



Heart Walk®

2018 Coach's Guide

Thank you for volunteering to be a coach for the American Heart Association's Heart & Stroke Walk. Our success starts with you! Get ready to lead your team across the finish line and into better health. You will be raising funds to save lives.

Redwood City

Marine View Park, Oracle
Thursday, September 20
11:00AM - 1:30PM

San Francisco

Justin Herman Plaza
Friday, September 14
11:30AM - 1:30PM

San Ramon

Bishop Ranch 2600
Sunday, October 7
8:00AM - 11:30AM

Oakland

Children's Fairyland Field
Thursday, October 11
11:30AM - 1:30PM

Healthy For Good Sponsors:



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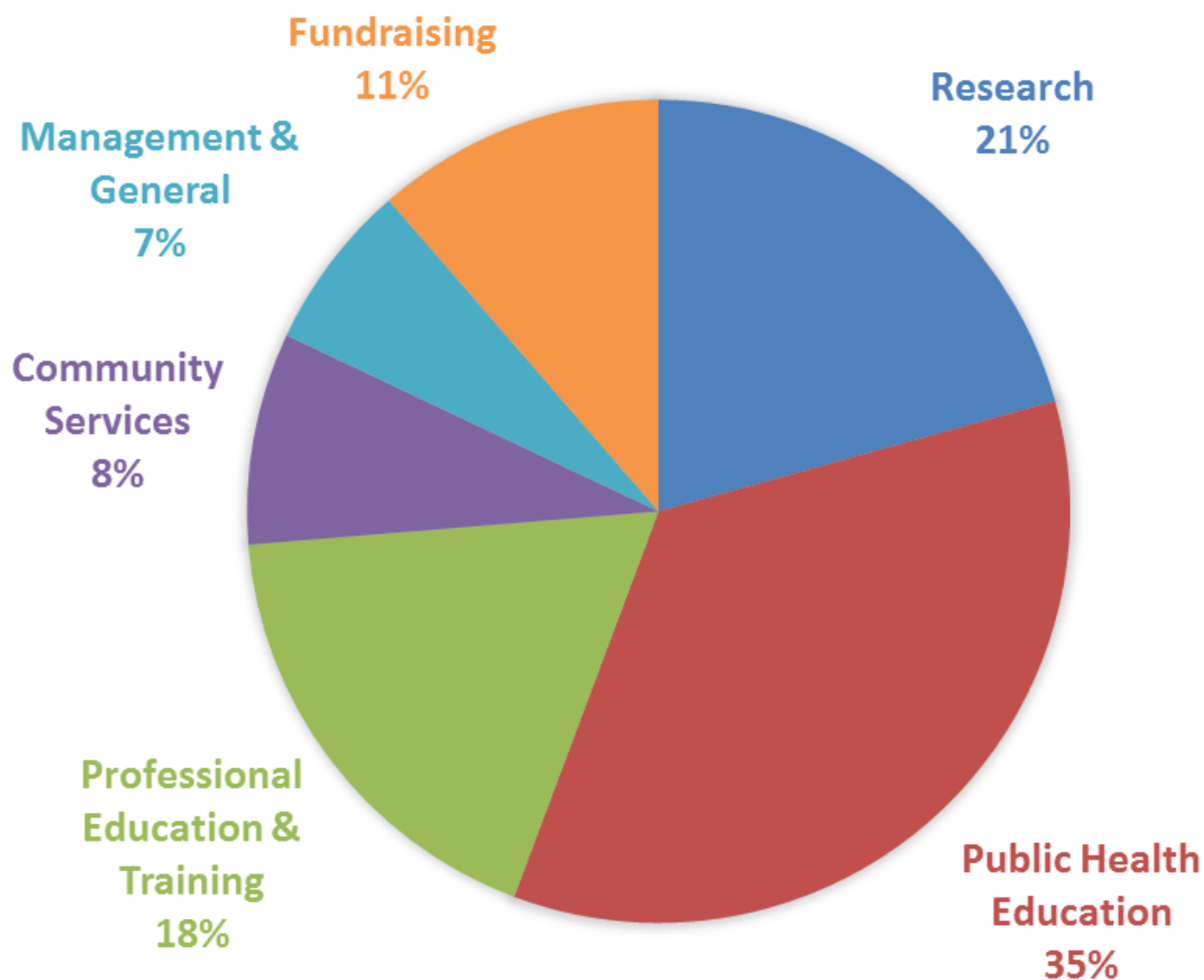


The American Heart Association

Mission

Building healthier lives, free of cardiovascular diseases and stroke.

