



American Heart Association®
Heart Walk®

Welcome,
Heart Walk Hero!

Coach Quickstart Guide





American Heart Association®
Heart Walk®

American Heart Association

Heart Walk

Greater Akron Heart Walk Saturday, September 11, 2021

Downtown Akron – Lock 3

200 S. Main Street, Akron OH 44308

Registration begins at 8:30 am / Walk begins at 9:30 am

www.heart.org/akronwalk

Questions? Contact the American Heart Association
(330) 396.5797 or email AkronHeartWalk@heart.org

Platform Sponsors



Heart Walk Sponsors

AMETEK
Brokage One Agency
Cleveland Clinic Akron General
Giant Eagle
GPD Group
GOJO Industries
Summa Health
The Davey Tree Expert Company
Thompson Electric, Inc.

You're a Heart Walk hero.

**Go ahead, pat yourself on the back.
We'll wait.**



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

As a Coach, you are setting the pace. You are an inspiration. You are a leader!

You inspire your community. You lead your teammates. You are the lifeblood of Heart Walk.

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, How would you like to make an impact today?

Follow these three easy steps and you'll be well on your way to victory.

1

Register

- Sign up as a Coach for your team on the Heart Walk website.
- Make a personal gift to get your fundraising started.

2

Recruit

- Download the Heart Walk app.
- Ask 10 people to join your team today.

3

Rally

- Start a Facebook Fundraiser.

Get started here in your Heart Walk HQ

The screenshot shows the 'Heart Walk HQ' dashboard for a user named Melissa. The top navigation bar includes the American Heart Association logo, 'Heart Walk HQ', and a welcome message. Below this is a secondary navigation bar with links like 'Dashboard', 'Send Messages', 'Edit Your Pages', 'Your Donations' (highlighted), 'Resources', and 'Reward Center'. The main content area is titled 'Your Donations' and contains a paragraph about making self-donations or thanking donors, a 'Make a Donation' button, and a 'Donation Notifications' toggle switch which is currently turned 'ON'. To the right, there is a promotional banner for the 'Heart Walk Mobile App' with text describing its features and download instructions for the App Store and Google Play. A smartphone image displays the app's interface with progress bars for 'My Progress', 'Team Progress', and 'Company Progress'.

American Heart Association
Heart Walk

Heart Walk HQ | Welcome, Melissa!
[Home](#) | [My Walk HQ](#) | [My Events](#) | [My Profile](#) | [Log Out](#)

[Dashboard](#) | [Send Messages](#) | [Edit Your Pages](#) | [Your Donations](#) | [Resources](#) | [Reward Center](#)

Your Donations

You can make a self-donation or thank your donors below. Did you receive a check from one of your donors? You can the mobile check deposit in the Heart Walk app! Download today!

[Make a Donation](#)

Donation Notifications:
Get an email notification when a donation is made. ☒ OFF ☐ ON

Get the Heart Walk Mobile App

Our app has everything you see here, and more. Connect with others through social media, email, and text, manage your pages, and even deposit checks!

Download on the **App Store**

GET IT ON **Google Play**

My Progress
I've raised: \$0

Team Progress
We've raised: \$0

Company Progress
We've raised: \$5,444.5

Your Keys to Fundraising Success



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.



