The Boston Heart Walk
Digital Experience
Welcome, Heart Walk Hero!

Our mission:
To be a relentless force for a world of longer, healthier lives.

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 spread the word. You'll raise critical funds to cure heart disease and stroke.

Thank you for deciding to make an impact.
We are excited to be on this journey with you!
Industry Challenges

By moving the action online, we’re going to bring the experience to you. We’re going to touch more hearts, move more feet and raise more lifesaving funds than ever before. Companies will be coming together throughout Greater Boston in friendly competition for their Industry Cup through a fundraising and recruitment challenge. The winning companies will be celebrated during the Heart Walk. Keep an eye on BostonHeartWalk.org and stay tuned for weekly emails with the leaderboard!

Industry Brackets:

**Hospitals & Healthcare:**
- American Physical Therapy Association
- Beth Israel Deaconess Medical Center
- Boston Medical Center/Boston University
- Partners HealthCare System
- Aetna
- American Heart Association
- Brigham and Women’s Hospital
- Children’s Hospital Boston
- Encompass Health Rehabilitation Hospitals. Woburn and Braintree
- Mount Auburn Hospital
- Norwood Hospital, A Steward Family Hospital
- Cambridge Health Alliance/Somerville Hospital
- Change Healthcare
- Lawrence General Hospital
- Massachusetts General Hospital
- MetroWest Medical Center Critical Care Services
- New England Baptist Hospital
- Newton-Wellesley Hospital
- Spaulding Rehabilitation Hospital

**Technology & Transportation:**
- AAA Northeast
- Amazon
- AT&T
- Engivity
- Focus Technology Solutions
- ICE Data Services
- ServiceNow
- SP+
- Actifio
- Ampion
- PTC
- Pega

**Finance & Consulting:**
- Accountemps
- Accenture
- Citi Bank
- CohnReznick
- EY
- JPMorgan
- Sentinel Benefits & Financial Grouping
- Boston Mutual
- Edward Jones
- Empower Retirement
- KPMG LLP
- PWC
- Raymond Jones

**Pharma, Manufacturing & Medical Device:**
- Cintas
- Corindus
- Medtronic
- Boston Scientific
- Ortho Clinical Diagnostics
- MIT Lincoln Lab
- ZOLL Medical Corporation
- Abbott Laboratories
- Boston Heart Diagnostics
- Lantheus
- Verve Therapeutics
- Novartis Institutes for Biomedical Research
- Philips

**Health & Fitness:**
- Gymja Warrior
- John Lavoi Training
- Body Mind Systems
- Crossfit Craic
- TRILLFIT
- LifeStart

We look forward to celebrating what we accomplish together. Get ready to lace up and make sure everyone on your team is registered today so they don’t miss a step!

**STAY TUNED FOR AN INDUSTRY WIDE STEP CHALLENGE LAUNCHING IN SEPTEMBER!!**

Local Sponsor:
This year will be the biggest Heart Walk you've ever seen.

By moving the action online, we're going to bring the experience to you. We're going to touch more hearts, move more feet and raise more lifesaving funds than ever before.

**Calendar of Events**

**The Heart Walk Digital Experience**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>September 1st</td>
<td>Industry Cup Fundraising Challenges Launch</td>
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<tr>
<td>September 17th</td>
<td>City-Wide Company Rally Day</td>
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<tr>
<td>Week of September 26th</td>
<td>Four Week City Wide Step Challenge Launch</td>
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<td>October 19th</td>
<td>Mindfulness Monday</td>
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<td>October 20th</td>
<td>Know Your Numbers</td>
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<td>October 21st</td>
<td>Rethink Your Drink</td>
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<td>October 22nd</td>
<td>At Home Fitness</td>
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<td>October 23rd</td>
<td>Eat Smart</td>
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<tr>
<td>October 24th</td>
<td>Move More and Heart Walk</td>
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Which day are you most excited for?
Post a picture of your walking shoes on social media and let us know!
Don't forget to tag @americanheartma
Quick Start Guide

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

1. **Register**
   - Sign up as part of a team or as an Individual Walker on the Heart Walk website.
   - Make a personal gift to get your fundraising started.
   - Visit our Boston Heart Walk Facebook event page and click "Going" to hear important updates and take part in the day of ceremonies.

2. **Recruit**
   - Download the Heart Walk app
   - Ask 10 people to join your team, or donate to your personal page today.

3. **Rally**
   - Start a Facebook Fundraiser and/or post a link to your personal fundraising page on LinkedIn.
   - Read through our wellness guide resources and take part in the Health Challenges.

Get started here in your Heart Walk HQ
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.

**Utilize 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.

**Don't forget about Matching Gifts!**
- You can quickly access your donor list in your Heart Walk HQ through the mobile app.
- Remember to check with each donor to see if their company will match their donation and double their dollars.

**Social Media Challenge:**
Download the Heart Walk mobile app today through the Apple Store or Google Play and start a Facebook Fundraiser!
Coaches Corner

Coaches drive success. Get ready to lead your team 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 $250 = $2,500

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!

Get Excited

- Pre-Walk:
  - Work with your executive champion to host a 10 minute "Warm Up" Zoom call to occur on the day of the walk prior to the opening ceremonies with your team, family and friends!
  - Send a reminder about the fun tools people can use on Walk Day such as survivor signs, finish line frames and thank you signs.

- Day of Walk:
  - Encourage teammates to post on Facebook. Share donation links or show us your sneakers and post a picture!

- Post-Walk:
  - Collect pictures from your collegeaues that participated that day and create a Team Collage and encourage your teammates to share it on social media and tag @americanheartma.
  - Work with AHA staff to send participation certificates to Top Walkers, Teammates, etc.

Coaches Challenge:

Register your team today through the Heart Walk Mobile app and use the Coach Email Templates found in the Resource Center to recruit 10 more walkers! Make sure you have your team goal set to maximize success.
Coaches Corner cont.

Fundraising Made Easy

Being a Heart Walk coach is easier than ever before with 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're up to date with all of 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.

Fundraising Overview

2019 Company Goal
- 65% Fundraising Goal
- 52,850 Raised to Date

2019 Coach Recruitment Goal
- 41% Recruitment Goal
- 1,690 Teams Recruited

2019 Walker Recruitment Goal
- 49% Recruitment Goal
- 2,605 Walkers Recruited

Breakdown of Company Funds Raised to Date: $12,420

- Walker Income: $3,431
- Team Income: $2,431
- Matching Gifts: $3,301
- Vendor Campaign: $500
- Registration Fees: $0

Team Breakdown

- % of Teams Fundraising: 9.6%
- Average Team Fundraising Amount: $2,809
- Number of Teams: 590
- Teams with $147: 5

Walker Breakdown

- % of Walkers Fundraising: 13.6%

RECRUIT AND ENGAGE TEAM MEMBERS

THANK YOU FOR BEING A HEART WALK COACH! We know you'll be eager to show off your enthusiasm and give your supporters an even better reason to give.

- Help your participants find a team or group to join.
- Encourage participants to share their involvement with friends and family.
- Promote virtual fundraising opportunities.

FUNDRAISING MADE EASY

FOR MORE DETAILS, VISIT WWW.7HEARTWALK.ORG
How We Celebrate You

Your funding 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!

Check out some of the digital resources we have available for our Coaches, Walkers and Survivors!
Keep moving!

What's the point of hard work if you don't celebrate once your goal is accomplished? After you set your fitness goals, don't forget to determine how you will celebrate success for hitting a specific milestone.

Top Five Takeaways:

1. Reward yourself! Choose a reward that excites you to help reach your new goals.
2. Build activity into your schedule and lifestyle so it doesn't feel like a chore.
3. Switch up what physical activities you are doing — biking, walking, running, stretching, lifting, meditating, etc.
4. Don't judge yourself! If you miss a day, pick it right back up when you can.
5. Schedule your lunchtime walk in your work calendar. Think of it as an important appointment.

Helpful Links:

- Breaking down barriers to fitness
- Fit in walking: Morning, noon or night!
- Flexibility exercise
- How to be more active at work
- 5 tips to loving exercise
- Daily tips to help keep your family active
- Balance exercise
- Warm up with cool weather workouts
- Staying Hydrated - Staying Healthy
- Get real about getting active

Step Challenge:

If possible, go to your Health app on your phone and look back in the history of your data to see how many steps you typically take in a day with your normal routine. Now that you’re home, challenge yourself to match your typical step count each day!
Add color to your plate!

Click here for our Healthy for Good highlighted recipe: Mason Jar Taco Salad

Top Five Takeaways:

1. Try using fresh herbs to create a bold flavor instead of using salt. This will create a fresher tasting meal and reduce the overall sodium used.
2. Table salt and sea salt ultimately have the same amount of sodium.
3. The best way to get all of the vitamins, minerals and nutrients you need is to eat a variety of colorful fruits and veggies. Add color to your plate each day.
4. Herbs and some of the most loved veggies are perfect garden starter projects for beginners and a great family project for this Summer/Fall.
5. Work together - ask your spouse, kids, etc. what color of the rainbow they want to eat and create a plate bursting in color for everyone to enjoy!

Helpful Links:

- Healthy snacks
- Tips for healthy grilling and BBQ
- Cooking healthy on a budget
- Making frozen and canned fruits/vegetables a healthy choice
- Healthier condiments
- Healthy cooking oils
- How to eat more fruits and vegetables
- Eat more color
- Planting a garden
- Fruit storage guide

Cooking Challenge:

Click here to download the digital edition of the American Heart Association's Cooking in Color Cookbook and begin cooking one recipe from the book per week!
Living a healthy lifestyle: It's all about balance

Along with eating right and being active, real health includes getting enough sleep, practicing mindfulness, managing stress, connecting socially and more.

Top Five Takeaways:
1. Some stress can be beneficial and may lead to actual problem-solving, but a lot of it is unnecessary and even harmful.
3. Emotions are signals to help us recognize problems. Stress hormones help us fight or flee when we are in danger, but our body’s stress response can become a problem when it constantly signals danger about issues that aren’t necessarily a threat.
4. Your sleep habits can have a lasting effect on your health. Simply tweaking a few of your tech device habits can help upgrade your sleep hygiene for a better night’s rest.
5. You know that jittery feeling you get when you haven’t had enough sleep? Sleep deprivation can affect inflammation and our “fight or flight” stress hormones, such as cortisol and adrenaline. This can lead to high blood pressure, type 2 diabetes, obesity, heart disease and stroke.

Helpful Links:
- Steps for the whole family to be heart healthy
- For busy parents and caretakers
- Boost your willpower to help make healthy choices easy
- Tips to manage stress
- Overcoming setbacks
- How to prevent heart disease at any age
- Food and mood
- 5 simple heart-healthy energy boosters
- Mental health and heart health
- Breaking bad habits

Mindfulness Challenge:
21 Days of Gratitude: The mind is powerful. Build time into your daily routine for the next 21 days to complete this challenge! Once completed, pass the challenge along to a family member, friend, or colleague.
Why We Walk

Life is 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 every 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.

If you or your company have any further questions regarding the Heart Walk, please reach out to BostonHeartWalk@heart.org
THANK YOU TO OUR SPONSORS

Local Sponsors:

- Boston Scientific
- Medtronic
- PwC
- Sentinel Benefits
- Boston Mutual

American Heart Association.
Heart Walk.