



American  
Heart  
Association®  
life is why®

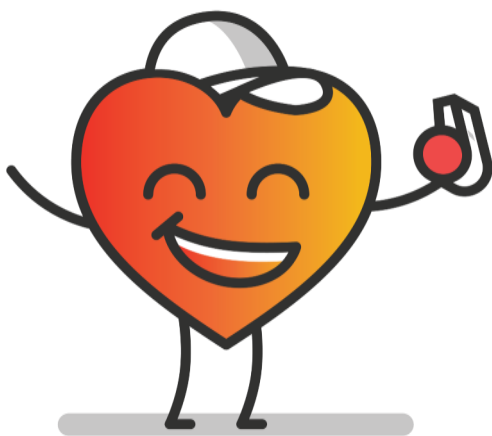
Healthy For Good™

Heart Walk®

# 2017 Puget Sound Heart Walk

## HEART WALK COACHING GUIDE

# THE PLAY BOOK



[www.pugetsoundheartwalk.org](http://www.pugetsoundheartwalk.org)

Username:

Password:

Personal URL:

# THANK YOU

Dear Coach,

As Chair of the 2017 Puget Sound Heart and Stroke Walk, I would like to thank you for your participation and support of the American Heart Association | American Stroke Association. Your generosity is furthering our shared commitment as advocates of heart and brain health by bringing increased attention to research, programs, and lifestyle choices that improve the health and wellness of our communities.

Enclosed you will find your 2017 Walk Participant Guide. This guide provides valuable resources and information to ensure a successful and enjoyable Heart and Stroke Walk season. Please do not hesitate to contact your local AHA staff member if you have any questions.

Together we are fighting the number one killer in the United States, cardiovascular disease and the number five killer, stroke. I sincerely thank you for your support, energy, and time to help us build healthier communities free from heart disease and stroke. I look forward to seeing you walking later this year!

Best,



Ketul J. Patel  
Chief Executive Officer  
CHI Franciscan Health

Senior Vice President, Divisional Operations  
Catholic Health Initiatives



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## Our Mission



**Founded in 1924, the American Heart Association is the largest voluntary health organization in the nation. Our mission is to build healthier lives, free of cardiovascular diseases and stroke.**

**We walk to encourage people to take steps toward a heart-healthy lifestyle while raising funds to fight heart disease and stroke!**

# Healthy For Good

## HEALTHY FOR GOOD

Healthy For Good is American Heart Association's new campaign that inspires and unifies people to lead healthier lives through four key areas: **eat smart** – make healthier choices each day; **add color** – add more fruits and vegetables; **move more** – add more exercise; **be well** – reduce stress and increase overall wellbeing. Think of each as something small you can do today that will make a big difference tomorrow. You can tackle all four pillars at once, or just one at a time – but no matter where you start, we will be there to cheer you on every step of the way.

## WHAT IS HEART WALK?

Heart Walk is the celebration event for this year-round movement. The Heart Walk brings together over 10,000 people from the Puget Sound area. We come together for a common goal: to combat our nation's biggest health threats—heart diseases and stroke.

## YOU ARE A HUGE PART OF IT

Yes, you! Thanks to your efforts the American Heart Association is able to work towards building lives free of cardiovascular diseases and stroke.

# Event Details

**WHEN:** Saturday, October 14, 2017  
7:30am – Festival Opens  
8:40am – Opening Ceremonies  
9:00am – 5k & 1-mile run/walk

**WHERE:** Seattle Center  
305 Harrison St  
Seattle, WA 98109



**#HEARTSTROKEWALK**

# Event Details Cont...

**PARKING:** Various metered street parking and parking garages are available such as:

- 5th Ave Garage on the corner of 5th & Harrison St
- Mercer Street Garage on Mercer between 3rd Ave N & 4th Ave N
- 1st Ave Garage on 1st Ave between John St & Thomas St
- EMP lot on the corner of 5th Ave N and Harrison St

**SURVIVOR PARTICIPANTS:** Heart diseases and stroke survivors have the option to walk the 1-mile survivor route, in place of the 5k route. Additionally, survivors will receive a cap to wear during the Heart and Stroke Walk (red for heart, white for stroke) to show their triumph over these diseases. We will also provide red capes for young survivors.

**VIP PERKS:** Top Walkers who fundraise \$1000 or more will receive special perks at the event!

**WHAT TO WEAR:** Participants should wear comfortable walking shoes. Check the local forecast before the event and plan accordingly.

**HEART AND STROKE WALK T-SHIRTS:** Participants who raise \$100 or more by October 14th will receive a Heart and Stroke Walk event t-shirt.

