

## HEART MINI WEDNESDAYS

*Sample messages to help you recruit & fundraise!*

Heart Mini Wednesdays are here! Below are weekly sample email messages for you to customize send to your participants every Wednesday beginning February 14<sup>th</sup>.

### **4 WEEKS OUT EMAIL: Say YES!**

*This is a sample prep week email before the 4 weeks of Heart **Mini** Wednesdays- the focus is to announce Heart **Mini** Wednesdays and an opportunity for a final push on recruitment, to download the Heart Walk app that includes the Move More Challenge.*

Last year we raised \$XXX for the American Heart Association and it felt great to celebrate our accomplishment as a team. Since last year's Heart **Mini** efforts, the American Heart Association established a campaign to reduce teen e-cigarette use and has funded \$2.5M to fast-track scientific research to better understand the interaction of COVID-19 with heart disease and stroke. This is so important because 40% of those hospitalized due to COVID-19 are stroke survivors or people with heart disease. And guess what? Those funds you raised last year are helping to fund efforts like these. This year, we are excited to announce our goal is to raise \$X and to have X walkers participate to continue our support right here in X City!

What is new this year with the Heart Walk? In these final 4 weeks, we will get moving through a Heart Walk Move More Challenge and next week, we will begin Heart **Mini** Wednesdays. Each week we will have fun, some healthy competition and "get a step ahead" towards our goals. At the **Heart Mini**, we will celebrate in new and unique ways too. You are not going to want to miss out because nothing unites us like doing good together!

**SAY YES TO HEALTH.**

**SAY YES TO SAVING LIVES.**

**SAY YES TO HEART WALK.**

**SAY YES TO JOINING OUR TEAM.**

Say YES and [click here](#) to register today to be a part of the Heart **Mini**! And don't forget to download the Heart Walk app for easy fundraising and to track your minutes with our team!

## HEART MINI WEDNESDAYS

### 3 WEEKS OUT EMAIL: GET MOVING

EMAIL SUBJECT HEADLINE: Countdown to Heart Mini!

EMAIL BODY: Welcome to Heart **Mini** Wednesdays!

Thank you for participating in this year's Heart Mini and raising critical funds for the American Heart Association. As you know, our goal this year is to raise \$X while having fun as a team. Congratulations! To date, we have raised \$X and over the next four weeks, on every Wednesday, we will work together to raise the remaining \$X to save lives. Each week, we will get moving to stay ahead of our fundraising goal and our own health. Are you ready for your FIRST Heart **Mini** Wednesday to begin? 3...2...1...Let's Start Moving More:

Get a Step Ahead:



Fundraise

**Insert Fundraising Challenge** (see last page for ideas)



Get Active

Step up your physical activity! In these final weeks, we are going to raise our heart beats while raising funds for the American Heart Association. If you have not already, download the Heart Walk App to start tracking your minutes of movement with us. Let's add in more movement each week together!

**Tomorrow**, we will send out an update celebrating you: **(sample measures)**

- Top 3 fundraising teams from today
- All teams who raised at least \$X today
- New Individual Walkers who achieved \$1,000 Top Walker status
- How many minutes/hours to date we have walked together to date

The funds you raise today may bridge the gap in research funding for women's heart health or put scientific stroke advances in doctor's hands.

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# HEART MINI WEDNESDAYS

## 2 WEEKS OUT EMAIL: Pay tribute and celebrate a survivor!

EMAIL SUBJECT: We Walk for the BEST Reasons

EMAIL BODY: We are 3 weeks away from the HEART MINI! You are part of something big, maybe the biggest Heart Mini yet, thank you for committing to our team AND making a difference. Each of us walks for a reason. Who are you walking in tribute to? Attached is a Tribute sign. Fill in the name of who you are walking in honor of this year and print it out, save it as a background on your computer or hang it up on your wall. Every step we take from here on out is for them.

Great news, we have raised \$X towards our goal of \$X!

How can you Get a Step Ahead?



Fundraise

**Insert Fundraising Challenge** (see last page for ideas)



Get Active

Double your minutes today! Let's move more while saving lives! What if we each doubled our minutes of activity today? Where would that take us- could we collectively walk to (insert the next city) or to the moon. How much movement will we have on tomorrow's leaderboard towards our collective goal?

Tomorrow, we will send out an update celebrating you: **(sample measures)**

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## HEART MINI WEDNESDAYS

### 1 WEEK OUT EMAIL: Happy Heart Mini Week!

EMAIL SUBJECT: This is the BIGGEST Heart Mini Fundraising Week of the Year

EMAIL BODY: Thank you for being amazing and coming together to save lives.