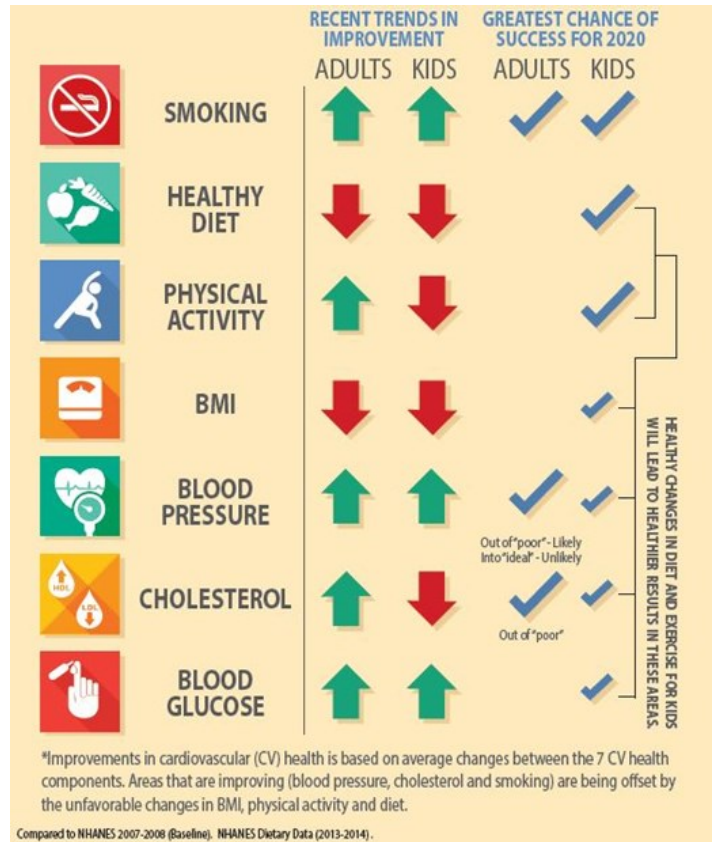
Impact of Your Dollar (FY 2016-2017)



2020 Health Impact Goal

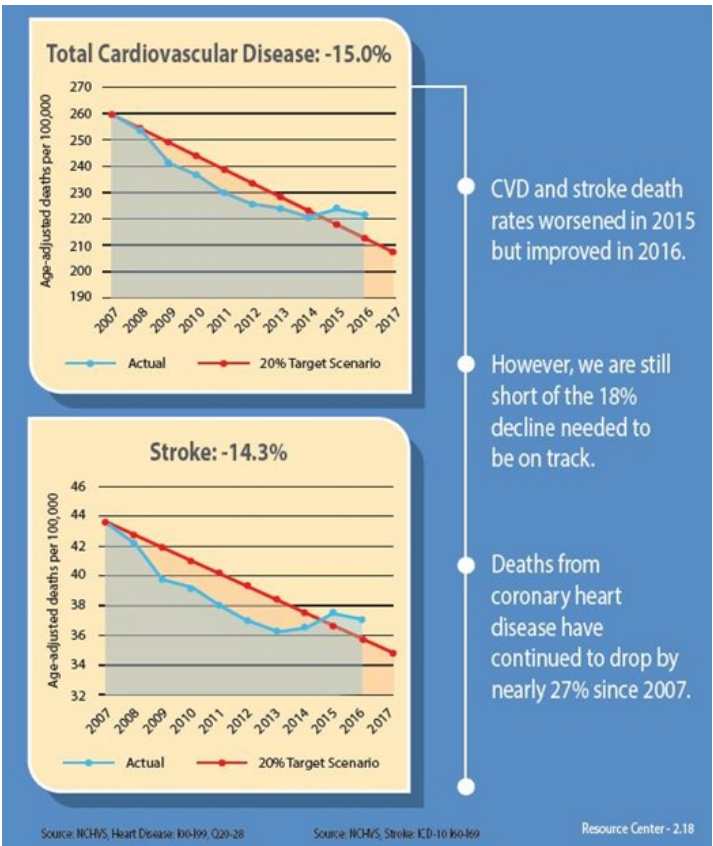
By 2020, to improve the cardiovascular health of all Americans by 20 percent...

OUR PROGRESS
Improvements to CV Health
3.95%*



...while reducing deaths from cardiovascular diseases and stroke by 20 percent.

OUR PROGRESS
CVD Deaths: -15.0%
Stroke Deaths: -14.3%



AHA in the Bay Area



Little Hats Big Hearts collects 1,500+ hand-knit hats from local volunteers to distribute to local hospitals for babies born with Congenital Heart Defects.



The **BetterU** program brings together Bay Area women for a 12-week program offering resources and support to start living a heart-healthy life.



