

2024 Greater Washington Region

HEART WALK

November 2 | The National Mall



COACH PLANNER

JOIN A COMMUNITY OF **LIFESAVERS.**

9 out of 10 people who have a cardiac arrest outside of the hospital die. You can change that. If someone went into cardiac arrest in front of you, would you know what to do? Are you ready to act?

Every walker who joins, every dollar donated, means more research, more people trained in lifesaving CPR, and more lifesaving moments for everyone, everywhere.



**2024 Greater Washington Region
November 2, The National Mall**

HEART WALK

Day of Event

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 | Music
CPR Demos | Top Walker VIP Breakfast | Fitness Activities & more!

CELEBRATE **SURVIVORS**

Survivors are the HEART of every walk. If you or your child are a survivor, show everyone your triumphs. At the Heart Walk, survivors are given commemorative red or white ball caps to wear during the walk. To celebrate our child Heart Heroes, we offer special SUPERHERO CAPES for young survivors.



ROAD MAP FOR SUCCESS

1

REGISTER FOR HEARTWALK

[Register](#) TODAY & personally invest by making a self-donation and personalizing your page!

Receive your Coach Jersey- register by August 9th!

Update your personal page with a photo and your reason why!

GET THE HEART WALK APP

The super simple tools and resources will help you manage your team and sail past your fundraising goals!



Download the app now!

2

RECRUIT WALKERS

Invite your co-workers and friends to join your team.

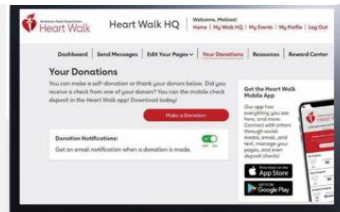
Engage each team member to donate

As a Coach, your role is to recruit **at least 10** colleagues, friends, and family members to register on your team to become a lifesaver and help raise funds. Set team goal of \$2500+!

Identify a breakout fundraiser for your team- this could even be you! Ask them to set a goal of \$1,000 or more to be an official **Top Walker**.

Your Heart Walk HQ is full of great tips and resources!

[2024 Greater Washington Region Heart Walk](#)



3

LIFESAVER DAY - Sept. 10

Our goal is to ensure more people in Greater Washington feel prepared to act in an emergency and perform CPR. To build a lifesaver community, we need to **recruit** all walkers on or leading up to this important day.

Lifesaver Day is an opportunity to inspire everyone to join your team by this day. Everyone will be invited to launch the NEW CPR Digital Experience from their Heart Walk Headquarters and share it with families and friends to reach the most people possible.



Saved by CPR

4

GET MOVING WITH THE MOVE MORE CHALLENGE- Oct 4th

READY

Connect your fitness tracker now, or log workouts in the app.

SET

Log your movement for 30 days before Heart Walk (aim for 150 minutes a week)

GO

Walk, run, bike, swim, dance - all movement counts!

CELEBRATE

Ask friends and family to donate and cheer you on! We'll recognize all top movers and fundraisers at the Heart Walk!



Download the app now!

GET REWARDED

5

As a Coach you will earn exclusive rewards as your team hits the \$1,000, \$2,500 and \$5,000 fundraising level!



COACH REWARD #1

Earned when team raises \$1,000

PREMIUM COACH HAT



COACH REWARD #2

Earned when team raises \$2,500

PREMIUM LONG SLEEVE COACH TEE



Unisex Sizing

COACH REWARD #3

Earned when team raises \$5,000

PREMIUM COACH ANORAK



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.*

YOUR COACH PLAN

ENGAGE WITH MISSION

Share AHA health resources 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

- Lifesaver Day to recruit walkers and kickoff fundraising- Sept 10

5 WEEKS OUT

- 15-minute touch base with your AHA staff partner

4 WEEKS OUT

- Move More Activity Challenge- Oct. 4

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- Nov 2 HEART WALK!

KEY DATES

1

Coach Jersey Deadline: (must be registered by this date to qualify for a Coach Jersey)

August 9

2

Lifesaver Day:

September 10

3

Move More Activity Challenge Begins:

October 4

4

Heart Walk Date:

November 2

5

Final Day to Redeem Rewards Center Items: (Walkers and Coaches)

December 14

YOUR 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:

4

Other Key Dates:



PUT ME IN COACH!

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

1

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

2

3

4

5

6

7

8

9

10

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 2024 Greater Washington Region Heart Walk on November 2. <Company Name> in 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 Greater Washington
- 👍 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- \$2500+. 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.



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.

LET'S GET MOVING!

MOVE MORE ACTIVITY CHALLENGE: Begins on October 4

Track your minutes in the Heart Walk app

READY

Download or update your Heart Walk app and get registered.

SET

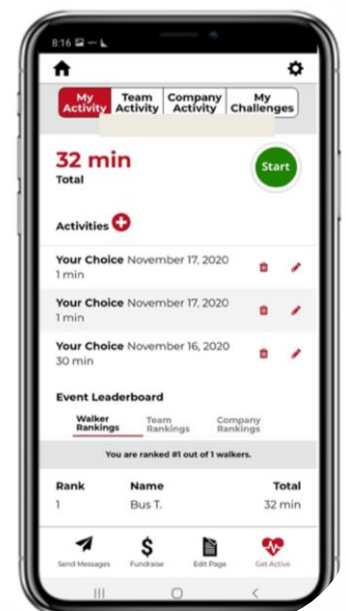
You have 30 days to log your minutes. See if you can reach 150 minutes a week!

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 fundraiser will be recognized on Heart Walk day!



2024 Greater Washington Region

HEART WALK



@heartofgwr



@heartofGWR



@heartofgwr

November 2, 2024 | The National Mall

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Healthy for Good Sponsor



Event Sponsors



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Ernst & Young | KPMG | MITRE | RSI

To learn more about how the American Heart Association can be your partner for health and well-being resources, contact:

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Join a Community of Lifesavers