



American Heart Association®

Heart Mini-Marathon & Walk™

Welcome,
Heart Mini Hero!

COACH PLANNER



Thank you for being a Heart Mini Coach.



Thank you for stepping up.

Thank you for making a difference.

Thank you for being a Heart Mini 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 Mini Coach!

Your Impact as a Heart Mini 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 Mini.

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!



Register Today at heartmini.org

Why We Mini

Life is made up of special moments—and every day is an opportunity to make more. We Mini 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.

Lifesaving research right here at home.

\$436,009,026
NATIONALLY

\$12,554,164
CINCINNATI



Priorities issues we are addressing



Women's Health

Too many women, particularly young and diverse women, are still unaware that cardiovascular disease is their No. 1 killer. Pregnant women are also high risk, making maternal health critically important. Additionally, women's unique cardiovascular issues are often misunderstood because women have been underrepresented in cardiovascular research and clinical trials.



Nutrition Security

Within Cincinnati, approximately 3 in 10 adults are food insecure. 46% of the population live in areas with limited access to supermarkets with healthy and nutritious food, and 72% of those with limited supermarket access live in low-income neighborhoods.



Blood Pressure

Elevated blood pressure is a modifiable risk factor for cardiovascular diseases, including stroke, ischemic heart disease and heart failure. In Greater Cincinnati 63.4% had hypertensive blood-pressure readings of at least 130/80.



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Thank you for being a Heart Mini Coach!

When you rally your team, we rally for you!
Register by **December 25, 2022** to redeem
your exclusive Heart Mini Coach Jersey!
Other limited edition Coach Rewards will
unlock as your team reaches fundraising
milestones.

UNLOCK EXCLUSIVE COACH REWARDS

when your team raises

\$1000

Premium Coach Visor



*Choice of White or Red**

\$2500

**Premium Long Sleeve
Coach Tee**



Choice of Grey or Red
Unisex Sizing*

\$5000

**Premium Quilted
Navy Coach Vest**



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*

www.heartmini.org

ROADMAP FOR SUCCESS!

We're here to help every
step of the way.

1 Get Your MVPs

Start sending invitations
to build your dream team.

2 Raise Funds & Save Lives

Cheer on your team and make
an impact in your community.

3 Get Moving- Activity Tracker Launches February 17

Bond as a team when you move more
together. Use the app to track activity &
watch the leaderboard leading up to
Heart Mini Day.

Username

Password

Participant Recruitment Goal

Team Fundraising Goal



Celebrate Mini Day!

Nothing unites us like
doing good together
March 19, 2023



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QUICKSTART GUIDE

Hey Coach. Why not take the next 15 minutes to give yourself a huge head start?

Visit your Heart Mini HQ to get it done.

1

Create a Team at www.heartmini.org

Save your Heart Mini Headquarters page as a “favorite” to make it easy to come back and visit.

2

Recruit your first 3 participants

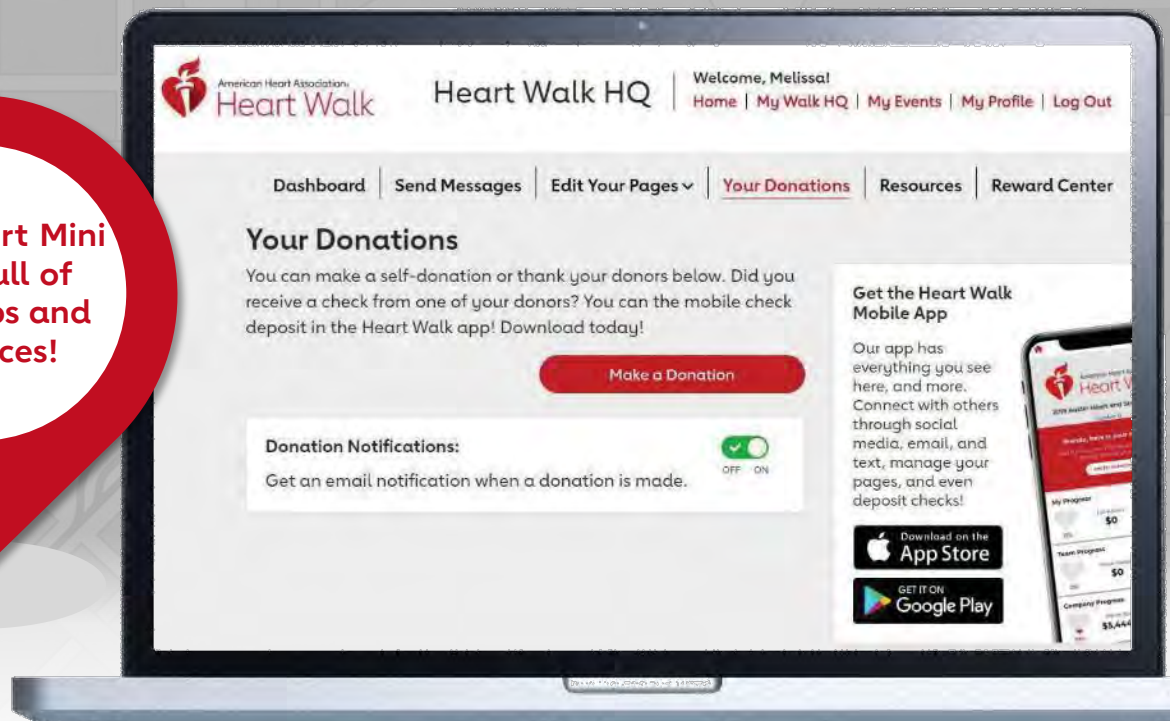
Use the sample email on the next page.