STEM Goes Red brings together 100 aspiring young women and 60 successful female leaders in the Bay Area to foster opportunities and create a platform for positive change as it relates to innovation and wellness for women.



Kids & Teens Cook with Heart gives Bay Area kids the opportunity to learn basic kitchen skills and how to cook heart healthy. Last year more than 250 students were trained in 5 San Francisco schools.



Saving Strokes is a free event bringing together Bay Area stroke survivors for golf and other fun activities. Golf is one of the top recommended activities for stroke survivors.



The AHA works to improve the health of Bay Area residents through its advocacy efforts such as the **SF Kids vs. Big Tobacco** campaign on San Francisco's June 5, 2018 ballot.

Steps for the Successful Coach

1. Register as a coach online at www.HeartWalkBayArea.org and customize your team and personal pages with text and photos.
2. Set your goals:
 - A. Set your personal fundraising goal to \$625 this year in honor of our 25th anniversary. That's 25 donations of \$25 each.
 - B. Set your team's goal. For example:
$$10 \text{ walkers} \times \$625 = \$6,250$$
3. Recruit 10+ walkers and encourage them to set a \$625 fundraising goal.
4. Identify someone on your team to be a Top Walker.
 - A. This could be you!
5. Kickoff your team with a “heartwalking” activity and post a photo on social media. **#heartwalkbayarea #heartwalking**
6. Encourage your team as you all raise heart beats and funds!



Top Walkers

Become a Top Walker by personally raising \$1,000+

Top Walker Perks:

- ◆ Two passes to the Heart Walk VIP Tent
 - ◆ Includes a catered meal, reserved seating, massages and a goody bag!
- ◆ 25th Anniversary Heart Walk t-shirt
- ◆ Heart Walk fundraising prize (if you opt-in when you register online)
- ◆ Invitation to the Heart Walk Awards Party
- ◆ VIP parking (Bishop Ranch walkers only)

2017 Top Walker Data

Number of Top Walkers	227
Number of Coach Top Walkers	129
Total Top Walker Funds Raised	\$1,083,350
Top Walker Fundraising Average	\$4,775



Fundraising Prizes

Level 1: \$100-\$249.99

- ◆ 2018 Heart Walk T-Shirt

Level 2: \$250-\$349.99

- ◆ Whammo Bluetooth Speaker
- ◆ AHA Travel Blanket

Level 3: \$350-\$499.99

- ◆ 30-Piece Tool Set
- ◆ Hydration Bottle with Meter

Level 4: \$500-\$749.99

- ◆ AHA Quarter Zip Sweatshirt
- ◆ Hybrid 2-in-1 Cooler

Level 5: \$750-\$999.99

- ◆ Express Food Chopper
- ◆ Wireless Headphones

Level 6: \$1,000-\$2,999.99

- ◆ Waterproof Action Camera
- ◆ Wristband Fitness Tracker

Level 7: \$3,000-4,999.99

- ◆ Digital Food Scale
- ◆ 2-Tier Food Steamer

Level 8: \$5,000-\$7,499.99

- ◆ Trailblazer Bike
- ◆ Ray-Ban Sunglasses

Level 9: \$7,500-\$9,999.99

- ◆ 11-Piece Cookware Set
- ◆ Digital Camera Bundle

Level 10: \$10,000+

- ◆ 128 GB iPad
- ◆ Capresso Pro Brew & Grind



Level 2



Level 4



Level 5



Level 6



Level 7



Level 9



Level 10

Coach FAQs

What is an Executive Champion, Company Leader, Coach, and Walker?

Executive Champion: The executive leading the campaign.

Company Leader: Organizes the Heart Walk efforts at your company.

Coach: Recruits walkers in their department and personal network to be on their team.

Walker: Raises funds and awareness through co-workers, friends, and family.

How do I edit my Team Name and/or Team Goal?

Log into your participant center at www.heartwalkbayarea.org, select the “Team” tab, then you can select to edit a team name or team goal.

How do I assign a Co-Coach?

To assign a co-coach, please send the name of the individual (after they register online) to heartwalkbayarea@heart.org.

Where do I send cash and check donations?

You may send donations to our Oakland office at 426 17th St., Suite 300, Oakland, CA 94612. Please include the donor’s name and amount, and to whose goal the donation should be credited (i.e. a person’s name or team name).

How many people should I ask to join my team?

We recommend asking twice as many people as you want to recruit. So, if your team’s walker goal is 15 people, then plan to ask 30 to join your team!

How much should my team’s fundraising goal be?

The average walker raises \$250, so you could multiply your walker goal by our walker fundraising average. That said, we are inviting all walkers to aim for \$625 in honor of our 25th anniversary.

How do I engage my team?

