



American Heart Association®

Lawyers Have Heart™



2023 Greater Washington Region *Lawyers Have Heart*

10k, 5k and Fun Walk!

Saturday, May 20, 2023

West Potomac Park

COACH PLANNER

I run to save lives.



QUICKSTART GUIDE

Hey Coach! Why not take the next 15 minutes to give yourself a huge head start?
Visit your Heart Walk HQ to get it done.



CREATE A TEAM

Save your Race Day Headquarters page as a "favorite" to make it easy to come back and visit.



RECRUIT YOUR FIRST 3 Runners

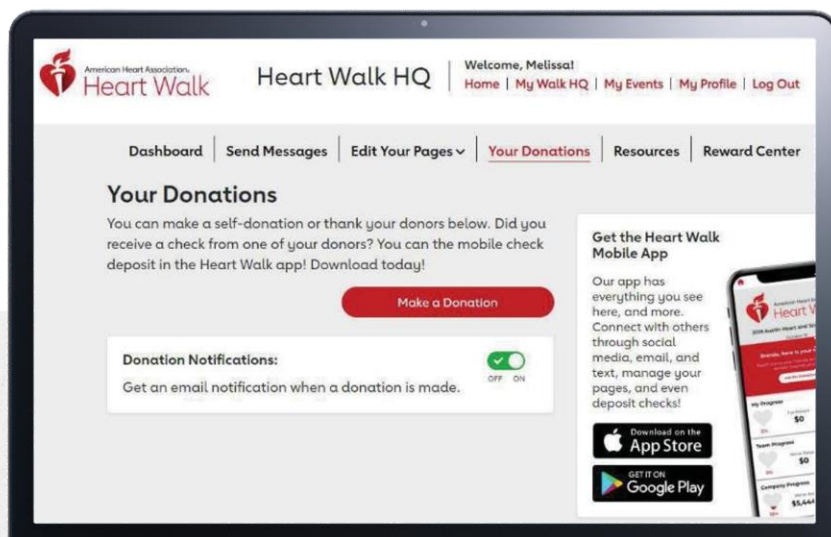
Use the sample email on page 6.



GET THE HEART WALK APP

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

Did you know that Lawyers Have Heart is part of our Heart Walk active events? Our Heart Walk HQ is FULL of great tips to get your team started!



2023

Lawyers Have Heart
10K, 5K & Fun Walk



American Heart Association.
Lawyers Have Heart™

Roadmap for Success!

1 Get Your MVPs
Start sending invitations to build your dream team.

We're here to help every step of the way:

2 Raise Funds & Save Lives
Cheer on your team and make an impact in your community.

Username

Password

Walker Recruitment Goal

Team Fundraising Goal

3 Get Moving
Bond as a team when you move more together. Use the app to track activity and watch the leaderboard leading up to Race Day.



CELEBRATE
Race Day!
Saturday, May 20, 2023

RECRUIT AND ENGAGE TEAM MEMBERS

Thank you for being a Team Coach! Many people will be eager to lace up their shoes and join you on your mission to cure heart disease and stroke. Here are some tips to help you recruit your Race Day Team!



American Heart Association.

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Have a plan: make a list of who you want to join your team!



Visit your Race Page Headquarters:

Build a team webpage complete with your personal story and pictures from a past race or someone who your team is participating in honor of.



Follow Up: Sometimes it's key to ask again. If you don't get a response the 1st time, make sure to follow up with a friend, business or group to help grow your team.



Offer Support: Knowing that you will help a team member to no end will often be enough to get someone to join your team. Let them know you are going to help them every step of the way!



Motivation: Everyone needs a little motivation every now and then. Explain why Lawyers Have Heart is important to you and your story as to why you are involved. You could help others find their motivation to participate.



ABC: Always Be Closing! Every interaction is an opportunity to recruit a new team member! Don't lose your chance because you didn't want to impose! Make the ask!



Download the Heart Walk App: You can use the app to send messages to recruit your team members - it's so easy!



Who will be the STAR of your team?

Identify a breakout fundraiser for your team. Ask them to set a goal of \$1,000 or more: this could even be you!



Teach: Once you have recruited a volunteer it's important you teach them how to do the same. This makes it easier for you to grow your team. We all know volunteers are the key to our success.



Get Excited: This isn't work, this is fun! This is an opportunity to make a new friend or to help and energize others!



