



American Heart Association®
Heart Walk®

COASTAL BEND HEART WALK COMPANY PLANNER

Heart Walk: October 1, 2022

LOCALLY SPONSORED BY





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Heart Walk®

NOTHING UNITES US LIKE DOING GOOD TOGETHER.

We can't thank you enough for leading Heart Walk at your company. You are a relentless force for a world of longer, healthier lives!

Your leadership will rally, inspire and unify your coaches and teams. And the life saving funds raised by your company will have a remarkable impact.

This planner will help you build your roadmap to success and we're here to help every step of the way!

Brittany Sandbach

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Game Plan

We'll help you set key milestones

1

Get Your MVPs

Gather your coaches and grow your team

2

Get Inspired

Bring the mission to life

3

Rally Day

Kickoff walker recruitment and share the excitement

4

Raise Funds, Get Moving & Save Lives

Make an impact in your own community

5



HEART WALK COMPANY ROADMAP FOR SUCCESS!

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

Brittany Sandbach
CoastalBendHeartWalk@heart.org



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Celebrate Walk Day!

Nothing unites us like
doing good together

October 1st 2022



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CAMPAIGN MILESTONES

MAY – STROKE MONTH

Utilize Stroke Month to announce this year's participation, reach out to business partners, re-engage coaches and top walkers. This is also a great opportunity to provide employees with resources and tools inspire healthy living and create awareness for risk factor and warning signs.

6-8 MONTHS OUT

- ☐ Planning and Communications Meeting (Company Leader, AHA staff and other internal committee members as needed)
- ☐ Launch business partner campaign inviting vendors to support your fundraising efforts

12 WEEKS OUT

- ☐ All Coaches recruited and registered (Coach Jersey Deadline!)
- ☐ Invite all Top Walkers back

10 WEEKS OUT

- ☐ Hold Coach Kickoff & Training
- ☐ Announce incentives, internal competitions and Rally Day
- ☐ Launch internal communications to announce participation

8 WEEKS OUT

- ☐ City-wide Rally Day to recruit walkers and kickoff fundraising

6 WEEKS OUT

- ☐ Walker recruitment complete

5 WEEKS OUT

- ☐ Start **weekly** 15 Minute Coach Connects meetings leading up to Heart Walk Day
- ☐ Finalize company day-of-event logistics

4 WEEKS OUT

- ☐ Move More Activity Challenge (30 days pre-event) and Heart Walk Wednesdays begin

WEEK BEFORE EVENT

- ☐ Heart Walk Week of Wellness
- ☐ Biggest fundraising week of the year!

DAY OF EVENT

You can Heart Walk Here, there or anywhere. Choose our path or yours!

CREATE MORE IMPACT

Boost your company's fundraising potential!

BUSINESS PARTNER CAMPAIGN. Raise additional funds by inviting your business and vendor partners to support your team.

MATCHING GIFTS. Company matches employee giving to elevate giving and inspire their employees. To find out if your company participates, visit www.heart.org/matchinggifts

LIFE IS WHY CONSUMER CAMPAIGN (Retail Companies). Life is Why is the AHA's consumer giving campaign that unites corporate supporters and consumers in support of the AHA's mission.

EXECUTIVES WITH HEART. Executives who lead by example and raise over \$5,000 personally.

TOP WALKERS

Recognize those super star fundraisers who raise over \$1,000.

MORE WAYS TO GIVE

Beyond cash, check or credit card, many individuals choose to donate to the campaign through Donor Advised Funds, stocks, bonds & mutual funds. Talk to your AHA staff to learn more.

1

Game Plan



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FUNDRAISING IMPACT & ENGAGEMENT PLANNER

Employee Engagement Goals:

Goal: _____ # Registered Coaches

Goal: _____ # Registered Walkers

Campaign Boosters:

Team Fundraising (Walkers):\$_____

Business Partner: \$_____

Executives with Heart: \$_____

Top Walkers: \$_____

Matching Gifts: \$_____

Other: \$_____

Total Impact & Employee Engagement

\$_____ Fundraising Goal

_____ % of Employees Engaged

What are milestones we want to celebrate along the way?

How will we celebrate when we achieve our impact and engagement goals?

