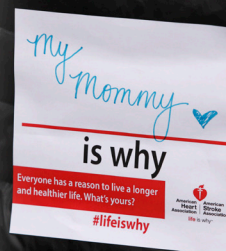


## LIFE IS WHY

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

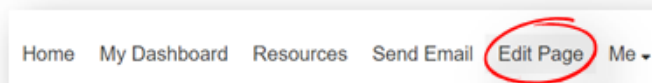
If you have not registered, click the **REGISTER** button and complete the registration process. If you are registered, click the **LOGIN** button and enter your Username and Password



## STEP 3

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

- Click on the **EDIT 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 Smith

Upload a personal video from YouTube

EDIT VIDEO

Donate Now

\$0 My Goal \$250

227 Days Remaining

0 Donations Received

Share this page to help me reach my goal!

Edit your personal story and share your why!

EDIT STORY

Help save lives by donating today.

This is a placeholder video not created by the American Heart Association. [Click here](#) to report offensive content.

Life is Why! Join me in supporting the American Heart Association!

I'm not just walking. I'm Heartwalking. My participation in Heart Walk promotes fun ways to be physically active and make healthier choices every day. Imagine the impact if we reduce death and disability from cardiovascular diseases and stroke by 20 percent by 2020. Please help me reach this lifesaving goal by donating today. Together, we can make healthier, longer lives possible for everyone.

Thank you in advance for your support!

## STEP 4

### Email: Send emails to recruit participants and fundraisers.

Click the **SEND EMAIL** button

Home My Dashboard Resources **Send Email** Edit Page Me ▾

There are two options you can choose from to send out emails:

#### Option 1: Open in My Default Email

1. Choose the email template you'd like to use from the gray tabs. You may edit/personalize the templates
2. Click on either **Copy Message** or **Open in My Default Email**.
3. **Open in My Default Email** will automatically open a pop-up window with the message in your default email (Gmail, Outlook, Yahoo, etc.)
4. Copy Message will copy the text, so you can paste it into your default email manually.

**Send Emails**

Want to send an email using your personal e-mail (Gmail, Outlook, Yahoo, etc.)? We've got you covered! Select a tab below to see an email template you can use as a starting point.

Then, when you are ready, click the copy or open button to send in your personal e-mail.

Ask for Donations | Donation Reminder | Additional Request | Thank Donors

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?

I Heartwalk for the millions of people who have been affected and for their loved ones. I Heartwalk for people just like you and me who want to help make our communities healthier, more active places.

With your donation, we will fight for a future where a parent does not have to hear that their child has a heart defect. A future where an adult does not have to face the uncertain times ahead after receiving a diagnosis of heart disease or suffering from a stroke. A future where you and I will know that we had a part in making this possible.

Copy Message | Open in My Default Email

Or send an email through your Participant Center

#### Option 2: Send Emails Through My Participant Center

1. Type in the emails of those you'd like to email or under **Contacts** on the left, click on Upload/View Contacts.
2. Select the contacts you'd like to email or add/import your contacts. Once your contacts are selected, click on the **Email Selected** button.
3. Scroll down and click on the drop-down menu that says **Choose a Sample Message**.
4. Choose the type of email you'd like to send to use as a template or select Blank Message to create your own.
  - a. You can customize the message, including using **bold** or *italics* text.
5. Add the subject to your email.
6. If your contacts are uploaded and include First Name and Last Name, you can choose to **Include personalized greeting** so that when your recipients receive the email, it will automatically address them by their First Name.
7. When it looks complete, click **Preview & Send** to see what your email will look like.
  - a. Note: If you chose to include personal greeting, the preview will only display Dear [Contact First Name]. The recipient's name will only be filled in when the email is sent.
8. If your email is to your satisfaction, go ahead and hit Send Email (be sure to send a copy to yourself as well)!

