



American Heart Association®
Heart Walk.®



2023 Greater Washington Region

HEART WALK

COACH PLANNER

I walk to save lives.



American Heart Association.
Heart Walk.

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

Unlock Exclusive
Coach Rewards!

As a Coach, you inspire your team and lead their collective efforts to save lives and for this, we cannot thank you enough. And this year, when you achieve team fundraising milestones, you'll get exclusive Coach Gear.

COACH REWARD # 1

Earned when team raises \$1,000

Premium Coach Visor

*Choice of White or Red**



COACH REWARD # 2

Earned when team raises \$2,500

Premium Long Sleeve Coach Tee

Choice of Grey or Red
Unisex Sizing*



COACH REWARD # 3

Earned when team raises \$5,000

**Premium Quilted
Navy Coach Vest**

Men's & Ladies Sizing



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

**While supplies last. Some colors and sizes are available in limited quantities*

Roadmap for Success!



American Heart Association.
Heart Walk.

1 Get Your MVPs

Start sending invitations to build your dream team.

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

ESGWRHeartWalk@heart.org

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- October 5

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



CELEBRATE

HEART WALK DAY!

NOVEMBER 4, 2023



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



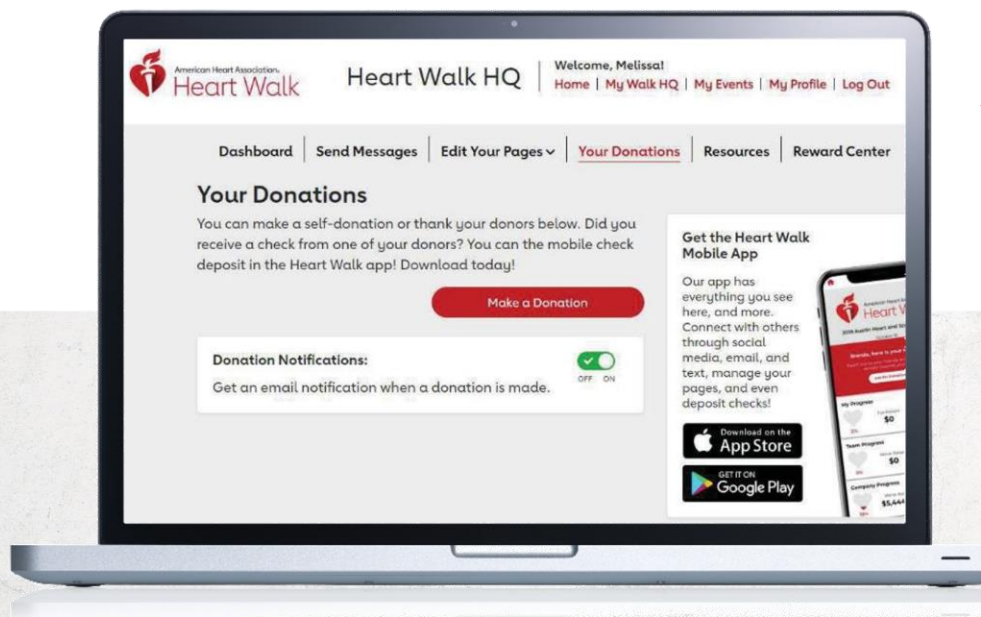
RECRUIT YOUR FIRST 3 WALKERS

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 Walk HQ is full of great tips and resources!

2023
Greater Washington
Heart Walk

Put me in

COACH

You are ready to build your dream team. Use this document 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!



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

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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 2023 Greater Washington Heart Walk on November 4. We are 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 the Greater Washington Region

👍 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.
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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

You can Heart Walk Here, there or anywhere. Choose our path or yours!

KEY DATES

Greater Washington Heart Walk Key Dates:

1. **Coach Jersey Deadline:** *(must be registered by this date to qualify for a Coach Jersey)*
August 11
2. **City-wide Rally Day:**
September 20
3. **Move More Activity Challenge Begins:**
October 5
4. **Heart Walk Date:**
November 4
5. **Final Day to Redeem Rewards Center Items:** *(Walkers and Coaches)*
December 15

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:

1

Get Your MVPs

RECRUIT AND ENGAGE TEAM MEMBERS

Thank you for being a Heart Walk 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 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.



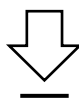
Offer Support: Knowing that you will help a team member to no end will often be enough to get someone to join your team. Let them know you are going to help them every step of the way!



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?

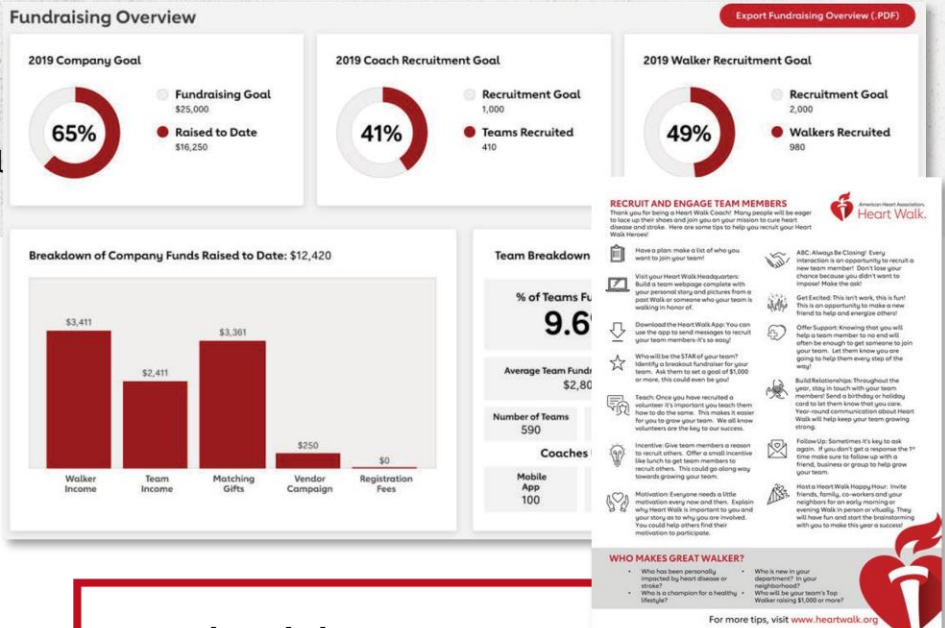


1 Get Your MVPs

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 HQ and Heart Walk app has everything you need to lead your team to success!



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



American Heart Association.
Heart Walk.

"I walk to ..."

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

I WALK to _____

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!

HEART WALK

Wednesdays

Heart Walk Wednesdays begin on **October 11**

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.



TEAM IDEAS

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

2

Raise Funds &
Save Lives

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.

"I walk to ..."

GET MOVING!

Move More Activity Challenge
Begins on October 5

Track your minutes in the Heart Walk app

READY

Download or update your Heart Walk app and get registered.

SET

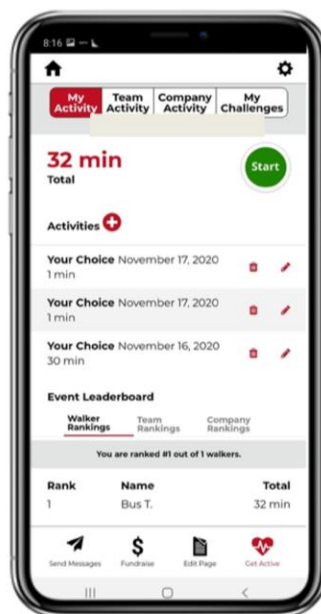
You have 30 days to log your minutes. See if you can reach 150 minutes a week!

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 fundraisers will be recognized on Heart Walk day!



3 Get Moving



Saturday, November 4, 2023
The National Mall

Festival opens at 8:30am | Walk Starts at 10:00am

Walk Length: 1 & 3-Mile Options

Bring your colleagues, friends, & family for a day of FUN!

Kids Zone | Pet Parade | Live Music | CPR Demos

Top Walker VIP Breakfast | Fitness activities & more!

2023 Greater Washington

HEART WALK

November 4 | The National Mall



American Heart
Association Greater
Washington Region



@heartofGWR



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