



American Heart Association.
Heart Walk.

Welcome,
Heart Walk Hero!

Coach Quickstart Guide



Thank you for being a Heart Walk Coach.



Thank you for stepping up.

Thank you for making a difference.

Thank you for being a Heart Walk Hero.

You have decided to take a stand against heart disease and stroke, the No. 1 and No. 5 killers in the U.S.

With just a little time, 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 Heart Walk Coach!

Your Impact as a Heart Walk Coach

Thank you for your passion and commitment. The impact you make will extend far beyond any event. You are a crusader, innovator, scientist and partner. Your leadership and support will save and improve lives within our community and around the world.

We are excited to be on this journey with you!



Quick Start Guide

Hey Coach, why not take the next 15 minutes to give yourself a huge head start? Follow these three easy steps and you'll be well on your way to victory.

1

Register

- Register as a Coach for your team on the Walk website.
- Bookmark your Heart Walk Headquarters.

2

Start Recruiting

- Invite your first co-workers, friends and family members to join your team.

3

Donate

- Kick off your team's fundraising by making your personal donation.

The screenshot shows the American Heart Association Heart Walk website. At the top, there is a navigation bar with 'Home', 'Find', 'About', and a 'Log In' button. Below the navigation bar, there is a 'Sample Company Page' for 'Acme, Inc.' which displays '2 Teams | 8 Walkers', 'Fundraising Progress \$894', and 'Fundraising Goal \$20,000'. A yellow arrow points to the fundraising progress bar. Below the progress bar are two buttons: 'Create a Team' and 'Join a Team'. To the left of the company page is a photo of a group of people at a walk event, with text indicating the event is the '2020 Austin Heart Walk' on 'October 19, 2020'. Below the company page, there are two sections: 'Our Teams' and 'Our Walkers'. The 'Our Teams' section shows a table with columns for 'Team', 'Coach', and 'Raised'. The 'Our Walkers' section has a search bar and a 'Search' button.

Team	Coach	Raised	Join Team
Team of Teams	Colintest Manuel	\$894	Join Team
Team meAT	Colin ManuelTEST	\$0	Join Team

Your Secret Fundraising Weapons



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.
- Recruit team members and easily communicate with your team.
- Access fundraising tips and earn achievement badges along the way.



Fundraise with Facebook

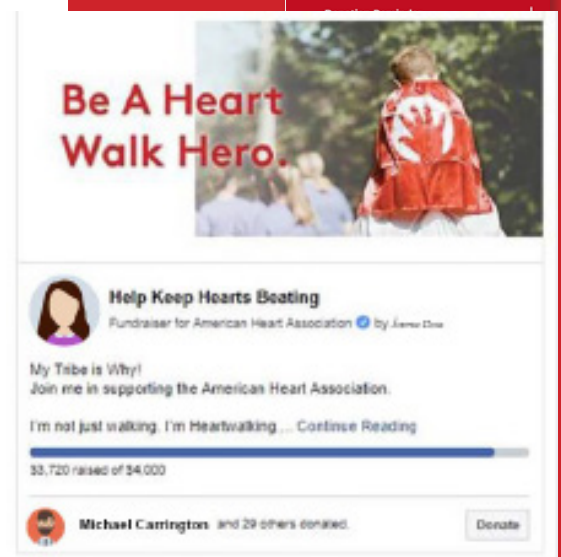
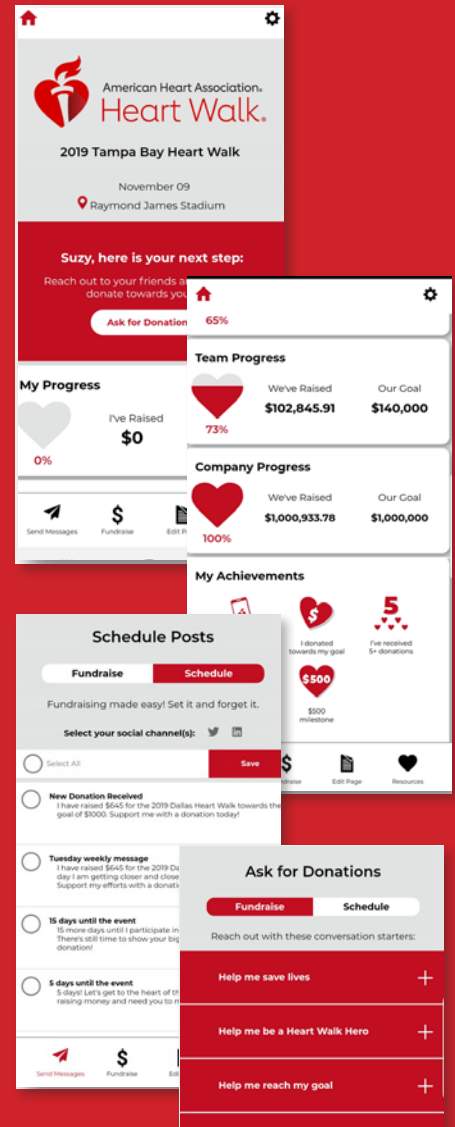
- This is a great way to reach people when you may not have their email or phone number.
- Log into your Heart Walk Headquarters to connect your fundraiser and follow the steps to invite your friends, share updates and collect donations.