**Send Emails Through My Participant Center**

Sending emails through your Participant Center is quick and easy! Just use the wizard below to send your email to friends, family, teammates, and donors. You can also track who opened your emails and who visited your page. **Be sure to upload your contacts before starting.**

Compose

Recipients (separate multiple email addresses with a comma)

Drafts | Sent Mail

Choose a sample message

Subject

☒ Include personalized greeting

HT H2 H3 P B I L [Rich Text Editor Icons]

PREVIEW & SEND

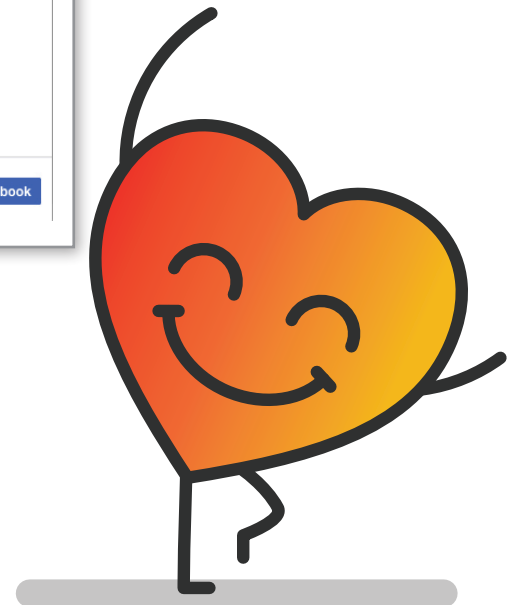
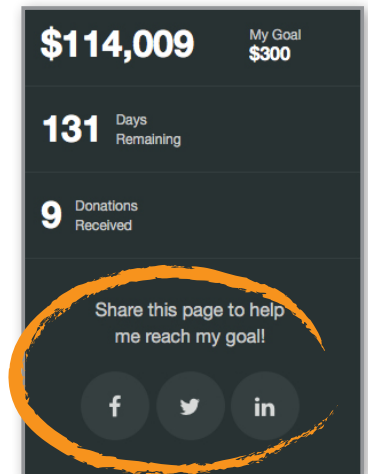
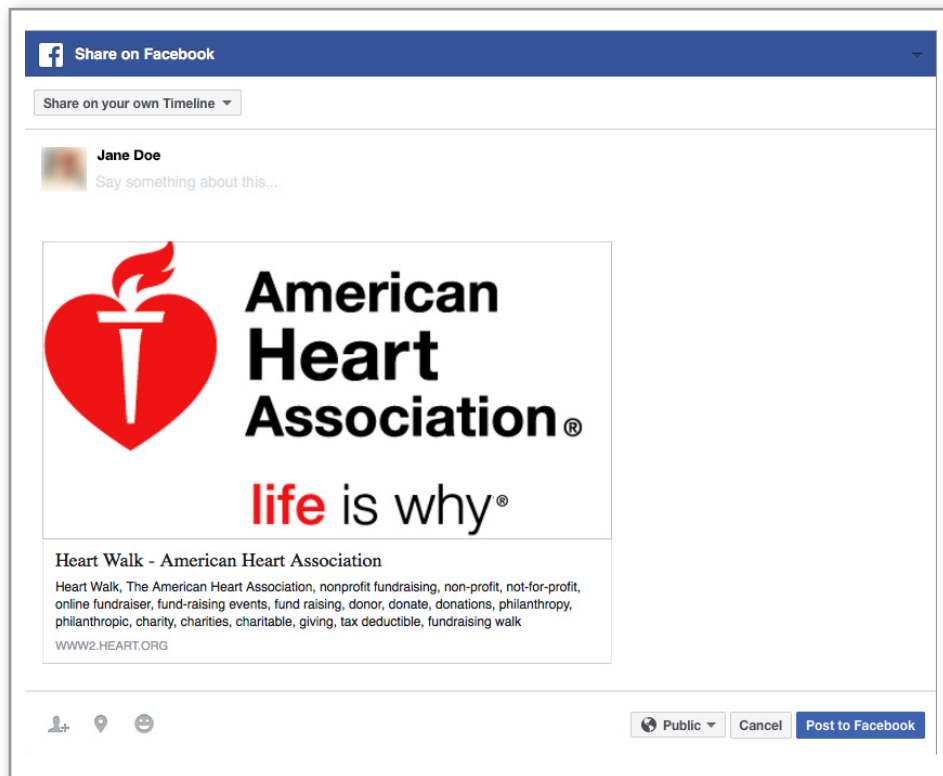
## STEP 5

### 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.



©2017, American Heart Association. Also known as the Heart Fund. 1/17 DS11766



Healthy For Good™  
Heart Walk®