Fundraise with Facebook

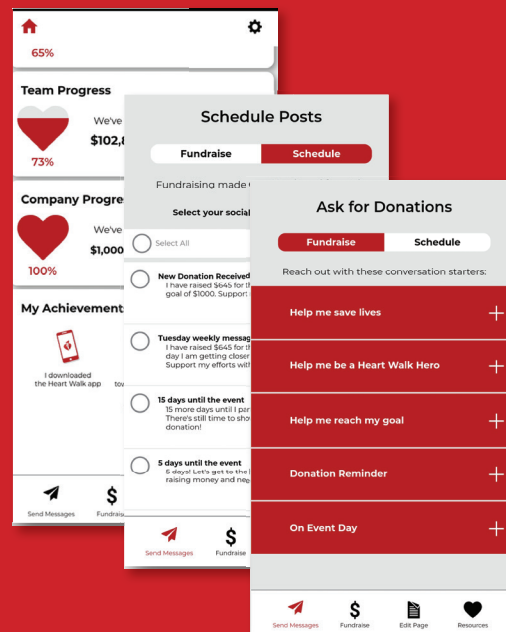
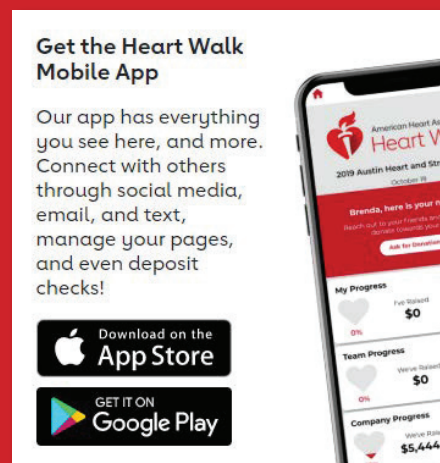
- This is a great way to reach people when you may not have their email or phone number.
- Log into your Heart Walk HQ to connect your fundraiser and follow the steps to invite your friends, share updates and collect donations.



LinkedIn

You have lots of contacts on LinkedIn who are not in your day-to-day address book. Being a part of Heart Walk is a wonderful reason to reach out to ask for contributions.

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



How to Facebook fundraise:



- Step 1:** Register for Heart Walk
- Step 2:** Go to "MY DASHBOARD"
- Step 3:** Scroll down & click "CONNECT TO FACEBOOK FUNDRAISER"
- Step 4:** Enter your Facebook login info
- Step 5:** Start Fundraising!

Register today at heart.org/AkronWalk

Coaches Pro Tips

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.

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 — this could even be you!

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!

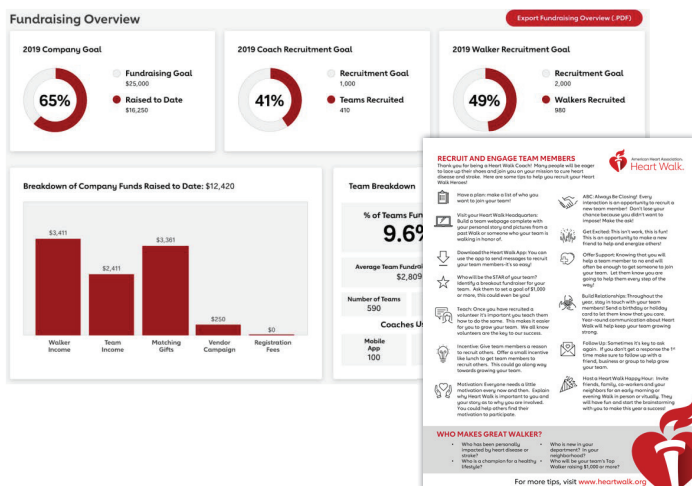
You can quickly access your donor list in your Heart Walk HQ.

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

Fundraising Made Easy

Being a Heart Walk Coach is easier than ever with the the new Reporting and Resource Hub in the Heart Walk HQ!

- See who has registered, downloaded the app, started a Facebook fundraiser, and much more.
- Get a birds 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.



Register today at heart.org/AkronWalk

Why We Walk

Life's made up of special moments—and every day is an opportunity to make more. We walk to raise funds for science that helps us live longer, be healthier and make more moments possible. With each step you'll help cure heart disease and stroke. You'll help millions of people celebrate more birthdays, fulfill more dreams and share more hugs. This is not just another finish line. It's a movement for the health and well-being of us all. We thank you for being a part of it.



Together, we will make a difference.



COVID-19 research & supporting health care workers

Established a \$2.5 million rapid research fund to fast track scientific research to better understand COVID-19 and its interaction with heart disease and stroke.



Addressing social & health disparities

Initiatives like our Social Impact Fund and EmPOWERED to Serve Business Accelerator™ are investing in entrepreneurs and organizations in under-resourced communities who are breaking down social and economic barriers to health equity.



Reducing teen e-cigarette use

Established a \$20 million investment for End the Lies Youth Vaping and Nicotine Research Initiative.

Register today at heart.org/AkronWalk

Raise Funds AND Heartbeats

With the NEW Heart Walk Activity Tracker!

MOVE MORE CHALLENGE

We could all use some help to keep moving and stay in touch. The **Move More Challenge** will get you moving while protecting the hearts you love. Your **Activity Tracker** will go live 30 days before your Heart Walk!



Start moving



Relieve stress



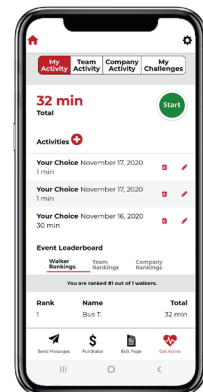
Connect teams



Raise lifesaving funds

HOW IT WORKS

- Ready** Download or update your Heart Walk app and get registered.
- Set** You've got 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!



Download the Heart Walk App Today!



How we celebrate you

HERO GEAR IN THE REWARDS CENTER

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 Heart Walk HQ on your PC or HW App to visit the Rewards Center.



RECOGNITION



Check out some of the digital resources in the Heart Walk HQ we have available for our Coaches, Walkers and Survivors.

Register today at heart.org/AkronWalk



American Heart Association®

Heart Walk®

Don't Think You Can Raise \$1,000? It's Easier Than You Think.

Show your commitment and make a personal donation	\$50
Ask two family members to match your donation	\$100
Ask two local businesses you support to donate \$50	\$100
Ask someone who has been affected by heart disease or stroke for a donation	\$100
Download the Heart Walk app and text your closest friends to ask for a donation	\$100
Send Emails to family and friends	\$200
Go social! Connect your fundraiser to Facebook! Don't forget to ask your professional network through LinkedIn!	\$300
Ask someone who has asked you for support	\$50
TOTAL	\$1,000

Visit the Resources and Reporting Hub available in the Heart Walk HQ for more tips and fundraising ideas!





American Heart Association®
Heart Walk®

HEART WALK MATCHING GIFTS GUIDE

MATCHING GIFTS

Thousands of companies make matching gifts to the American Heart Association / American Stroke Association on behalf of their employees. Matching gifts are ...



Quick to
set up.



Easy to
submit.



A way to increase your
donation's potential.

To find out if your company participates, visit

www.heart.org/matchinggifts

Follow the links to the matching gifts website to download forms.

Once completed, submit electronically to:

Email: MatchingGifts@heart.org

Fax: (317) 732-4710

**Please indicate the Heart Walk event name on the mail form, fax or email.*

FREQUENTLY ASKED QUESTIONS

Q: My company isn't listed on the website above. Does that mean they don't match gifts?

A: If you don't see your company listed, please contact your Human Resources representative. Companies wishing to establish a matching gifts program with the American Heart Association can contact MatchingGifts@heart.org.

Q: Do matching gifts count towards my Heart Walk goal?

A: Absolutely! Matching gifts can help you double your fundraising opportunity. Once we verify the eligible matching gift, it will be added to your fundraising total.

Q: How do I add my company's matching gift to my fundraising total online?

A: Your company's match contribution will be added to your total by a member of our staff once we verify the eligible matching gift. Be sure to forward all matching gifts correspondence you or your donors receive to the address, email or fax listed above. Please include the Heart Walk event name on the mail form, fax or email.

Q: Can my Heart Walk supporters submit matching gifts requests for gifts they make to my campaign?

A: You bet! Your supporter's Human Resources department will have more information on how their gifts can be matched, or you can search for their policy at www.heart.org/matchinggifts and encourage them to start the process.

Q: What are the maximum and minimum gift amounts that can be matched?

A: Each company has different requirements on what is considered an eligible match. Please contact your Human Resources representative or visit www.heart.org/matchinggifts to identify those limits. Every eligible gift, no matter the size, can make a positive difference in saving lives from heart disease and stroke.

HAVE ADDITIONAL MATCHING GIFTS QUESTIONS? | Email us at MatchingGifts@heart.org

THANK YOU FOR SUPPORTING OUR MISSION!

Also known as the Heart Fund. Go Red TM AHA. Red Dress TM DHHS.



American Heart Association®

Heart Walk® Rewards Center

We appreciate your efforts to help us fund lifesaving science to keep hearts beating!

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 thank you and it's a great way to show your support for heart and brain health!









Earn Points by Fundraising

The more funds you raise, the more points you earn to redeem for Heart Walk Hero Gear.

For each new achievement level you reach, you will receive an additional 100 points. The total possible points to earn is 600. After redeeming, your balance will be adjusted accordingly. Points expire 6 weeks after the day of the Heart Walk.

Achievement Levels

					
\$100 HERO	\$250 MEDALIST	\$500 WARRIOR	\$1,000 LIFE SAVER	\$2,500 ADVOCATE	\$5,000 CHAMPION
+ 100 Points	+ 100 Points	+ 100 Points	+ 100 Points	+ 100 Points	+ 100 Points
Total Points = 100	Total Points = 200	Total Points = 300	Total Points = 400	Total Points = 500	Total MAX Points = 600

How to Redeem Your Points



Log into the Heart Walk Headquarters or via the Heart Walk App



Click to Visit the Reward Center



Find the perfect gear and add to your basket



Apply all or some of your points



Check-out (you'll get a confirmation email) and we will ship out your gear!

Points Expire 6 Weeks After Heart Walk Date



American Heart Association®

Heart Walk® Rewards Center

2021

HERO LEVEL

\$100



Empowering Heart Tee
Charcoal Heather
100 Points

*District Very Important Tee
Available in Men's, Ladies',
Youth and Junior Sizes*

'I Heart My Heart' Tee
Cardinal Heather
100 Points

*District Very Important Tee
Available in Men's, Ladies',
Youth and Junior Sizes*

MEDALIST LEVEL

\$250



Heart & Torch Pop Socket
Silver Metallic
200 Points



Vintage Heart & Torch Cap
Light Grey with Red
Stitching and Visor
200 Points



**Hand Heart Alternative
Apparel Vintage Tee**
Vintage Red
200 Points

Unisex Sizing



WARRIOR LEVEL

\$500



Nike Sphere Dry Cap
Black & Red
300 Points



Next Level Triblend Long Sleeve Crew Tee
Vintage Red
300 Points



Unisex Sizing

New Era Snapback Cap
Black & Grey
300 Points



LAT Apparel Flag Football Jersey
Vintage Dark Grey & White
300 Points

Available in Men's
and Ladies' Sizes

Classic Hero Tee Fan Pack
Choose 3 Tees
300 Points

Available in Men's,
Ladies', Youth and
Junior Sizes



LIFE SAVER LEVEL

\$1000



Next Level French Terry Hoody
Black & Red (Unisex Sizing)
400 Points



UV-C Phone Sanitizer
White
400 Points



Weatherproof Diamond Quilted Vest
Black (Available in Men's & Ladies' sizes)
400 Points

Adidas Quarter-Zip
Black & White
400 Points

Available in Men's
and Ladies' Sizes



American Apparel Hoodie
Grey (Unisex Sizing)
400 Points



Adult & Child OR Infant CPR Anytime Kit
400 Points

ADVOCATE LEVEL

\$2500



Sporty Micro-Fleece Jacket
Graphite with Red Zipper
500 Points

Available in Men's and Ladies' Sizes



Available in Men's and Ladies' Sizes

Adidas Lightweight UPF Pullover
White & Black
500 Points



Soffe Junior's Contrast Pullover
Grey with Red Zipper
500 Points

Available exclusively in Junior's Sizes



Fossa Tiburon Softshell Jacket
Red & Black
500 Points



Available in Men's and Ladies' Sizes

CHAMPION LEVEL

\$5000



The North Face Mountain Peaks Jacket
Charcoal Grey
600 Points

Available in Men's and Ladies' Sizes



CrazyCap UV-C 17oz Self-Cleaning, Insulated, Stainless Steel Bottle and Water Purifier
Black
600 Points



Red Adidas Bomber Jacket
600 Points

Available in Men's and Ladies' Sizes



Grey Patagonia Synchilla Vest
600 Points

Available in Men's and Ladies' Sizes



Black Fossa Hybrid Puffer Jacket
600 Points

Available in Men's and Ladies' Sizes



American Heart Association®
Heart Walk®

Coach Notes Page

[illegible]

Username

Password

Walker Goal

Team Fundraising Goal

AHA Staff Contact





American Heart Association®
Heart Walk®

Heart Walk Is Locally Sponsored By:

