



American Heart Association®

Heart Mini-Marathon & Walk™



2024 Cincinnati

HEART WALK

COACH PLANNER



I WALK TO SAVE LIVES

**For 100 years the American Heart Association has made a
profound impact through bold moves.**

Throughout the past century, the American Heart Association has recognized that we're all tied to heart disease and stroke in some way, and we must change that. With your help, we can keep working to ensure all people can enjoy longer, healthier lives.



THANK YOU!

Thank you for stepping up. You'll make a big impact. You'll rally a team. You'll spread the word. You'll raise critical funds to cure heart disease and stroke. Thank you for being a coach.



As a Coach, you inspire your team and lead their collective efforts to save lives and for this, we cannot thank you enough. When you and your team achieve fundraising milestones, you'll receive exclusive Coach Gear to wear proudly all year!

COACH REWARD #1

Earned when team raises \$1,000

PREMIUM COACH HAT



COACH REWARD #2

Earned when team raises \$2,500

PREMIUM LONG SLEEVE COACH TEE



Unisex Sizing

COACH REWARD #3

Earned when team raises \$5,000

PREMIUM COACH ANORAK



Men's & Ladies Sizing

Your exclusive Coach swag can be claimed in the rewards center.

ROAD MAP FOR SUCCESS!



American Heart Association.
Heart Walk.

GET MOVING

Bond as a team when you move together.
Use the app to track activity & watch the
leaderboard leading up to Heart Walk Day.

3

1

GET YOUR MVPS

Start sending invitations
to build your dream team.



2

RAISE FUNDS & SAVE LIVES

Cheer on your team and make
an impact in your community.

CELEBRATE HEART WALK DAY

Sunday, March 17th, 2024

We're here to help every
step of the way
Briana Olney
Briana.Olney@heart.org

USERNAME

PASSWORD

WALKER RECRUITMENT GOAL

TEAM FUNDRAISING GOAL



YOUR QUICKSTART GUIDE

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



CREATE A TEAM

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



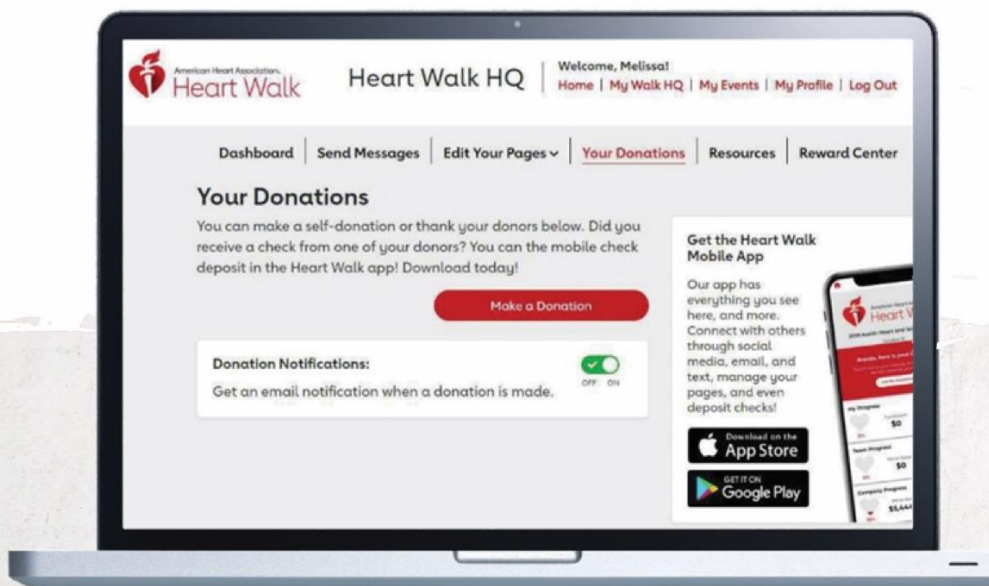
RECRUIT YOUR FIRST 3 PARTICIPANTS

Use the sample email on the next page.



GET THE HEART WALK APP

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



Your Heart Mini HQ is full of great tips and resources!

Heartmini@heart.org

PUT ME IN COACH!

You are ready to build your dream team. Use this page to identify prospective team members. Think outside your company and invite neighbors, family, and friends to participate too! Get your team registered early so everyone can participate in our Move More Challenge!

1

*The first person will be your team's fundraising
TOP WALKER, raising \$1,000+!*

2

3

4

5

6

7

8

9

10

SAMPLE EMAIL: COACH TO RECRUIT WALKERS

SUBJECT LINE: We saved your spot on our Heart Walk team!

Hi <Their Name>,

I'd like to personally invite you to join us for the Cincinnati Heart Mini on March, 17th <Company Name> in standing with the millions of Americans (including many of our own staff) who are affected by heart disease and stroke.

- ♥ We'll have fun while protecting the hearts we love
- 😊 We can save lives right here in Cincinnati
- 👍 We're stronger with you on our side

Join the dream team! And get ready to make an impact.

< Team Registration Link >

Thank you for joining the team!
<Coach Name>

BUILDING A TEAM TO MAKE AN IMPACT AND SAVE LIVES

- Set a Goal. Set a team fundraising goal and encourage each team member to raise a specific amount.
- Recruit 10 fundraising walkers.
- Goal example: 10 fundraising walkers x \$250 = \$2,500 (National average is over \$300)
- Who will be the **STAR** of your team? Identify a Top Walker for your team — this could even be you! Ask them to set a goal of \$1,000 or more.
- Celebrate your team as they achieve their goals.

1
GET YOUR
MVPS



American Heart Association.

Heart Mini-Marathon & Walk™

COACH MILESTONES

FEBRUARY – HEART MONTH

Utilize Heart Month to recruit your walkers and begin your fundraising. This is also a great opportunity to provide team members with resources and tools inspire healthy living and create awareness for risk factor and warning signs.

RIGHT AFTER YOU REGISTER

- ☐ Meet with your AHA staff partner: Orientation and Resources

8 WEEKS OUT

- ☐ City-wide Rally Day to recruit walkers and kickoff fundraising

5 WEEKS OUT

- ☐ 15-minute touch base with your AHA staff partner

4 WEEKS OUT

- ☐ Move More Activity Challenge (30 days pre-event) and Heart Walk Wednesdays begin

3 WEEKS OUT

- ☐ Share your company & AHA day-of-event logistics with your team

2 WEEKS OUT

- ☐ 15-minute touch base with your AHA staff partner

WEEK BEFORE EVENT

- ☐ Heart Walk Week of Wellness
- ☐ Biggest fundraising week of the year!

DAY OF EVENT

Cincinnati Heart Mini

KEY DATES

1

Coach Jersey Deadline: *(must be registered by this date to qualify for a Coach Jersey)*
December 22, 2024

2

City-wide Rally Day:
February 2, 2024

3

Move More Activity Challenge Begins:
February 16, 2024

4

Heart Mini Date:
March 17, 2024

5

Final Day to Redeem Rewards Center Items: *(Walkers and Coaches)*
April 28, 2024

Internal Company

KEY DATES

1

Walker Registration Target Date: _____

2

Coach Kickoff Date: _____

3

15-minute Coach Connect Meeting Dates/Times:

- Week 1:
- Week 2:
- Week 3:
- Week 4:

4

Other Key Dates:





How to Be a HeartThrob!

Locally sponsored by:



HeartThrobs are champions for the American Heart Association who fundraise \$1,000 or more!

Why Join?

- Special invite to the Heart Mini Mingle in February
- Special invite to Heart Mini VIP Breakfast in March
- AHA updates via monthly newsletter
- Name recognition along Heart Mini course, with opportunity to add your "why" for supporting AHA
- Name recognition on downtown HeartThrob banner
- Extra Reward points to shop on AHA's Heart Walk store

How to Get Started?

- Register your personal page on heartmini.org
- Personalize your fundraising page & change your goal to \$1,000
- Make a plan of HOW you will reach your \$1,000 and share with your AHA staff partner!



RECRUIT AND ENGAGE TEAM MEMBERS



Thank you for being a Heart Walk Coach! Many people will be eager to lace up their shoes & join you on the mission to cure heart disease and stroke. Here are some tips to help you recruit Heart Walk Heroes!



HAVE A PLAN: make a list of who you want to join your team!



VISIT YOUR HEART WALK HEADQUARTERS:

Build a team webpage complete with your personal story and pictures from a past Walk or someone who your team is walking 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 Heart Walk 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 Heart Walk will help keep your team growing strong.



HOST A HEART WALK HAPPY HOUR:

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

WHO MAKES A GREAT WALKER?

- 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 Walker raising \$1,000 or more?



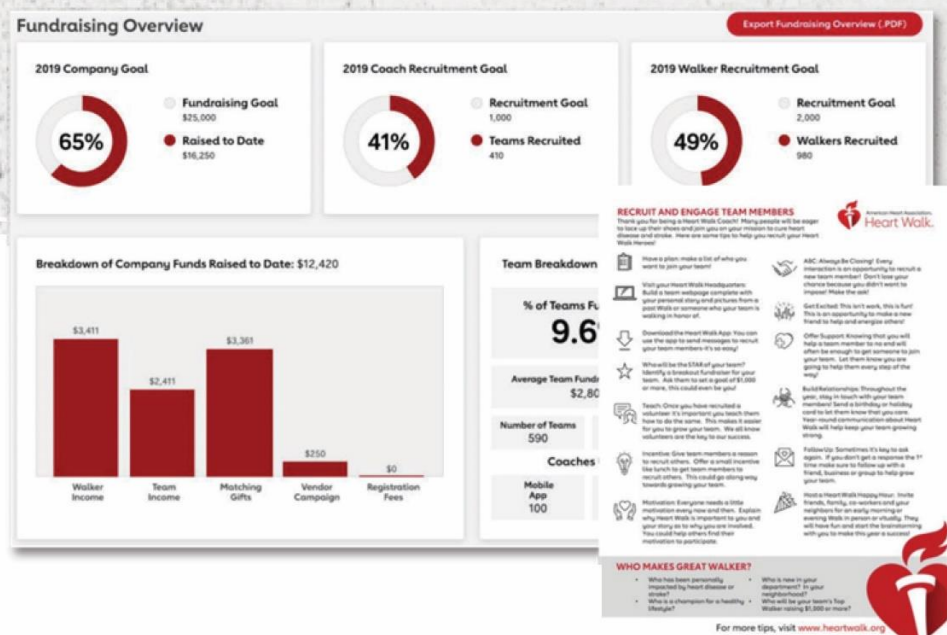
2

RAISE FUNDS
& SAVE LIVES

RAISE FUNDS AND SAVE LIVES

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

RESOURCES AND REPORTS – AT YOUR FINGERTIPS!



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

- See who has registered, which coaches have recruited walkers, 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 Ideas, Coach Email Templates, Tips for Recruiting Walkers and so much 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 at your bank.
- Personalize your Heart Walk 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**

HEART WALK WEDNESDAYS



HEART WALK WEDNESDAYS BEGIN ON FEBRUARY 21

In the final 4 weeks, have fun, create some healthy competition and “get a step ahead” towards your goals with Heart Walk Wednesdays. Message your team each week with a focus on the “take action” tips for fundraising to achieve their goals.

WEEKLY FOCUS IDEAS: Ask everyone on your team to post on social or send text/email; Download the Mobile App or connect to Facebook Fundraiser.

BRAINSTORM: What are 2 ideas to connect your team or raise extra funds?

BRING THE MISSION TO LIFE: WHY I WALK

- Share your personal reason for participating
- Share why your company has decided to rally around the AHA
- Have an employee share their “why” each week in your Heart Walk updates

FUNDRAISE WITH FACEBOOK

In Heart Walk HQ you can connect your fundraiser to Facebook in a few clicks. Your friends and family want to support you and your team!

DOUBLE THE DONATIONS

Many companies offer donation matching. Remind donors to check if their company will match their donation and double their dollars.

DON'T FORGET LINKEDIN

You have lots of contacts on LinkedIn who are not in your day-to-day address book. Heart Walk is a wonderful reason to reach out.

“A-Z FUNDRAISING” IDEAS

In your Heart Walk HQ, under “resources”, you will find the A-Z Fundraising Ideas to help you and your team brainstorm new ways to raise funds!

I WALK FOR _____

3
GET
MOVING

MOVE MORE

ACTIVITY CHALLENGE

TROUBLESHOOTING THE ACTIVITY TRACKER:

Walkers 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 HW 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 HW app. You will see there is an option to resync data within the HW 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 HW 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 Walkers 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.

LET'S GET MOVING!

MOVE MORE ACTIVITY CHALLENGE: Begins on February 16th

Track your minutes in the Heart Walk app

READY

Download or update your Heart Walk app and get registered.

SET

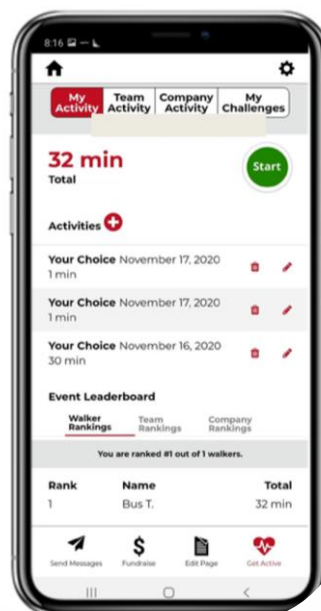
You have 30 days to log your minutes. See if you can reach 150 minutes a week!

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 fundraiser will be recognized on Heart Mini day!





**2024 Cincinnati
Sunday, March 17th**

HEART WALK

Day of Event

**Join us on Sunday, March 17th, 2024, for our 47th
Annual Heart Mini Marathon & Walk!**

7:30am St. Elizabeth Healthcare Heart Half Marathon and 15K Heart Mini

9:30am Cut off for Half Marathon runners to reach the 9-mile mark

9:45am altafiber 5K Heart Race

10:00am UC Health 1K Steps for Stroke

10:30am FIS 1.5K Kids Race

11:00am KoncertIT 5K Heart Walk

CELEBRATE

SURVIVORS

Survivors are the HEART of every walk. If you or your child are a survivor, show everyone your triumphs. At the Heart Mini, survivors are given bright red bibs and encouraged to strut their stuff down the Survivor Lane.



2024 Cincinnati



American Heart Association®

Heart Mini-Marathon & Walk™



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3/17/24 | Corner of 5th & Lawrence

LOCALLY PRESENTED BY



LOCALLY SPONSORED BY



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

Heartmini@heart.org

I walk to save lives.