



American
Heart
Association®

Heart Walk®

Coach Guide



Heart and Stroke Walk Coach Guide



Results from the moment you give.

Thank you from the bottom of our hearts for stepping up to be a Heart Walk Coach. You're joining a million Heart Walk Heroes from across the nation raising funds for life-saving science. Take a few minutes to consider the lives that you are going to help change for the better through your leadership and donations. Consider the heart defects that will be corrected and the strokes that will be prevented thanks to your fundraising efforts. Consider the scientific advances that will owe their success to your donation. Consider all the hearts you'll help keep beating thanks to your motivation and determination to make a difference.

Now that you've thought about the impact you'll make, let's get to work to raise money for lifesaving science together. Go ahead recruit your team, donate and see your dollars at work.

Why Your Help is Needed

- Every 34 seconds, someone has a heart attack.
- Every 40 seconds, someone has a stroke.
- One in three Americans has some form of cardiovascular disease.
- Cardiovascular disease is the nation's most costly illness, accounting for \$298 billion in direct and indirect costs each year.
- Fewer than 1% of all Americans are in ideal cardiovascular health, as defined by the American Heart Association, yet 39% of Americans BELIEVE they are in ideal cardiovascular health.



American
Heart
Association.

Heart Walk.

Register today at southsoundheartwalk.org

Every Step Counts

Coaches drive success. Get ready to lead your team all the way to the finish line by raising heartbeats and funds! Follow the action plan below to recruit and lead a successful fundraising team!



1 Recruit Heart Walk heroes

- Register your team online
- Personalize your team page and tell everyone why you have banded together to make every step count!
- Recruit 10+ fundraising participants and help them register under your team online.
- Utilize Heart Walk template emails to reach out to your co-workers, family and friends.

2 Donate

- Make a personal donation toward your team's fundraising goal.
- Post to social media letting everyone know you've contributed to the Heart Walk and how all funds raised are saving lives and funding life-saving science! Then, encourage them to match your donation.

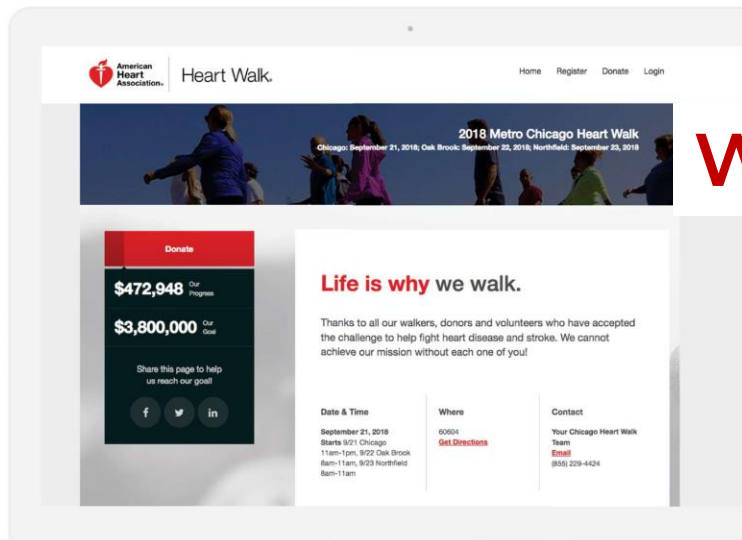


3 Bring on the fundraising

- Set a team fundraising goal and encourage each team member to raise a specific amount! For example: 10 fundraising walkers x \$250 = \$2,500.
- Encourage each team member to make a personal donation
- Identify someone on your team who will strive to raise \$1,000+, this could even be you!
- Ensure your recruits are in place, trained, and ready to be successful!

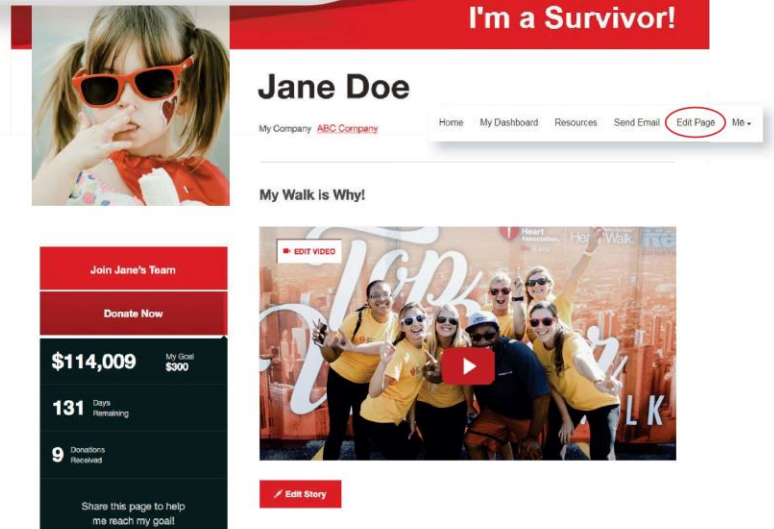
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Heart and Stroke Walk Headquarters



Customize

- Upload a photo.
- Personalize your video.
- Share your story.