Invite your team to do a fun activity, like getting lunch together, going for a walk, or hitting a happy hour.

How should I start my team this year if I was a Coach last year?

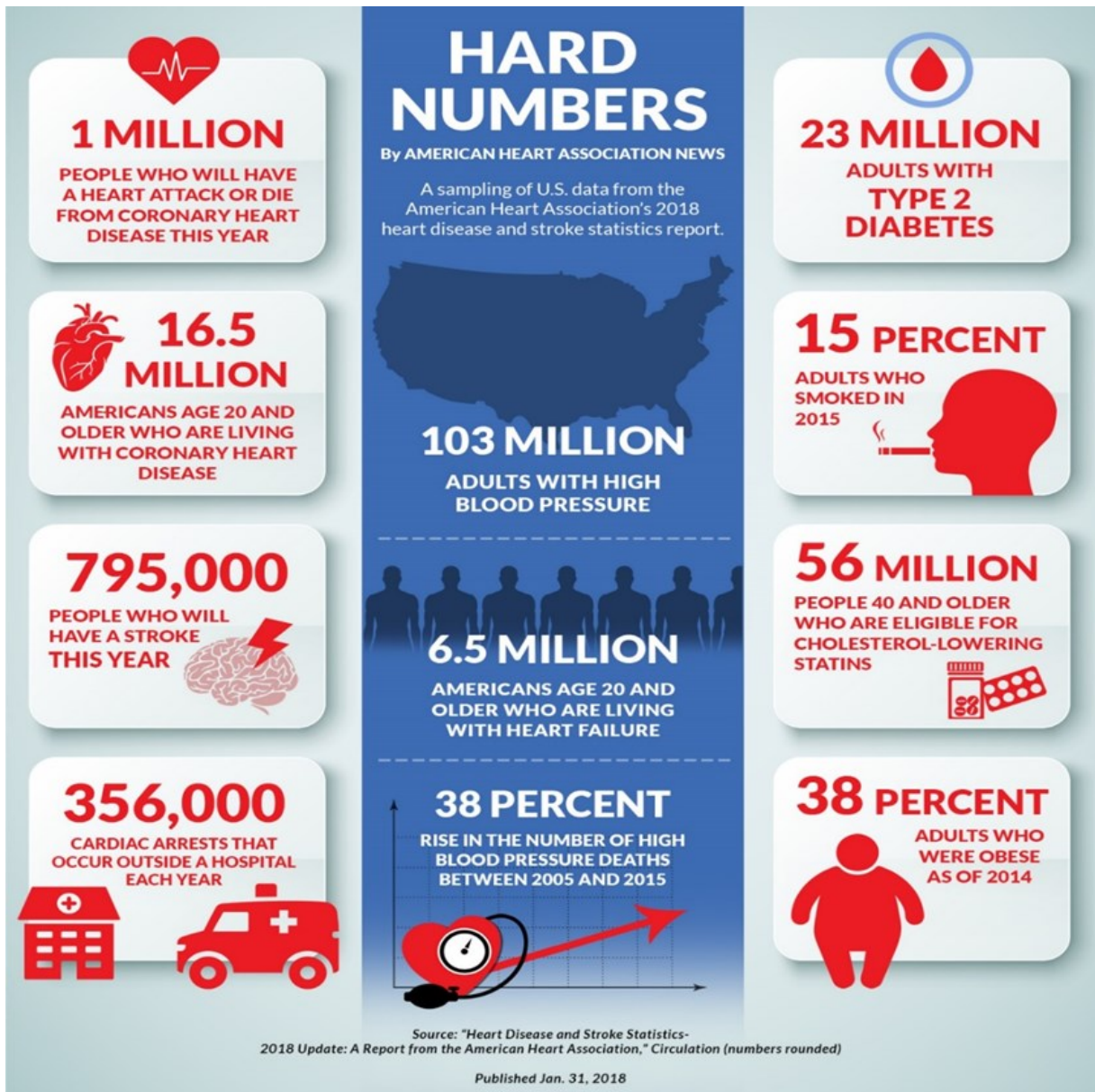
Start by emailing everyone who was on your team last year asking them to re-join. Then pick some people who didn’t walk last year and talk with them face-to-face. You could even ask a couple of returning walkers to recruit new people.

How should I start my team as a first-time Coach?

Face-to-face asks are always the best option. Pop by people’s desks/offices or ask them when you see them. Ask them to join your team and who they would want to join with you. It will help build your ask list and people are more likely to join if they have a work friend participating.



Why We Need YOU



American Heart Association - Greater Bay Area
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(510) 903-4050

www.HeartWalkBayArea.org

#HeartWalkBayArea

