



American
Heart
Association.
life is why™

Healthy For Good™
Heart Walk.

2017 Santa Maria Heart Walk

HEART WALK COACHING GUIDE

THE PLAY BOOK



www.SantaMariaHeartwalk.com

Username:

Password:

Personal URL:

THANK YOU

Dear Coach:

Thank you for your willingness to serve as a volunteer of the American Heart Association. Together, we are ensuring a healthier future for generations to come!

With the support of volunteers like you, the American Heart Association has helped to develop guidelines for public health and standards of treatment for patients; provided continued education for health professionals; and funded lifesaving research and public education programs. Your support of the American Heart Association will help us in our effort to reduce risk factors, especially physical inactivity, obesity and diabetes, which are major challenges. Our goal by the year 2020 is to improve the cardiovascular health of all Americans by 20% while reducing deaths from cardiovascular disease and stroke by 20%.

Enclosed you will find your 2017 Coach' Toolkit! This toolkit provides valuable resources to ensure a successful Heart Walk Team effort. Please do not hesitate to contact your **local AHA staff member** if you have any questions or need direction or help, we are only a phone call or email away. We thank you in advance for all of your hard work and enthusiasm in helping us build healthier communities free from heart diseases and stroke. We are so grateful to you for donating your time, energy and leadership to our fight.

Sincerely,



Living Fully is Why

Karla Adams

Business Development Director



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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 nearly 5,000 people from the Central Coast area. They are corporate sponsors, walk teams and walkers, survivors and lifestyle change heroes. We come together for a common goal: to combat our nation's biggest health threats—heart diseases and stroke by talking our hearts on a walk, while raising critical mission dollars.

YOU ARE A HUGE PART OF IT

Yes, you. Your efforts and coaching your Heart Walk team to success is why the American Heart Association is able to work towards building lives free of cardiovascular diseases and stroke.

Event Information

WHEN: October 28th, 2017
Expo Opens at 10AM
Walk begins at 11AM
WHERE: Waller Park, Santa Maria

#SantaMariaHeartWalk



Central Coast is why.

Serving San Luis Obispo and Santa Barbara Counties

212 W. Figueroa Street
Santa Barbara, CA 93101
(805) 963-8862

www.heart.org/CentralCoast

5,875

Students participated in Jump Rope / Hoops For Heart programs

19,208

Employees engaged in our Workplace Wellness programs, increasing healthy habits where we spend the majority of our time

270,000

California high school students will learn the lifesaving skill of CPR each year thanks to advocacy efforts to pass CPR in Schools legislation

20

Research projects at the University of California Santa Barbara were funded with \$1.6 million in grants by the American Heart Association

3,244

Patients in the Central Coast were reached with improved quality healthcare

125+

Local businesses came together in support of the fight against heart disease by transforming landmarks and retail storefronts to Go Red on National Wear Red Day



AHACentralCoast



@AHACentralCoast



@AHACentralCoast



We believe everyone deserves to live a healthier, longer life. Through science-based knowledge and partnerships, we motivate, engage and enable people and organizations to build sustainable cultures of health. Together we are defeating heart disease and stroke.

Coach's Checklist

- ☐ Register yourself online
- ☐ Personalize your fundraising webpage—with a picture or video & your story
- ☐ Lead by example—make a personal donation!
- ☐ Set a team goal of \$2500+ (For example: 15 walkers x \$200 = \$3,000)
- ☐ Recruit 15 walkers and show them how to register online
- ☐ Meet with your AHA staff partner
- ☐ Recruit a \$1000+ walker on your team or set your personal goal to raise \$1,000
- ☐ Have fun with team members, Heartwalking along the way.



This is #Heartwalking

10 minute bursts

150 minutes a week

1 healthy heart



Share Heartwalking Activities

Take a photo of your team Heartwalking to finish heart disease and stroke— Post #Heartwalking to social media to raise awareness and live-saving funds!

Rally. Inspire. Unite.



Online Fundraising Guide

STEP 1

Visit your event website.

STEP 2

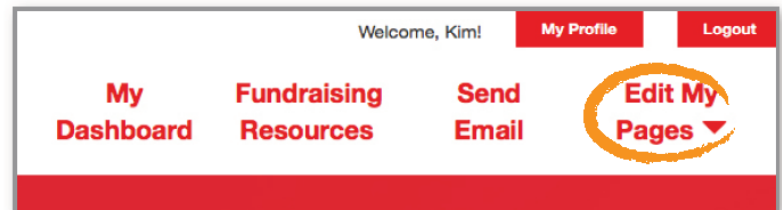
If you have not registered, click the **REGISTER** button and complete the registration process. If you are registered, click the **LOGIN** button and enter your Username and Password



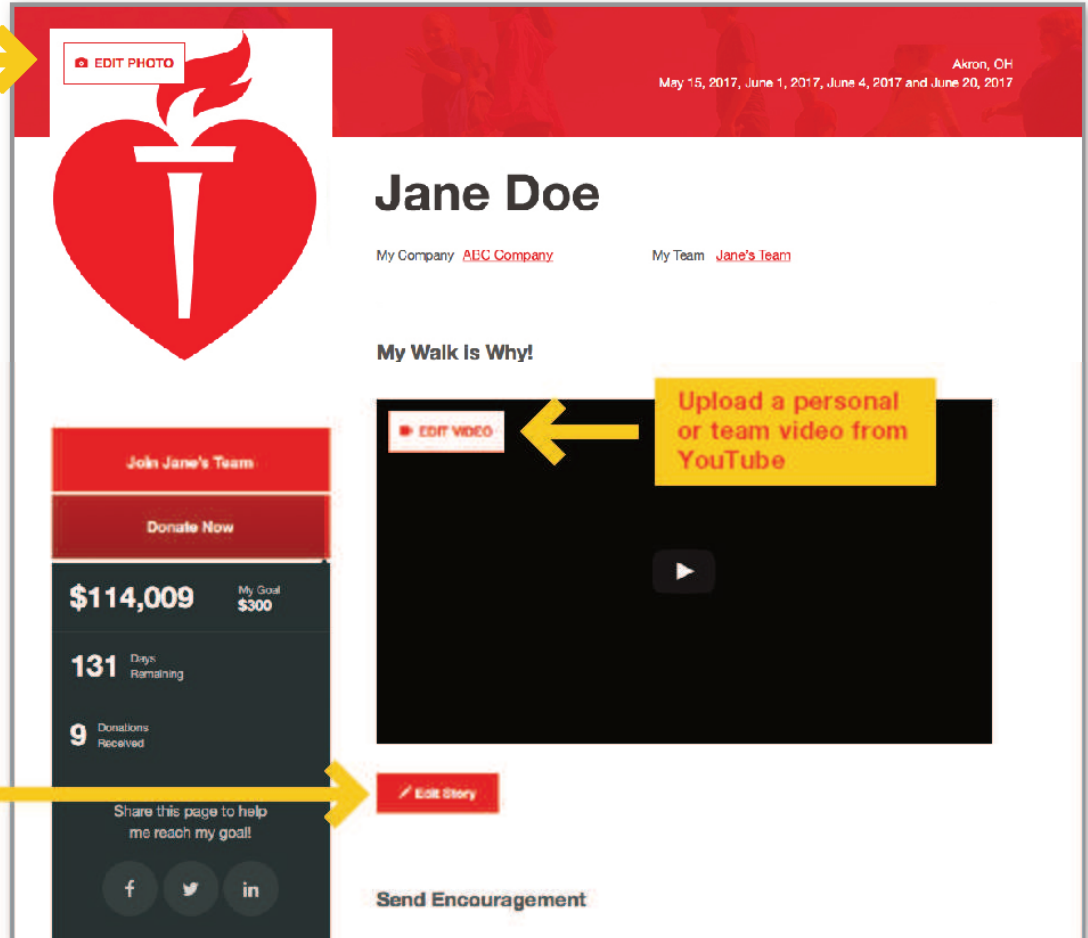
STEP 3

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



Upload a personal or team video from YouTube

Edit your personal story and share your why!



STEP 1

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

PRIZES

Reward Yourself for Making a Difference!



Heart Walk T-Shirt



All donations must be turned in by

October 31, 2017

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

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!

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.*

Visit HeartWalk.org for a complete list of prizes.

When and where is the Heart Walk?

The **Santa Maria** Heart & Stroke Walk will be held on **Saturday, October 28th, 2017** at **Waller Park**.

F

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.

A

What is a Company Leader, Team Coach and Walker?

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

Team Coaches: Helps us by recruiting walkers in their department or personal network.

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

Top Walker: Participant who raises \$500 or more! For more information on Top Walker benefits, see page 13.

Q

What is a Red Cap?

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

If you are a survivor, we want to hear from you! Email us at Karla.Adams@heart.org with the subject "I Want to Share My Story!"

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

Contact your Heart Walk Coordinator at Kerstin.Caujolle@heart.org.

How do I change my personal goal?

On the "My Dashboard" homepage, scroll down to the "My Progress" box. Click on the red button that says "Edit My Goal."

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

To change your team name, contact your Heart Walk Coordinator at Kerstin.Caujolle@heart.org. To change your team goal, log on to "My Dashboard." Click the tab titled "My Team" and scroll down to the "Our Progress" box. Click on the red button that says "Edit Team Goal."

How do I assign a co-Coaches?

To assign a co-coach to your team, contact your Heart Walk Coordinator at Kerstin.Caujolle@heart.org. NOTE: the co-Coaches must first be a registered participant on the team before you can assign them as co-Coaches.

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.





Healthy For Good™
Heart Walk.

2017 Heart & Stroke Walk Team

Name: Karla Adams

Title: Heart Walk Director

Phone: 805-369-1316

Email: Karla.Adams@heart.org

For website support such as password reset, sending emails and registering, please contact:

Name: Kerstin Caujolle

Title: Heart Walk Coordinator

Phone: 805-979-5283

Email: Kerstin.Caujolle@heart.org

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212 W. Figueroa Street
Santa Barbara, CA 93101
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LOCAL SOCIAL MEDIA HANDLES
#SantaMariaHeartWalk

Local Life Is Why Sponsor:

