

join me!



AMERICAN HEART ASSOCIATION

32ND

**Lawyers
Have Heart**



RUN & FUN WALK

10K & 5K | 06.11.2022

2022 Lawyers Have Heart 10K, 5K, & Fun Walk

SATURDAY, JUNE 11, 2022
VIRTUAL & WASHINGTON, DC

Important Dates

- ❑ April 29 – Sponsorship print deadline for t-shirts
- ❑ May 1 – Prices Increase!
- ❑ May 31 – LAST DAY TO REGISTER! Coupon Codes Expire!
- ❑ June 6 – Race packets are delivered to \$10K+ sponsors
- ❑ June 7 & June 8 – Packet Pick-Up at the [DC Bar](#) (10am to 5pm).
***Teams of 10+ participants will be pre-packed for Team Coaches to pick up.
- ❑ June 11, 2022 @ 7:15am
The Washington Harbour, Georgetown
[32nd Annual Lawyers Have Heart 10K, 5K, & Fun Walk](#)
- ❑ June 24 – Electronic Coupon Code payments are due!
- ❑ July 18 – Sponsorship print deadline for September/October display in *Washington Lawyer*





WHAT? - 32nd Annual Lawyers Have Heart 10K, 5K & Fun Walk Event in support of the American Heart Association

WHEN? - June 11, 2022
Start Time 6:00 AM
Race Time 7:15 AM

WHERE? - Virtual and in person at the Washington Harbour (3050 K St. NW, Washington DC, 20007)

HOW? - Register today and donate to the American Heart Association and become a relentless force for a world of longer, healthier lives

WHY? - Reinvigorate heart-healthy lifestyles by uniting with your community around better health and well-being, a fun experience and opportunity to help save lives

Coupon Code/Reg. Prices

Coupon codes are an arrangement for a firm/company to pay (in part or in full) their employee's registration for the race. Coupon codes expire on May 31st and an electronic invoice is sent to you for payment. If your company is interested in providing a coupon code for its employees, contact Patricia Hevia at patricia.hevia@heart.org.

Registration Type	2022 Dates	Price
Standard Reg. with Tech. Shirt	February 1st - April 30th	\$85.00
Standard Reg. without Shirt	February 1st - April 30th	\$55.00
Standard Reg. VIRTUAL w/ Tech Shirt	February 1st - April 30th	\$55.00
Standard Reg. VIRTUAL without Shirt	ALWAYS	FREE
Extended with Tech. Shirt	May 1st - May 31st	\$95.00
Extended without Shirt	May 1st - May 31st	\$65.00
Extended VIRTUAL w/ Tech Shirt	May 1st - May 31st	\$65.00
Extended VIRTUAL without Shirt	ALWAYS	FREE

Start a team

Once you have a coupon code set up, it is time to start your team! To do this [CLICK HERE](#) and go to "Start a Team", your company name should appear in the drop-down box. If you cannot find your company name, email Patricia Hevia at patricia.hevia@heart.org to set up your company.

2022 Lawyers Have Heart 10K, 5K & Fun Walk

Start a Team

Okay, coach! It's time to name your team and set your team's goal.

* Team Name:

Team Company:

Choose an existing company

▼

Team Fundraising Goal:

You can increase your team's goal, but the amount shown below is your team's suggested fundraising minimum.

\$2,500.00

If your team is a part of a company, please select the company above. If your company name does not appear, you can skip this step. Can't find your company? Contact your local staff to get your company set up today!

Default Action

Next Step

Customize you page!

Customize you team and individual page and tell your WHY! Log in to your Heart Walk HQ and personalize your pages by clicking on "Edit Your Pages". From your fundraising goal to your profile picture including your individual URL link! Tell your WHY and become a relentless force for a world of longer, healthier lives!

David Jaffe

Fundraising Progress
\$20,526.66

Fundraising Goal
\$10,000



Why I Run

My "why": I believe that positive mental health supports a strong heart and conversely, when our heart is struggling, physically or emotionally, that it affects our mental health.

I want to be a role model for my students, my colleagues, and my daughters (and not necessarily in that order...). Join me by supporting my efforts to lead: 30 straight Days of 5Ks between Thanksgiving and Christmas. Pledge a day and let me know who I am running for - I will post to all of my social media accounts (or donate anonymously if you prefer).



Personal Stories

“About half of all infants born with Down Syndrome have some form of **congenital heart defect**. Thanks to the medical advances made possible by ongoing research funded by the **American Heart Association** and similar charities, **children like Barrett** are given the opportunity to thrive and lead active and **healthy lives**.”