Post on Social

Expand your reach by posting your fundraiser on your social channels. This also allows you to tag those who donate and give them recognition in real time.

These amazing tools will help you sail past your fundraising goals with ease!



Pro Tips for Coaches

Coaches drive success. Get ready to lead your team all the way to the finish line by raising heartbeats and funds. These pro tips will help you recruit and lead a successful fundraising team.

Use your Heart Walk Headquarters

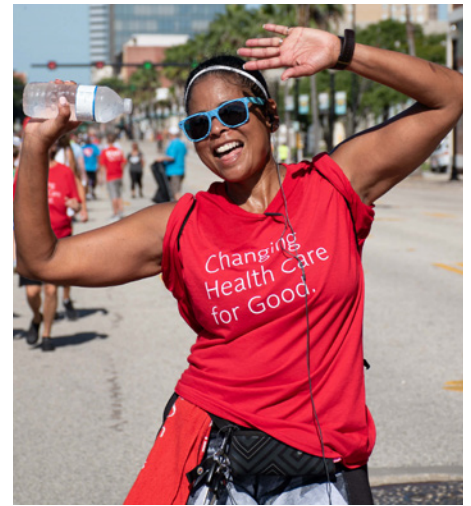
Think of the Heart Walk Headquarters as your virtual coaching assistant. The site's tools make it quick and easy to recruit and motivate your team. And the built-in email templates let you reach out to your team and donors in no time!

Set a Goal

Set a team fundraising goal and encourage each team member to raise a specific amount.

For example:

10 fundraising walkers x \$250 = \$2,500
(\$260 is the national average)



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.

Celebrate with them as they achieve Top Walker status!

Don't Forget About Matching Gifts!

You can quickly access your donor list in your Heart Walk Headquarters.

Remember to check with each donor to see if their company will match their donation and double their dollars.

Together, we will make a difference.

- Over the past 50 years, funds raised through events like the Heart Walk have helped reduce the number of people dying from cardiovascular diseases by more than 70%. However, there is still much work to do. In the time it takes you to brush your teeth in the morning, three people in the U.S. will die from cardiovascular disease.
- Over the past 20 years, support like yours has helped reduce the number of stroke deaths in America by nearly 40%. Despite this progress, stroke is our second-leading killer worldwide. By the time you finish reading this sentence, someone in the world has died from a stroke.
- Thanks to past supporters, more than 1 million babies are screened every year for critical congenital heart defects with a simple, inexpensive pulse oximetry test. Work like this is so important because every year 3,000 kids die from congenital heart disease.



How we celebrate survivors

- Heart disease and stroke survivors are the heart of the Heart Walks. Wearing your commemorative red or white baseball cap, you'll be celebrated along with other survivors. We even have special superhero capes for our young survivors.
- Survivor caps will be available the day of the event. Ask your staff partner about them today!

How we celebrate you

Your fundraising not only makes you a relentless force for longer, healthier lives, it also earns you points in your personal Rewards Center — points you can redeem for Heart Walk Hero Gear. It's our way of saying thanks and it's a great way to show your support for heart and brain health!

Log in to your HW Headquarters on your PC or HW App to visit the Rewards Center.





American Heart Association®
Heart Walk®

Heart Walk Is Locally Sponsored By:

