

Heart Walk Rally Day!



100% of walkers registered in one day!

Companies organize a Heart Walk stunt day where Coaches compete for how many walkers they can register in one day.

- Company arms coaches with “Team Swag” items (inexpensive visible to wear items such as printed labels with team name, pins, beads, sunglasses etc...) and when a “co-worker” registers to be a “co-walker” on their team, the Coach proudly give them “Team Swag”.
- Every co-walker who joins a team now gets to play and help recruit at least one more “co-walker”!

How it works:

- **10 Days Prior:** Coach kick-off meeting to train Coaches on how to play the game!
- **Week Of:** AHA Staff complete one on one meetings with each Coach to ensure success.
- **Day Before:** Email to all employees from company executive. Check with your AHA staff partner for sample emails!
- **Day Of:** AHA staff on site all day to help with registration and provide additional support. Coaches picked up their “team swag” items to distribute to their registered team members.
- **End of Rally Day:** Everyone gathered for a company photo wearing their team “swag”.
- **Day After:** Company Leader sent a recap email sharing the success.

“We had a great turn out at both locations and have the best response in our three years of involvement with the AHA.

I would recommend each company participates the Rally Day concept – it is the best way to spread the news and create excitement for the campaign. As a company leader, it has already made my job of recruiting easier. AHA was there to assist returning walkers and it allowed my team to spread the word and get people to you to register. Simple, easy, effective and successful!”