



2025 TRIAD

HEART WALK

OCTOBER 4TH

TRIAD PARK, KERNERSVILLE

COACH PLANNER

9 out of 10 people who have a cardiac arrest outside of the hospital die. You can change that.
If someone went into cardiac arrest in front of you, would you know what to do? Are you ready to act?

Every walker who joins, every dollar donated, means more research, more people trained in lifesaving CPR, and more lifesaving moments for everyone, everywhere.

JOIN A COMMUNITY OF **LIFESAVERS.**

LIVE FIERCE. LIFE IS WHY SPONSOR



PREMIER SPONSOR



LIVE FIERCE. STAND FOR ALL
DOCTOR, IT'S BEEN TOO LONG SPONSOR



LIVE FIERCE. TAKE ACTION.
CPR IN YOUTH SPORTS SPONSOR



SIGNATURE SPONSOR



**ALIGHT
CENTURY PRODUCTS
COGENT ANALYTICS**

**COOK MEDICAL
ENVIRONMENTAL AIR SYSTEMS
HICAPS**

**KILPATRICK TOWNSEND STOCKTON LLP
SAMET CORPORATION
UNITEDHEALTHCARE**

ROAD MAP FOR SUCCESS

1

REGISTER FOR HEART WALK

Register TODAY & personally invest by making a self-donation and personalizing your page!

Make a self-donation

Update your personal page with a photo and your reason why!

GET THE HEART WALK APP

The super simple tools and resources will help you manage your team and sail past your fundraising goals!



Download the app now!

2

RECRUIT WALKERS

Invite your co-workers and friends to join your team.

Engage each team member to donate

As a Coach, your role is to recruit at least 10 colleagues, friends, and family members to register on your team to become a lifesaver and help raise funds.

Identify a breakout fundraiser for your team- this could even be you! Ask them to set a goal of \$1,000 or more to be an official **Top Walker**.

Sample Message

Every walker who joins, every dollar donated, means more people trained in lifesaving CPR, more education and more research. That's why I'm raising lifesaving funds this year for Triad Heart Walk and would love for you to join my team! www.TriadHeartWalk.org

3

LIFESAVER DAY

Our goal is to ensure more people in the Triad feel prepared to act in an emergency and perform CPR. To build a lifesaver community, we need to recruit all walkers on or leading up to this important day.

Lifesaver Day is an opportunity to inspire everyone to join your team by this day. Everyone will be invited to launch the NEW CPR Digital Experience from their Heart Walk Headquarters and share it with families and friends to reach the most people possible.



Saved by CPR

4

GET MOVING WITH THE MOVE MORE CHALLENGE

READY

Connect your fitness tracker now, or log workouts in the app.

SET

Log your movement for 30 days before Heart Walk (aim for 150 minutes a week)

GO

Walk, run, bike, swim, dance - all movement counts!

CELEBRATE

Ask friends and family to donate and cheer you on! We'll recognize all top movers and fundraisers at the Heart Walk!



Download the app now!

GET REWARDED

5

As a Coach you will earn exclusive rewards as your team hits the \$1,000, \$2,500 and \$5,000 fundraising level!



COACH REWARD #1

Earned when team raises \$1,000

COACH SIGNATURE TEE



Unisex Sizing

COACH REWARD #2

Earned when team raises \$2,500

COACH'S CLASSIC NAVY CAP



COACH REWARD #3

Earned when team raises \$5,000

COACH CLASSIC CREWNECK SWEATSHIRT



Unisex Sizing

Your exclusive Coach swag can be claimed in the rewards center.

**While supplies last. Some colors and sizes are available in limited quantities.*

COACH PLANNER

Fill this planner out to help guide you on your Coach journey.

KEY DATES

- 1. CPR Demo Day**
12-16 WEEKS OUT
June 1st – June 7th
- 2. Coach Early Bird Bonus Gift Deadline:**
(must be registered by this date to qualify!)
12 WEEKS OUT
July 3rd
- 3. Coach Orientation**
10-12 WEEKS OUT
July 15th
- 4. Meet 1 on 1 with Your AHA Staff Partner**
WITHIN ONE WEEK OF ORIENTATION
TBD – Reach out to your AHA staff partner to schedule.
- 5. Lifesaver Day**
Target date to have all your walkers registered!
8 WEEKS OUT
August 13th
- 6. Move More Challenge**
Compete with your team members in the last 30 days as we head to the finish line!
4 WEEKS OUT
September 4th
- 7. 2nd 1 on 1 Meeting with AHA Staff Partner**
Brainstorm any last ideas and utilize AHA resources to get your team to your goals!
2 WEEKS OUT
TBD – Reach out to your AHA staff partner to schedule.
- 8. Triad Heart Walk**
Come walk with us as we celebrate all that you've accomplished this year!
October 4th
- 9. Final Day to Redeem Rewards Center:**
6 WEEKS POST EVENT
November 15th