**TURNING IN DONATIONS:** You can drop off your entire donation envelope at the designated donation booth the morning of the walk, or you can mail donations to our downtown Seattle office. Additionally, an AHA staff person may be able to pick up your donation. Please contact us for more details.

American Heart Association  
ATTN: Heart and Stroke Walk  
710 2nd Ave Suite 900  
Seattle, WA 98104  
206.336.7200



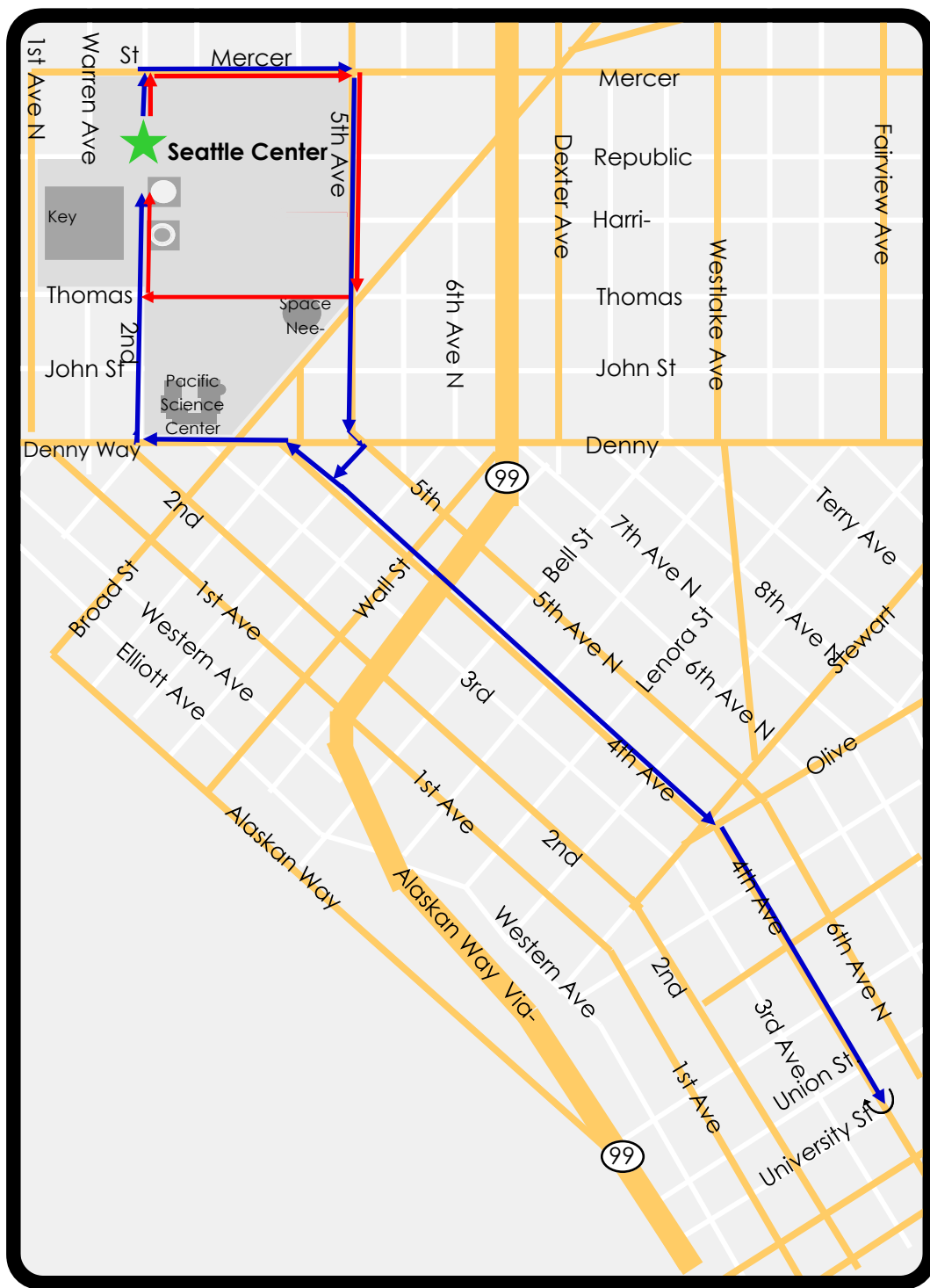
# 2017 Puget Sound Heart & Stroke Walk Route

