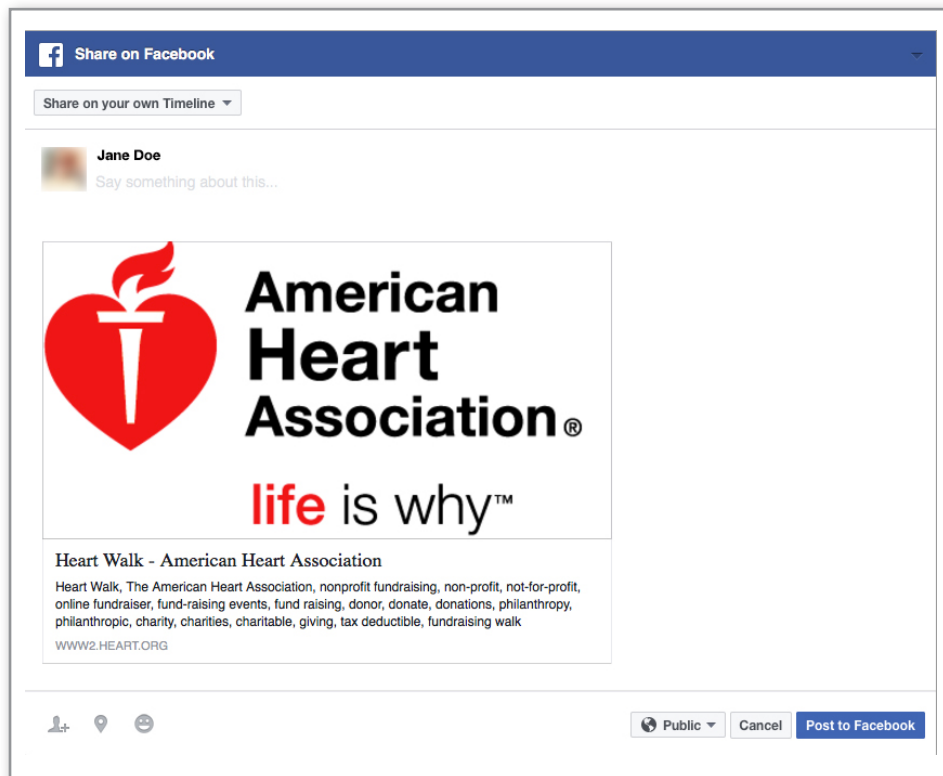
STEP 5

Fundraising with Social Media

You can use social media to quickly ask your social networks (Facebook, Twitter, etc.) to join your team or make a donation toward your fundraising efforts:

- After logging in to your Heart Walk fundraising center, click on the social media icons on the left side of your screen. Choose the social media channel you would like to use and log in to that social media account to post.

(If you are already signed in to your social network, then you may not be asked to re-log into the site.)



This seal signifies that the American Heart Association - National meets the BBB Wise Giving Alliance's Standards for Charity Accountability.



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