Recruit & ask

Recruiting team members and asking for donations is easy now that you have customized your personal web page with a photo and video. Log in to your Heart Walk Headquarters and click the SEND EMAIL button in the top navigation.

Choose one of the four suggested messages and use it as is, or customize it to make it your own.

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Coach's Corner

Your Coach's Corner makes it easy for you to draft your team plan and have it in one place. Start by brainstorming a list of Heart Walk Heroes below.

Potential Heart Walk Heroes to Join My Team

1	
2	
3	
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5	
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15	



Goals

Team Name

\$

Team Goal Amount

Team Goal for Number of Walkers

\$

Personal Fundraising Goal

Coach's Notes:



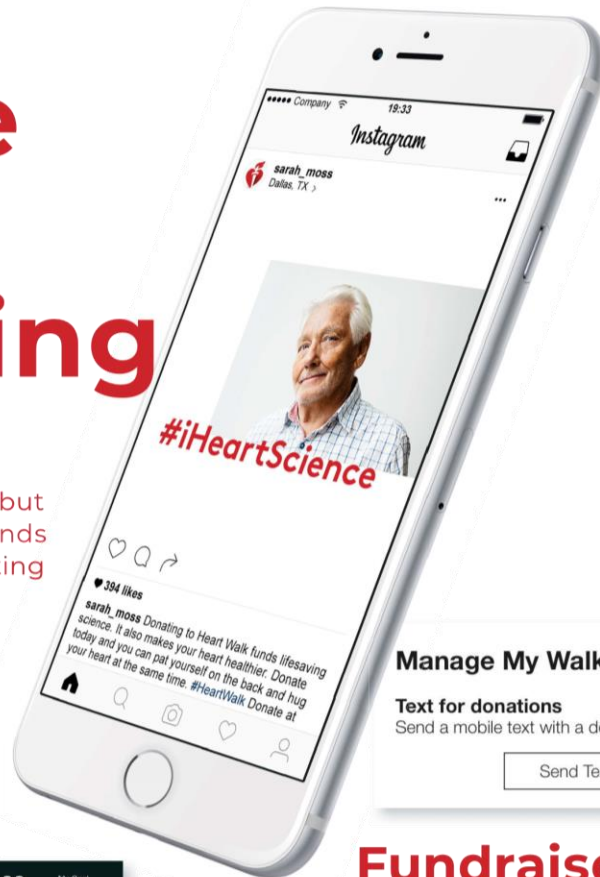
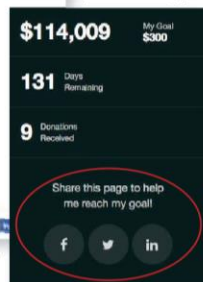
Utilize Heart Walk template emails to reach out to your co-workers, family and friends.

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Maximize Your Fundraising

Social media

Remember, people often want to help but they don't know how. Remind your friends and family they can save lives by donating to the American Heart Association. Click on the social media icons from your personal page and log in to post directly to your social channels.



Manage My Walk:

Text for donations
Send a mobile text with a donate link.

Send Text

Fundraise via text message

Raise money via text when you visit your personal page from your mobile device.

Matching gifts

- Does your company have a matching gifts program? If so, maximize your donation by securing these contributions.
- If not, would your company consider matching gifts for the Heart Walk?
- Encourage walkers to ask their donors if their company has a matching gift program.

MAXIMIZE YOUR RESULTS:

1. Assign a matching gift lead in your company who can organize efforts.
2. Schedule "Matching Mondays" to get everyone motivated to turn in matching gift forms internally.



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What we are here to do

To fund lifesaving research that will build healthier lives, free of cardiovascular diseases and stroke.

That single purpose drives all that we do, and the need for our work is beyond question.



Where do your contributions go?

- Getting up-to-the-minute research into doctors' hands so they can better present and treat heart disease among patients.
- Groundbreaking pediatric heart and stroke research that is key to saving babies' lives.
- Providing information that can save a life—like how to eat better, how to recognize the warning signs of a heart attack, and how to talk to a doctor about critical health choices.
- Funding research programs that have contributed to many important scientific advances, such as the first artificial heart valve.

Next, you will see the results from the moment you give

Register today at southsoundheartwalk.org

September 22nd, 2018 | Cheney Stadium

southsoundheartwalk.org

Local Life Is Why Sponsor:



Locally Sponsored by:



First Choice Health | McKinstry | PCS Structural Solutions

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