Thank you for becoming a Team Captain and helping to Save Lives!

Qualities of a Great Team Captain:
- Motivated to eradicate the #1 and #5 Killers of Americans, Heart Disease and Stroke
- Determined to get others involved
- Not afraid to “make the ask” and be persistent when it comes to recruiting your team and raising funds
- Invested to learn best practice fundraising/recruiting strategies
- A leader who will help coach their team to success!

Team Captain Responsibilities:
- Get Registered
- Familiarize yourself with the Heart Walk website (www.heartwalknyc.org)
  - Customize your personal Heart Walk page
  - Add a photo, set a personal fundraising goal, and share your personal reason “why” you’re a Heart Walker. On average, those that personalize their page raise 7X more!
- Connect with your AHA lead
  - They have tools, templates, and ideas that will make your life easier!
  - If you are unsure who your AHA lead is, please reach out to your Heart Walk company leader or email nycheartwalk@heart.org
- Recruit other Heart Walkers to join your team
  - Think friends, family, colleagues, members of committees/groups you’re involved with, etc.
- Set a team fundraising goal
  - Consider using fun incentives to help motivate your team to achieve your goals!
- Make a personal donation and start fundraising, which will motivate your team to do the same!
  - Donors will likely match the level that you or previous contributors have given.
- Motivate and follow up with your team on a regular basis
- Emails, texts, in person. Create excitement around the amazing work you are doing!
- Share your Best Practices, and identify ideas from other successful Captains

Helpful Tips:
Recruiting Deadline: 4/30
My team fundraising goal is: _______
My full team will be recruited by this date: _______
My team fundraising goal will be achieved by this date: _______

Questions? Contact your AHA Heart Walk lead or nycheartwalk@heart.org