“We are so honored to be the Presenting Sponsor for the **Lawyers Have Heart** #FREE #VIRTUAL event. You may be wondering why this event is so important to us. In 2016, Co-Founding Partner, **John Harrity**, survived a **near-fatal widow maker heart attack**. After many weeks in the ICU and against all odds, John made an astounding recovery thanks in part to research & medical advances made by the **American Heart Association**. John is #whywerun. Who is your why?”



Send Recruitment Emails!

OPTION 1 - General call for participation!

Subject Line: 2022 Lawyers Have Heart 10K, 5K and Fun Walk – REGISTER TODAY!

I'd like to personally invite you to join us for the American Heart Association's (AHA) [32nd Annual Lawyers Have Heart 10K, 5K, and Fun Walk!](#) **INSERT FIRM/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 returning to The Washington Harbour, Georgetown on Saturday, June 11, 2022, at 7am.**

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 31st 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 considering joining us as we fight to raise funds and awareness around the lifesaving mission of the AHA.

Questions? **Please contact me or Stephanie Maher, our AHA representative, at Stephanie.Maher@heart.org.**

Thank you,
INSERT SIGNATURE

OPTION 2 - Executive Announcement

Subject: 2022 Lawyers Have Heart 10K, 5K and Fun Walk – REGISTER TODAY!

As a proud sponsor of the American Heart Association's (AHA) [32nd Annual 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 participate 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 be returning to The Washington Harbour, Georgetown on Saturday, June 11, 2022, at 7am.

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 ever.

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 31st 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 Stephanie Maher, our AHA representative, at Stephanie.Maher@heart.org.**

Thank you,
INSERT SIGNATURE

Emails Continued:

- Incorporate some of the social media content into your regular newsletters, plus some dedicated to the event
- Include the important information: who, what, where, when, how, and why
- Make the ask straightforward
- Send out a press release about involvement & fundraising goals, with links to the event
- Keep the subject line short, to the point, and interesting

HERE'S HOW TO JOIN US:

● REGISTER

Come together in the fight against heart disease by **starting your own team here!**

● RALLY

Lawyers Have Heart has always been about coming together. We encourage you to invite your friends and family to participate in the event as well, not just your coworkers! **Corporate sponsorships** are also available.

● #RUNLHH

Whether you are running the 10K, 5K, or just walking, get your blood pumping! Head over to the **LHH Facebook Event page**, mark yourself as "going", and share a post race selfie with these hashtags: #RUNLHH #AHA #MOVEMORE

Employee Engagement

Leverage

Leverage your organization's extended network



Share

Make it easy for your employees to share your organization's social posts with weekly emails



Encourage

Encourage employees put out their own content with a marketing deck



Create

Create email templates for employees to send out to their networks with how-to steps to participate



Spread the Word: Social Media

- Use a scheduler to post curated content across all social channels at once
- Generate a variety of content, such as videos, testimonials, spotlights, & infographics that show not just how to participate, but how participating can benefit the community
- Tag our AHA accounts below and use the hashtag #RUNLHH



GreaterWashingtonAHA



HeartofGWR



HeartofGWR

- Don't forget about LinkedIn where there are highly engaged audiences
- Set up a Facebook Fundraiser and an event
- Post event information in groups

#RUNLHH



Harrity & Harrity, LLP

1,878 followers
9mo · 🌐

#LawyersHaveHeart has always been about coming together. On the weekend of June 11-13th, #lawyers, non-lawyers, runners, & walkers of all ages and abilities, from all across the globe, will #virtually unite in a fantastic community event to fight the #1 killer in the world - #heartdisease. We invite you, alongside your friends, family, & coworkers, to participate in this #global virtual event to raise awareness of heart disease and support the life-saving mission of the American Heart Association! Help us have the most participants yet!

You can join Team Harrity at <http://ow.ly/2gWH50EtoQu>
Or start your own team here: <http://ow.ly/ZtcJ50EtoQs>

Thank you to the #RunLHH Signature Sponsor, Credibility International, & Diamond Sponsors Bloomberg Law, Latham & Watkins, and Sheehy Auto Stores for your incredible support!

"See" you at the finish line!

#AHA #MoveMore #SpeakFromTheHeart #Harrity4Charity

JOIN US

in the fight against our #1 killer-
heart disease.

Register for the 31st Annual Lawyers Have Heart
Free Virtual Event Today!



31st Annual Lawyers Have Heart Free
Virtual 10K Run, 5K Run, and Fun Walk

June 11th- 13th, 2021



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1,090 followers
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+ Follow ...

Lawyers Have Heart 10K Race, 5K Run and Fun Walk is an annual event that was founded in 1991 that raises money for the research and community education for the American Heart Association (AHA). This event brings together law firms, attorneys, legal industry professionals, family, friends, adults and children to raise awareness and research for heart disease and stroke. Lawyers Have Heart has raised over \$14 million to benefit AHA and further its mission. To learn more or join our team: <https://bit.ly/3vQUSAT>. #weareIDS



iDiscovery Solutions

1,090 followers
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+ Follow ...

IDS continues to be a proud sponsor of the American Heart Association's Lawyers Have Heart 10K Race, 5K Run, and Fun Walk for the greater Washington region. To learn more or join our team: <https://bit.ly/3vQUSAT>. #weareIDS



Tim Brightbill · 1st

Partner at Wiley Rein LLP and Adjunct Professor, Georgetown Law
3mo · Edited · 🌐

Ran my 10K today! Thanks to family, friends and Wiley Road Runner colleagues for their support of Lawyers Have Heart. We've raised more than \$800,000 for the American Heart Association. You can still register or donate at: https://lnkd.in/dNm_dew. (photo from a few years back - you don't need to see the post-run selfie!)

American Heart Association | LAWYERS HAVE HEART | www.LawyersHaveHeartDC.org

Runners and walkers holding large letters spelling "RUN LHH HAVE HEART".

Lawyers Have Heart XXIV 10K & 5K Run, 3K Fun Walk
June 14 • 7 a.m. • Washington Harbour at Georgetown • Non-lawyers with hearts are welcome too!

Register or donate today at
www.LawyersHaveHeartDC.org
(703) 248-1714 • LawyersHaveHeartDC@Heart.org

Firm Website

- Make sure the event is somewhere accessible on your company's website (charity/outreach section, upcoming events, firm news)
- Create an easy to remember landing page to use in videos & graphics
- Directly link to your team page, donation page, and start a team
- Enable a pop-up



Harrity & Harrity is the Presenting Sponsor of the 2022 Lawyers Have Heart, a 5K run, 10K race, and fun walk that benefits the American Heart Association. We'll be running this June, alongside our friend and Co-Founding Partner, John Harrity, who survived a widow maker heart attack in May 2016. Registration is now open online through race weekend on June 11, 2022. We hope to see you at the finish line!

ABOUT LAWYERS HAVE HEART

Since 1991, Lawyers Have Heart has raised over \$17 million for The American Heart Association and each year is one of the largest 10K races in the Washington D.C. area. For the first time since 2019, the 2022 Lawyers Have Heart event will be **both in-person and virtual**, allowing people across the globe to come together in the fight against cardiovascular disease. As co-chairs of the event, Harrity's John Harrity and American University's David Jaffe have set a goal to raise \$1.5 million to promote longer lives and have the most event participants ever, both of which can be achieved with your help. To participate in this free virtual event, attend in person, or to contribute to this deserving organization, please use the links below to register, start a team, and donate today.

[REGISTER HERE](#)[DONATE NOW](#)

EVENT INFORMATION

We are excited to celebrate the 32nd Anniversary of the American Heart Association's – Lawyers Have Heart 10K Race, 5K Run and Walk with you! We have adopted strategies that allow participants to fully experience the 10K Race, 5K Run & Walk VIRTUALLY from anywhere in the world this June.

This global event will include a virtual leaderboard, suggested routes to run your own 10K or 5K, training tips, more opportunities for you to engage with our mission digitally, and healthy living resources to look after yourself and your loved ones while social distancing. And, for the first time since 2019, we will have an **in-person event** as well!

WHEN: June 11, 2022 (exact time TBD)

WHERE: Virtual or in the DC area (exact location TBD)

HOW: Click below to register and learn more about the different ways to participate!

WHY: Donations raised through Lawyers Have Heart goes to fund American Heart Association's research, education, medical treatments, and prevention assistance to help eliminate the #1 killer in the world, heart disease.

[LEARN MORE](#)

More Email Templates

Donation Solicitation

Dear (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 fund 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 doctor's 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)

Make it a Competition and HAVE FUN!

1

Start an internal competition to get more engagement!

2

Incentivize the winner with something they want

3

Set both firmwide and individual challenges

4

Set team growth and fundraising goals

5

Share a leaderboard to generate more buzz

See you on race day!



Thank You to Our Sponsors



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Questions?

Need help getting started?

Email Patricia Hevia at
Patricia.Hevia@heart.org with any
questions!