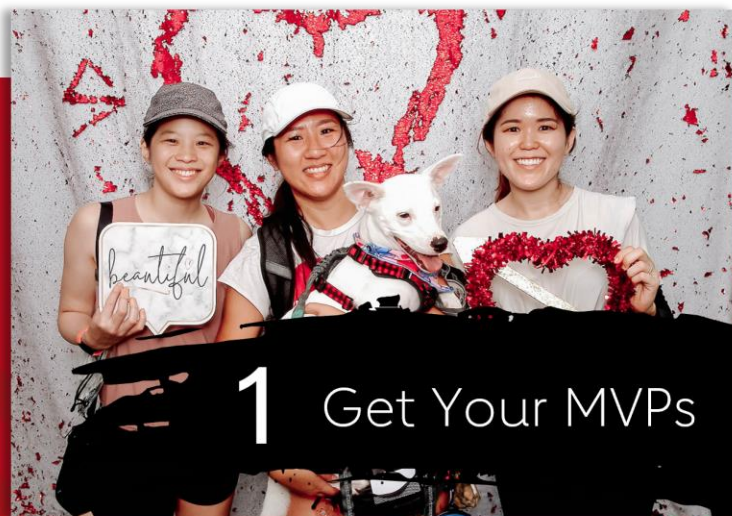
Build Relationships: Throughout the year, stay in touch with your team members! Send a birthday or holiday card to let them know that you care. Year-round communication about Lawyers Have Heart will help keep your team growing strong.



Host a Heart Run Happy Hour: Invite friends, family, co-workers and your neighbors for an early morning or evening run. They will have fun and start the brainstorming with you to make this year a success!

WHO MAKES A GREAT RUNNER?

- Who has been personally impacted by heart disease or stroke?
- Who is a champion for a healthy lifestyle?
- Who is new in your department? In your neighborhood?
- Who will be your team's Top Runner raising \$1,000 or more?



1

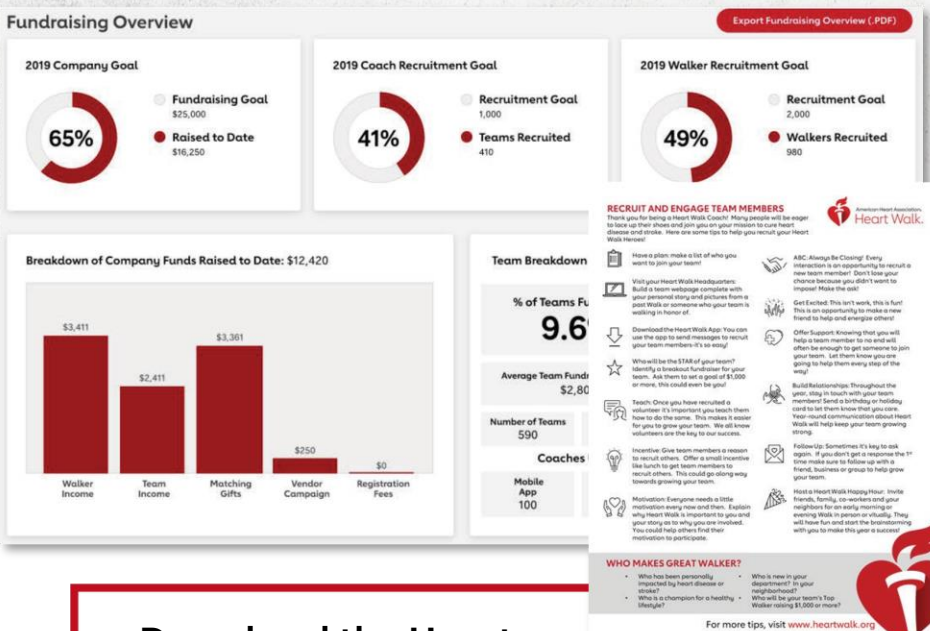
Get Your MVPs

RAISE FUNDS AND SAVE LIVES

RESOURCES AND REPORTS – AT YOUR FINGERTIPS!

After you recruit your team, check out all the available tools and resources, right at your fingertips! Your Heart Walk (LHH) HQ and Heart Walk app have everything you need to lead your team to success!

Being a Company Leader or a Team Coach is easier than ever with the new Reporting and Resource Hub in the Heart Walk (LHH) HQ! All you have to do is log in for them to appear.



- See who has registered, which coaches have recruited runners, downloaded the app, started a Facebook fundraiser, and much more.
- Get a bird's eye view of your company's and team's fundraising and recruitment goals, and much more inside the "Fundraising Overview".
- Ensure you are up to date with all the newest tools and resources, such as A-Z Fundraising Ideas, Virtual Fundraising Suggestions, Coach Email Templates, Tips for Recruiting Runners and more.