## 5k Route:

- Start at Seattle Center at Fisher Pavilion
- Walk North up 2nd Ave
- Turn right onto Mercer
- Turn right onto 5th Ave
- Veer onto Cedar St
- Turn left onto 4th Ave\*
- At University St, turn around and walk back up 4th Ave
- Turn left on Denny Way
- Turn right on 2nd Ave
- End at Seattle Center

## 1-mile Survivor Route:

- Start at Seattle Center at Fisher Pavilion
- Walk North up 2nd Ave
- Turn right onto Mercer
- Turn right onto 5th Ave
- Turn right on Thomas
- Turn right on 2nd Ave
- End at Seattle Center



# Be a Successful Heart Walk Coach!

## Steps to get started:

- ☐ Register yourself online
- ☐ Attend a Team Coaches kick-off or meet with your AHA staff partner
- ☐ Personalize your fundraising webpage with a picture or video
- ☐ Lead by example, make a personal donation!
- ☐ Set a team goal of \$1000+ (For example: 15 walkers x \$200 = \$3,000)
- ☐ Recruit walkers, set a date to get all of your team members recruited
- ☐ Encourage & execute, help make your team a success by asking each member to customize his or her web page with a personal story, make a personal donation, and share the page on social channels!

## A few ideas:

- Challenge each walker on your team to raise \$250
- Lead by example with your personal fundraising
- Kick-off your team with a quick Heartwalking activity
- Identify one Top Walker on your team, someone with a goal of \$1000 or more—that person can be you!
- Ask for donations via email, texts, social media



# Fundraising Center Guide

## STEP 1

Visit your event website.

## STEP 2

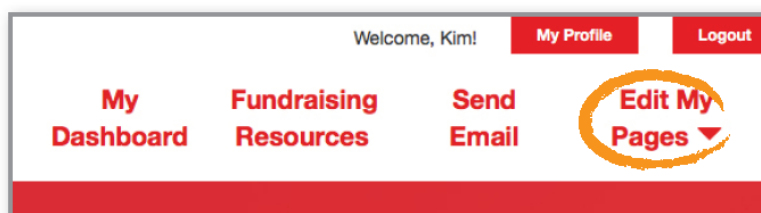
If you have not registered, click the **REGISTER** button and complete the registration process. If you are registered, click the **LOGIN** button and enter your Username and Password



## STEP 3

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

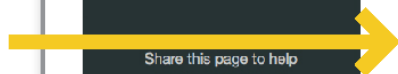
- Click on the **EDIT MY PAGE** Button. Participants have the option to edit their personal web page, while Coaches have the option to edit their team's page as well by clicking on the dropdown button.
- Participants should upload a photo and video to their page. The default text should also be edited.



Update the picture with a personal photo



Edit your personal story and share your why!



Jane Doe

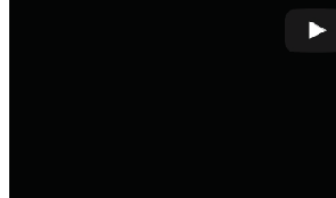
My Company [ABC Company](#)

My Team [Jane's Team](#)

My Walk Is Why!

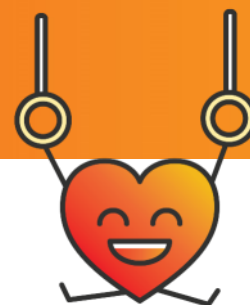
EDIT VIDEO

Upload a personal or team video from YouTube



Send Encouragement

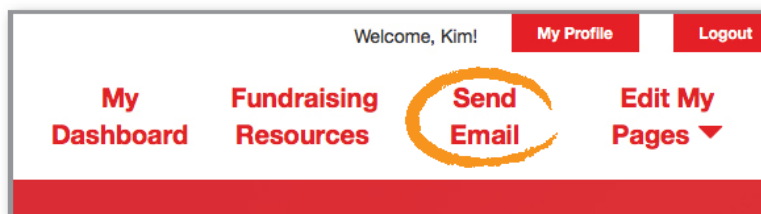




## STEP 4

### 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.

- 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*

# Fundraising Tips

## Utilize All Your Tools

Text, email, share on Social Media and follow up, follow up, follow up. ***Our most successful fundraisers send at least three request for support.*** We are all busy and do not take action the first or even second time asked to support. Use all the Heart Walk tools for the most success!



## Inspire friends & family to donate

### Outreach 1

Reach out to very close friends and family privately via email.

Identify those who you know have been impacted by heart disease and stroke and reach out to them.

### Outreach 2

### Outreach 3

Reach out to close friends — a broader audience.

Make your general appeals. Broadcast via email, text and social media.

### Outreach 4



# How to Donate

**There are three easy ways to make a difference!**

## **Credit Card**

- Make a secure credit card donation online at [www.pugetsoundheartwalk.org](http://www.pugetsoundheartwalk.org)

## **Checks**

- Checks can be made payable to the “American Heart Association” with “Heart and Stroke Walk” in the memo line.
- Mail checks to the AHA office or drop donations off in person at:  
American Heart Association  
ATTN: Heart and Stroke Walk  
710 2nd Ave, Suite 900  
Seattle, WA 98104
- Please include a note with your donation stating which participant or team the donation should be credited to on the event website.

## **Cash**

- Give cash donations to your Coach, Entity Leader, or Company Leader, who will then contact AHA staff to pick up the donation.
- Please include a note with your donation stating which participant or team the donation should be credited to on the event website.



# Important Dates

## **AUGUST 1<sup>ST</sup> — RECRUITMENT CHALLENGE**

Coaches who recruit and register 5 walkers to their team by August 1st will be entered to win a **Seattle Prize Package**.

## **SEPT 1-15<sup>TH</sup> — FUNDRAISING CHALLENGE TO WIN**

Participants who donate or fundraise \$100 between September 1-15th will be entered to win **two roundtrip tickets from Alaska Airlines**.

## **OCTOBER 6<sup>TH</sup> — TOP WALKER DEADLINE**

Top Walkers who fundraise \$1000 or more by October 6th will receive **VIP status at the walk!** See page 14 for details

## **OCTOBER 6<sup>TH</sup> — SUPER TEAMS DEADLINE**

Teams who raise \$5000 by October 6th will receive **super star treatment at the walk!** There will be a designated Super Teams area to enjoy special perks with your team.

## **OCTOBER 6<sup>TH</sup> — T-SHIRT CONTEST & LIFESTYLE CHANGE AWARD**

See pages 15 & 17 for details

## **OCTOBER 14<sup>TH</sup> — HEART AND STROKE WALK**

Celebrate all of our hard work and fundraising efforts at the Heart and Stroke Walk — Seattle Center, Fisher Pavilion.

# PRIZES

## Reward Yourself for Making a Difference!

All donations must be turned in by **November 3rd, 2017**

to guarantee that you receive a Heart Walk T-Shirt (minimum \$100 raised) and prize certificate (minimum \$250 raised).



Heart Walk T-Shirt



Level 2



Level 3



Level 4



Level 5



Level 6



Level 7



Level 8



Level 9



Level 10

Level 1	\$100-\$49.99
Level 2	\$250-349.99
Level 3	\$350-499.99
Level 4	\$500-749.99
Level 5	\$750-999.99
Level 6	\$1000-2999.99
Level 7	\$3000-\$4999.99
Level 8	\$5000-7499.99
Level 9	\$7500-9999.99
Level 10	\$10,000+

Walkers who raise **\$100** or more will be eligible for an official 2017 Heart Walk t-shirt!

Walkers who raise **\$250** or more will be eligible to choose an additional prize from our prize catalog!

All prizes (t-shirts and price certificates) will be delivered to you or your company **after** the Heart Walk.

*In order to receive a prize certificate, participants must have selected the "Receive All Prizes" option during the time of registration.*

*When you "Decline All Prizes," more money goes back to the mission of the American Heart Association. Or you can select to "Decline All Prizes but a t-shirt" and you will still be able to receive a t-shirt.*

# Top Walker VIP Club

**BECOME A MEMBER BY RAISING \$1,000 OR MORE BY  
OCTOBER 6TH**

## **TOP WALKER BENEFITS INCLUDE:**

- A VIP parking pass at the event for Early Bird Top Walkers
- A celebratory breakfast the morning of the event for you and a guest at the MoPOP (formerly the EMP)
- Limited edition 2017 Heart and Stroke Walk Top Walker Medal
  - 2017 Heart and Stroke Walk T-Shirt
  - Top Walker goodie bag
- Top Walker opportunity drawings for prizes ... *and more!*



# Lifestyle Change Award

## Nomination Form

The American Heart Association wants to recognize people who have made positive changes to improve their quality of life and health. No change is too small and every accomplishment is significant.

Nominations can be submitted by friends, co-workers, relatives, or individuals are welcome to nominate themselves. Winners will be selected by a volunteer committee.

**The deadline for nomination submissions is October 6, 2017. Nominations can be submitted by:**

- Emailing the completed form to [jordan.perry@heart.org](mailto:jordan.perry@heart.org)
- Mailing the completed form to:  
American Heart Association  
ATTN: Heart Walk Lifestyle Change Award  
710 2nd Avenue Suite 900  
Seattle, WA 98104

### Nominee contact information:

Nominee name: \_\_\_\_\_

Company/Worksite: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### Your contact information:

Nominated by: \_\_\_\_\_

Relationship: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

How has this person improved his or her lifestyle? Please describe the person's accomplishments in the applicable areas below.

Increased physical activity: \_\_\_\_\_

\_\_\_\_\_

Healthier eating habits: \_\_\_\_\_

\_\_\_\_\_

Weight loss: \_\_\_\_\_

\_\_\_\_\_

Managed heart-related risk factors such as high blood pressure and high cholesterol: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Other: \_\_\_\_\_

\_\_\_\_\_

Personal Story – Other information we should know. For example, what obstacles did the nominee overcome to achieve his or her successful lifestyle change? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



# Heart and Stroke Walk T-Shirt Design Contest

Show us how you heart walk in style! Use your creative design to showcase the mission of the American Heart Association or to represent your company!

Send us a photo of your company or team's Heart and Stroke Walk T-Shirt design\* and we will post it to our Facebook page.

**The shirt with the most “likes” by October 6th at 4:00 pm will be recognized on stage.**

**T-Shirt designs will need to be submitted to [king.walk@heart.org](mailto:king.walk@heart.org) by Friday September 22nd.**

Voting will begin Wednesday, September 27th.

Simple “like” our page on Facebook and then “like” a photo to vote.

[facebook.com/ahapugetsound](https://facebook.com/ahapugetsound)

\*Please note: T-shirts may not include the American Heart Association/American Stroke Association logos.

- **How long is the walk?**

The Heart Walk route is approximately 3-miles long. There is also a 1-mile survivor route available for our survivors and beginner walkers.

- **Where do the proceeds go?**

Donations raised for the Heart Walk will go to the American Heart Association, funding life saving heart disease and stroke research as well as community programs and advocacy efforts. For more information on the American Heart Association, visit [www.heart.org](http://www.heart.org).

- **What are Company Leaders, Team Coaches and Walkers?**

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

**Team Coaches:** Helps us by recruiting walkers from their departments and personal network.

**Walker:** Help raise funds and awareness through 1-on-1 contact with co-workers, friends and family.

**Top Walker:** Participant who raises \$1,000 or more! For more information on Top Walker benefits, see page 14.

- **What is a Red Cap?**

The term "Red Cap" refers to our heart disease and stroke survivors who are honored with a cap to wear at the Heart Walk. On the morning of the event, adult survivors are encouraged to visit the Survivor tent to pick up their cap and share their story. Red Caps are for heart disease survivors and White Caps are for stroke survivors. For child survivors we will have Red Capes, located at the same tent. The capes can be worn to show what true heroes child survivors are. The Heart Walk offers a 1-mile route for our survivors in addition to the full route.

*If you are a survivor, we want to hear from you! Email us at [king.walk@heart.org](mailto:king.walk@heart.org) with the subject "I Want to Share My Story!"*

- **How do I edit my personal username and/or password?**

Log on to [pugetsoundheartwalk.org](http://pugetsoundheartwalk.org) and click the "My Profile" tab at the top right.

- **How do I change my personal goal?**

Log on to [pugetsoundheartwalk.org](http://pugetsoundheartwalk.org), and go to "My Dashboard" under the "Me" section of your Fundraising Center find the "edit my goal" button on the left.

- **How do I edit my team's page?**

Log on to [pugetsoundheartwalk.org](http://pugetsoundheartwalk.org), at the top right under "Edit My Pages" choose "Edit My Team Page"

- **Where do I turn in money the morning of Heart Walk?**

You can turn in money to your Company Leader or your American Heart Association staff partner prior to the Heart Walk. At the walk donations can be brought to the information booth. Donations will be accepted before, during and after the Heart Walk.

- **Are pets allowed at the event?**

Yes! We will have a designated Pet Zone with water and fun treats for pets at the festival.

- **Are bikes/scooters/skateboards allowed at the event?**

For safety reasons please leave bikes, scooters, skateboards, etc at home.





Healthy For Good™  
**Heart Walk®**

## Special thanks to our 2017 Corporate Sponsors

Local Life Is Why Sponsor:



Locally Sponsored by:



Expedia | Milliman | The Polyclinic  
Overlake Hospital Medical Center | UW Medicine

**@ahapugetsound**  
**#HEARTSTROKEWALK**