3

Get the Heart Mini App

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

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



Dates to Know

Don't forget to add these dates to your calendar!



NOVEMBER 29

Giving Tuesday!

Spread the spirit of the holiday season by kicking off your fundraising.

DECEMBER 25

Special Incentive!

Coaches registered by 12/25/22 earn an extra Coach '23 t-shirt!

FEBRUARY 3

Wear Red & Rally Day!

Show your support for the AHA and encourage others to match or join your efforts!

FEBRUARY 20

T-Shirt Deadline

Anyone registered on or by this date will have their Heart Mini shirt & bib mailed to them prior to event day! This is the final date that your company is eligible to have their shirts logoed! Remember, you must have met the requirements of raising \$5,000 as a company with at least 15 people registered!

MARCH 19

Celebrate!

The Heart Mini is here!

7:30 AM

St. Elizabeth Healthcare Heart 1/2 Marathon- ages 15 and up

*Half Marathon runners must reach the 9-mile mark by 9:30 or will be directed to finish on the 15K course.

7:30 AM

15K Heart Mini Marathon- ages 15 and up

9:45 AM

altafiber 5K Race- ages 8 and up

10:00 AM

UC Health 1K Steps for Stroke

10:30 AM

FIS 2K Kids Race- ages 5 to 12

11:00 AM

Mercy Health 5K Heart Walk

Your tax-deductible registration fee includes the Heart Mini 46 t-shirt and medals for all races. Medals for the 5K Heart Walk will only be available to Heart Throbs, those who raise \$1,000. Registration increases by \$5 on March 4th.

Register Today at heartmini.org



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PUT ME IN COACH!

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



*This person will be your team's fundraising superstar **HEARTTHROB**, raising over \$1,000!*

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SAMPLE EMAIL: COACH TO RECRUIT PARTICIPANTS

Subject Line: We saved your spot on our Heart Mini team!

Hi <Their Name>,

I'd like to personally invite you to join us for the Heart Mini on March 19. <Company Name> is 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 Cincinnati
- 👍 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. Set a team fundraising goal and encourage each team member to raise a specific amount.
- Recruit 10 fundraising participants.
- Goal example: 10 fundraisers x \$250 = \$2,500 (National average is over \$300)
- Who will be the **STAR** of your team? Identify a HeartThrob 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.

Get Your MVPs

1

RECRUIT AND ENGAGE TEAM MEMBERS

Thank you for being a Heart Mini Coach! Many people will be eager to lace up their shoes and join you on your mission to cure heart disease and stroke. Here are some tips to help you recruit your Heart Mini Heroes!



Have a plan: make a list of who you want to join your team!



Visit your Heart Mini Headquarters: Build a team webpage complete with your personal story and pictures from a past Mini or someone who your team is walking in honor of.



Follow Up: Sometimes it's key to ask again. If you don't get a response the 1st time, make sure to follow up with a friend, business or group to help grow your team.



Offer Support: Knowing that you will help a team member to no end will often be enough to get someone to join your team. Let them know you are going to help them every step of the way!



Motivation: Everyone needs a little motivation every now and then. Explain why Heart Mini is important to you and your story as to why you are involved. You could help others find their motivation to participate.



ABC: Always Be Closing! Every interaction is an opportunity to recruit a new team member! Don't lose your chance because you didn't want to impose! Make the ask!



Download the Heart Mini App: You can use the app to send messages to recruit your team members—it's so easy!