Resources Available:

- Mission
- Fundraising
- Promotional Materials
- Digital & Social Media Tools

Download the Heart Walk Mobile App for iPhone or Android

- Deposit checks through the app just like you can with your bank.
- Personalize your Lawyers Have Heart experience by adding a photo and/or story.
- Send pre-written emails, text messages or posts to your social media channels asking for donations.
- Pre-schedule posts ahead of time on Facebook and LinkedIn.
- Recruit and communicate easily with your team.
- Access fundraising tips and earn achievement badges along the way.

2 Raise Funds &
Save Lives

Send Recruitment Emails!



General call for participation

Subject Line: 2023 Lawyers Have Heart 10K, 5K and Fun Walk – REGISTER TODAY!

I would like to personally invite you to join us for the American Heart Association's 2023 Lawyers Have Heart 10k, 5k and Fun Walk!

INSERT FIRM or COMPANY NAME is standing with the millions of Americans (including many of our own staff) who are affected by heart disease and stroke.

All are welcome to sign up and participate IN-PERSON (Washington, DC) or virtually from their homes and neighborhoods! For those living in the DC area, the in-person event be at West Potomac Park in Washington, DC on Saturday May 20, 2023.

Join the dream team and get ready to make an impact!

Register today at: **INSERT TEAM PAGE**

Navigate to our team's page and follow the prompts to register! Use the coupon code **INSERT CODE** to register for free! The coupon code will expire on May 15 at 11:59 PM which is also the last day to register online! There will be NO registration option on race morning!

SAY YES TO HEALTH.
SAY YES TO SAVING LIVES.
SAY YES TO #RunLHH.
SAY YES TO JOINING OUR TEAM.

Thank you for joining us as we fight to raise funds and awareness in support of the lifesaving mission of the American Heart Association.

Questions? Please contact me or Sydney Marshall, our American Heart Association representative, at Sydney.marshall@heart.org.

Thank you,
INSERT SIGNATURE

Executive Announcement

Subject Line: 2023 Lawyers Have Heart 10K, 5K and Fun Walk – REGISTER TODAY!

As a proud sponsor of the American Heart Association's 2023 Lawyers Have Heart 10k, 5k and Fun Walk, I'm excited to announce our goal to raise **XXXX** in support of their lifesaving mission. We need *your* help to get there! You are not going to want to miss out because **nothing unites us like doing good together!**

You can help by visiting our **Lawyers Have Heart Company Homepage (INSERT HYPERLINK)** and registering as a team coach or join an existing team as a runner or walker. This year's event will offer flexibility and options for everyone while continuing to meet people where they are – physically and mentally. **Participants will be able to take part virtually in your neighborhoods or you can choose to join us in Washington, DC for an in-person celebration of our collective impact!**

The in-person event will be held at West Potomac Park in Washington, DC on Saturday May 20, 2023.

SAY YES TO HEALTH.
SAY YES TO SAVING LIVES.
SAY YES TO #RunLHH.
SAY YES TO JOINING OUR TEAM.

Say YES and **CLICK HERE (INSERT TEAM PAGE)** to register today to be a part of the #RunLHH Experience. Navigate to our team's page and follow the prompts to register! Use the coupon code **INSERT CODE** to register for free! The coupon code will expire on May 15 at 11:59 PM which is also the last day to register online! There will be NO registration option on race morning!

Questions? Please contact me or Sydney Marshall, our American Heart Association representative, at Sydney.marshall@heart.org.

Thank you,
INSERT SIGNATURE

Send Donation Emails!



Ask for Donations

Hi (First Name),

What if I told you that together, we can help save the lives of millions of people? Seriously, we can!

I'm excited to be raising critical funds for the American Heart Association to support lifesaving research.

The kind of research that created the artificial heart valve, new medications to lower blood pressure and create guidelines used by physicians worldwide. The kind of science that is literally saving lives!

I need your help. Please give right now to my fundraiser to help save the lives of more moms, dads, brothers, aunts and best friends.

Thank you for your amazing generosity,

(Insert Name)

Help Me Reach My Goal

Hi (First Name),

The American Heart Association's Lawyers Have Heart 10K, 5K & Fun Walk is right around the corner, and I'm committed to doing all I can to help those affected by heart disease and stroke. I'm getting close to my fundraising goal. Will you help me reach it?

This is important to me because I personally know some of the millions of Americans affected by heart disease and stroke (and you might too), and I want to do something about it. Your donation may help bridge the gap in research funding for women's heart health or put scientific stroke advances in doctors' hands. Every 40 seconds, someone has a heart attack or stroke. You are saving lives!

I hope I can count on you to support my fundraising efforts and the great work of the American Heart Association!

Thank you in advance for your generosity!

(Insert Name)

Move More

Activity Challenge

Troubleshooting the Activity Tracker:

Runners who are participating in the challenge MUST connect to one of the available health apps to track activity, either through the selected health device (Apple Health, Google Fit, Strava, Fitbit or Garmin) or directly through the Heart Walk app.

If you WILL be using the connected health app to track activity: You will need to start an activity within the chosen health app for the data to sync into the Heart Walk app. You will see there is an option to resync data within the Heart Walk app if they notice the data hasn't pulled over yet.

If you WILL NOT be using the connected health app to track activity: You can record activity from within the Heart Walk app by clicking the green "Start" button. Once you have completed the activity, you can click the red "Stop" button to save the workout. If you forget to track an activity with a device, you can manually add activity by clicking the "plus" button next to activities.

Technical Support: If runners are having any technical issues within the app or the Activity Tracker, our vendor, Boundless, is here to help directly through the app. Navigate to the upper right-hand corner and click on the gear shift button. Scroll down and click on "Need App Support". Walkers can then click on "New Support Ticket" to submit to Boundless.

"I walk to ..."

GET MOVING!

Move More Activity Challenge
Begins on April 19th

Track your MOVING minutes in our Heart Walk app for Lawyers Have Heart!

READY

Download or update your Heart Walk (LHH) app and get registered.

SET

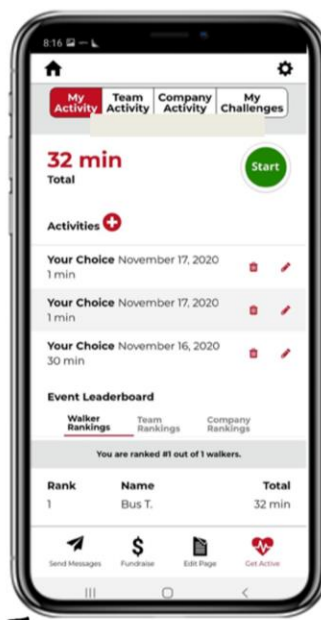
You have 30 days to log your minutes. See if you can reach 150 minutes a week!

GO

Any activity you track, counts! You can walk, dance or even vacuum to stay moving.

CELEBRATE

Keep an eye on your leaderboard. Top movers and fundraisers will be recognized on race day!



3 Get Moving

Key Dates!

March 31st

- ❑ Last day to register before prices increase!

April 3rd

- ❑ Sponsorship Deadline to be on T-Shirts!

April 19th

- ❑ Move More Activity Challenge Starts!

May 1st

- ❑ Last day to change event category
- ❑ Last day to register as a virtual participant and guarantee mailing of race materials by race weekend

May 7th

- ❑ Last day to register to be included in teams of 10+ for packet pick-up**

May 15th

- ❑ **LAST DAY TO REGISTER ONLINE!**
- ❑ Coupon Codes Expire!
- ❑ Race packets delivered to top Sponsors

May 16th

- ❑ Virtual event starts

May 16th and 17th

- ❑ Packet Pick-Up at the [DC Bar](#) from 9am to 5pm

**Teams of 10+ participants will be pre-packed for Team Coaches to pick up

May 20th - RACE DAY!

West Potomac Park, Washington, DC

[2023 Lawyers Have Heart 10k, 5k and Fun Walk](#)

June 5th

- ❑ Electronic Coupon Code payments due



Mark your calendar!



2023 Greater Washington Region

Lawyers Have Heart

10k, 5k and Fun Walk

JOIN US ON RACE DAY!

Saturday, May 20, 2023

7:00am - Check-In

7:45am - Race Begins!

West Potomac Park

2912 Independence Ave, SW

Washington, DC 20418

Questions? Contact Us!

ESLawyersHaveHeart@heart.org | 703-248-1715

To learn more about how the American Heart Association can be your partner for health and well-being resources, contact

Patricia Hevia | Patricia.Hevia@heart.org | 703-248-1714

2023 Greater Washington Region

Lawyers Have Heart

10k, 5k and Fun Walk



American Heart
Association Greater
Washington Region



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May 20, 2023 | West Potomac Park

LOCALLY SPONSORED BY



CREDIBILITY
INTERNATIONAL



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I run to save lives.