Bonus: Our hearts are healthier too.

We have raised \$X towards our goal of \$X! This is the final countdown before we celebrate our collective efforts in our company and in our community at the **Heart Mini**. I can't wait to see you during our company celebration and give you each a virtual "high five". Don't forget to tune into our team celebration featuring X, Y, Z *through X this link at X time*. We will announce our top teams, our final total and how many minutes/hours we have moved together.

Let's take some big moves today, together:



Fundraise

**Insert Fundraising Challenge**



Get Active

**One Minute Closer:** Every minute you move today gets you one minute closer to your goal. Stop for a moment, write down how many minutes you want to accomplish today. Next, write down 3 ways you can make that happen. Together we will move more while saving lives! Just a few days to go, finish strong!!!

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## Fundraising Challenge Samples/Ideas:

### SAMPLE CHALLENGE #1

Fundraising Challenge: To raise \$x today! If each team collectively raises at least \$x we will accomplish our goal easily. And to make it fun, how about **SIX DONATIONS**

#### CHALLENGE:

- Goal: Every Walker to secure at least SIX online donations today
  - Pro Tips:
    - Download the Heart Walk App and send emails or texts to friends and family. Walkers who raise funds through the App raise on average 3x's more!
    - Launch your Facebook Fundraiser with a personalized photo
- Score: You'll score a "point" every time you get SIX online donations
- Vote with Your Points: Each point you earn gets you a "vote" to help select the ZOOM background **the CEO** uses during his week's virtual meeting appearance!

### SAMPLE CHALLENGE #2

Fundraising Challenge: To raise \$x today! If each team collectively raises at least \$x we will accomplish our goal easily! So, let's make this interesting...the 3 teams with the greatest number of online donations today will win X

### SAMPLE CHALLENGE #3

Fundraising Challenge: To raise \$x today! If each team collectively raises at least \$x we will accomplish our goal easily! Everyone who raises at least \$50 today gets their name in a hat to win X- 10 winners will be selected

### SAMPLE CHALLENGE #4

Fundraising Challenge: To raise \$x today! If each team collectively raises at least \$x we will accomplish our goal easily! Everyone who raises at least \$50 today gets their name in a hat to win X- 10 winners will be selected

For those who achieve Top Walker and have raised \$1,000 by 5pm – you will be invited to an exclusive virtual lunch with our CEO, Joe Bishop

### SAMPLE CHALLENGE #5

Fundraising Challenge: To raise \$x today! If each team collectively raises at least \$x we will accomplish our goal easily! Every team who collectively raises \$1,000 today will receive virtual lunch with the CEO, gift cards etc...

### SAMPLE CHALLENGE #6

Fundraising Challenge: To raise \$x today! If each team collectively raises at least \$x we will accomplish our goal easily! The first 5 teams to raise at least \$1,000 today will win X

### SAMPLE CHALLENGE #7

Fundraising Challenge: To raise \$x today! If each team collectively raises at least \$x we will accomplish our goal easily! Now let's double your fun- each walker who raises at least \$50 today will be matched through our company foundation/by our CEO etc...!

### SAMPLE CHALLENGE #8

Fundraising Challenge: To raise \$x today and if we accomplish this, we will have hit our company fundraising goal of \$X! If we achieve this milestone today our CEO will (shave his head, let his kids slime him during our next virtual town hall, etc...

### SAMPLE CHALLENGE #9

Fundraising Challenge: To raise \$x today and to see you work together as a team! There will be a prize and bragging rights for your virtual TEAM fundraisers. Categories your team can win:

- Most raised by a virtual TEAM fundraiser
- Most original virtual TEAM fundraiser
- Best mission-focused TEAM fundraiser (*ie, cooking class, mediation class, yoga etc..*)

### SAMPLE CHALLENGE #10

Fundraising Challenge: To raise \$x today and if each team/each individual raises X we will have achieved our total goal of X in support of the American Heart Association's mission. Every individual that has cumulatively raised over \$X by today will receive a one of a kind company Heart Walk medal.

### SAMPLE CHALLENGE #11

#### No video Fridays for the month of X

Fundraising Challenge: To raise \$x today and relax on Fridays! Huh, what? That's right. If we reach this goal today, all meetings on Fridays during X month will be "video free". No one will be required to turn on their cameras!