Who will be the STAR of your team? Identify a breakout fundraiser for your team. Ask them to set a goal of \$1,000 or more, this could even be you!



Teach: Once you have recruited a volunteer it's important you teach them how to do the same. This makes it easier for you to grow your team. We all know volunteers are the key to our success.



Get Excited: This isn't work, this is fun! This is an opportunity to make a new friend or to help and energize others!



Build Relationships: Throughout the year, stay in touch with your team members! Send a birthday or holiday card to let them know that you care. Year-round communication about Heart Mini will help keep your team growing strong.



Host a Heart Mini Happy Hour: Invite friends, family, co-workers and your neighbors for an early morning or evening walk. They will have fun and start the brainstorming with you to make this year a success!

WHO MAKES A GREAT TEAM MEMBER?

- Who has been personally impacted by heart disease or stroke?
- Who is a champion for a healthy lifestyle?
- Who is new in your department? In your neighborhood?
- Who will be your team's HeartThrob raising \$1,000 or more?

**Get Your
MVPs**

1



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... AT YOUR FINGERTIPS!

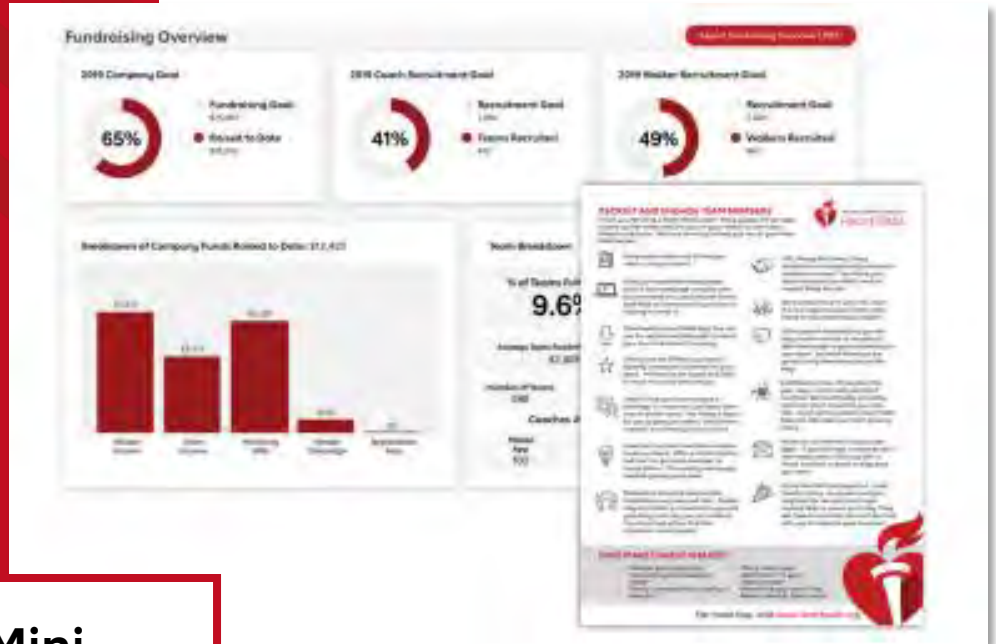
After you recruit your team, check out all the available tools and resources, right at your fingertips! Your Heart Mini HQ and Heart Mini app has everything you need to lead your team to success!

Resources Available:

- Mission
- Fundraising
- Promotional Materials
- Digital & Social Media Tools

RESOURCES AND REPORTS

Being a Company Leader or a Heart Mini Coach is easier than ever with the new Reporting and Resource Hub in the Heart Mini HQ! All you have to do is login for them to appear.



Download the Heart Mini Mobile App for iPhone or Android

- Deposit checks through the app just like you can at your bank.
- Personalize your Heart Mini 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.



- See who has registered, which coaches have recruited participants, downloaded the app, started a Facebook fundraiser, and much more.
- Get a bird's 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 Participants and so much more.

Raise Funds & Save Lives

2

How to be a HeartThrob

Locally Sponsored By:



HeartThrobs are Heart
Mini champions who
raise \$1,000 or more!

Why Join?

- Special invite to the Mini Mingle in February 2023
- Special invite to VIP Breakfast during Heart Mini 2023
- AHA updates via monthly newsletter
- Name recognition along Heart Mini course
- Finisher medal
- HeartThrob social media badges & certificate
- Reward Points to shop on AHA's Heart Walk store

How to Get Started:

- Register your personal page on heartmini.org
- Set a goal of at least \$1,000
- Make a plan on HOW you will reach your \$1,000 and share with your AHA staff partner by 12/31!



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SHARE YOUR WHY

BRING THE MISSION TO LIFE:

WHY I MINI

- Share your personal reason for participating
- Share why your company has decided to rally around the AHA
- Have an employee share their “why” each week in your Heart Mini updates

I MINI for _____

Fundraise with Facebook

In Heart Mini HQ you can connect your fundraiser to Facebook in a few clicks. Your friends and family want to support you and your team!

Double the donations

Many companies offer donation matching. Remind donors to check if their company will match their donation and double their dollars.

Don't forget LinkedIn

You have lots of contacts on LinkedIn who are not in your day-to-day address book. Heart Mini is a wonderful reason to reach out.

Check Out “A-Z Fundraising” Ideas

In your Heart Mini HQ, under “resources”, you will find the A-Z Fundraising Ideas to help you and your team brainstorm new ways to raise funds!

RAISE FUNDS AND SAVE LIVES

Heart Mini Wednesdays begin on February 22.

In the final 4 weeks, have fun, create some healthy competition and “get a step ahead” towards your goals with Heart Mini Wednesdays.

Message your team each week with a focus on the “take action” tips for fundraising to achieve their goals.

Weekly focus ideas: Ask everyone on your team to post on social or send text/email; Download the Mobile App or connect to Facebook Fundraiser.



TEAM IDEAS

What are 2 ideas to connect your team or raise extra funds?

2

**Raise Funds
& Save Lives**



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MOVE MORE CHALLENGE

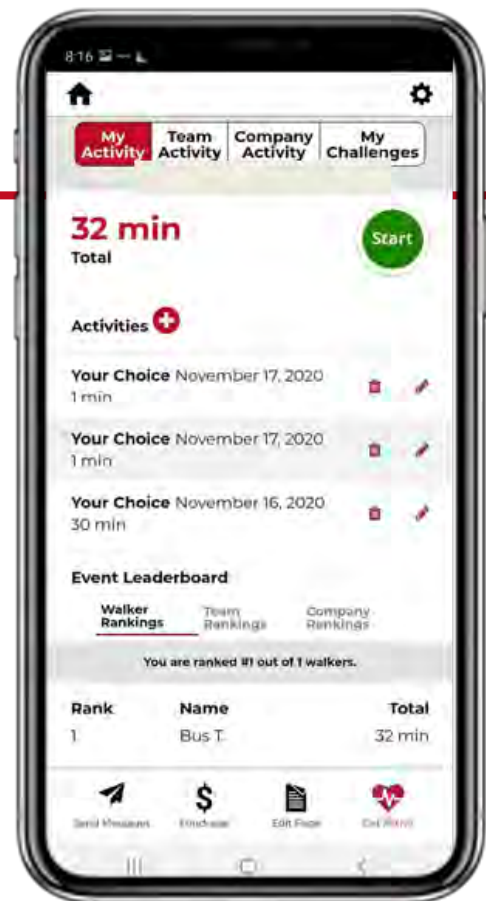
Move More Activity Challenge: Begins on February 17.
Track your minutes in the Heart Walk app!

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 fundraisers *and* movers will be recognized on Heart Walk day!



Troubleshooting the Activity Tracker:

Walkers who are participating in the challenge need to authorizing Boundless Motion to retrieve your activity data in the Heart Mini App. They can do this by navigating to Settings and turn on ALL categories

If you **DO** have an Activity Tracking Device: If your current tracking device, such as an Apple Watch or Garmin, is connected to either Apple Health or Google Fit, your historic activity data will automatically be retrieved in the Heart Mini app during the 30-day challenge window.

If you **DO NOT** have an Activity Tracking Device: You can record your activity from within the Mini app by clicking the green "Start" button. When you are done with your activity/workout, you must press the red "Stop" button to save your workout. If you forget to track an activity with a device, you can manually add your activity by clicking the "plus" button next to activities.

Technical Support: If you 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" You can then click on "New Support Ticket" to submit to Boundless.

Get Moving

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Heart Mini-Marathon & Walk™

Coach Notes Page

Username

Password

Personal Goal

Team Fundraising Goal

AHA Staff Contact





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Locally Sponsored By:

AtriCure



CARESPRING | CINCINNATI CHILDREN'S HOSPITAL
MEDICAL CENTER | CINCINNATI MINI
DANIS | DIVISIONS MAINTENANCE GROUP
FLEET FEET | TRI-STATE RUNNING | VONLEHMAN