KEY DATES

Coastal Bend Heart Walk Key Dates:

1. **Coach Recruitment Deadline:**
(Last day to register to receive Coach Jersey):
July 8, 2022
2. **City-wide Rally Day:**
TBD
3. **Move More Activity Challenge Begins:**
September 1, 2022
4. **Heart Walk Date:**
October 1, 2022
5. **Final Day to Redeem Rewards Center:**
November 11, 2022

Your Company's Key Dates:

1. **Coach Registration Deadline:**

2. **Walker Registration Deadline:**

3. **Coach Connect Kickoff Date:**

1. **Coach Connect 15-minute Call Dates/Times:**
 - Week 1:
 - Week 2:
 - Week 3:
 - Week 4:
 - Week 5:
2. **Other Key Dates:**

Game Plan

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COACHES

Coaches are key to your success! They make the campaign fun, meaningful and will be the #1 way you recruit walkers.

Their role is to recruit at least 10 fundraising walkers, raise at least \$1,000 as a team and to celebrate! It only takes them a few minutes a week to be successful.

COACH RECRUITMENT

- Coaches should be recruited at least **12 weeks** ahead of your Heart Walk date.
- **How many?** At least 1 Coach recruited for every 50 employees.
- **Pro Tip:** Have the highest-level person possible in your company invite your Coaches to accept the role.

COACH REWARDS

Official Coach Jersey will be given to all Coaches registered by July 8, 2022

Coach Rewards Center

COACH REWARD # 1

Earned when team raises \$1,000

COACH REWARD # 2

Earned when team raises \$2,500

COACH REWARD # 3

Earned when team raises \$5,000



COACH CONNECTS

Coach Connects are ways to bring your Coaches together that are fun and help them be successful while recognizing their efforts.

- **12-weeks prior to your Heart Walk**
Hold your first Coach Connect Kickoff. Your AHA staff partner can help you plan for this meeting. This will be your longest meeting at about 30-45 minutes.
- **Two days before Rally Day**
Host a 15-minute Coach Connect.
- **5 weeks before your Heart Walk**
Start holding weekly 15-minute Coach Connects for the final stretch.

Communicate frequently: Create an internal "Coach Channel" on Slack Microsoft Teams or your intranet. Invite your Executive Champion, Company Leader and all Coaches to join.

This is a great way for them to stay in touch, share tips, and recognize their success.

Get Your
MVPs

2

10 TIPS FOR RECRUITING COACHES

Co-workers make great leaders of your teams! Here are 10 tips to get your colleagues on board as Heart Walk Coaches!



Start early. Right after your company registers, begin recruiting Coaches. The earlier you get Coaches onboard, the more time you'll have to raise awareness and funds. Aim to have all your Coach recruitment completed 12 weeks before event day..



Aim to recruit 1 Coach for every 50 employees. This ensures all employees are invited by a Coach and makes it easy for a Coach to be find at least 10 walkers! It's especially helpful to use the 1 to 50 rule of thumb for your larger departments (rather than limiting it to one coach per department).



Draft the **Coach recruitment email** and invite your manager or the CEO to include a personal story if they have one. Ideally, the email should also be sent by them.



Make a list. You know how many Coaches you want to recruit, now create the list of names to make moving forward easy.



Get moving. Take group walks during breaks as a way to bond with your Coaches. Invite other co-workers to join you so they can learn more.



Speak at a company or team meeting. Sharing your reason to Walk or a survivor story may motivate others to get involved.



Offer incentives. Encourage colleagues to sign up by offering small prizes to the first people who register as Coaches. Create FOMO (fear of missing out) – and don't forget about the AHA's Coach Jersey!



Post information around the office. Print fast fact flyers and posters from your Heart Walk HQ and hang them in break rooms and other common areas. Don't forget to include your contact information or a link to your company page.



Include a blurb in your company newsletter. Share a brief story that explains why your company wants to support the AHA and lets others know how they can register as a Coach.



Share your success! Give everyone regular updates on milestones you've reached. Those who aren't Coaches (yet) will see how much fun teams have and may be inspired to join.

WHO MAKES A GREAT COACH?

- Past Coaches
- Someone who has raised over \$250 in the past
- Someone personally impacted by heart disease or stroke (whether it was themselves, a friend or a family member)
- Staff who have been looking for development opportunities or leadership roles
- Department managers or Employee Resource Group (ERG) leaders
- Those who are a champion for a healthy lifestyle

Get Your MVPs

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SAMPLE EMAIL: COACH RECRUITMENT

Subject Line: We're Looking for Leaders by X Date

Hi <Their Name>,

At <Company Name>, nothing unites us like doing good together. That's why we're supporting a lifesaving mission of the American Heart Association through their <Event Name>!

I'd like to personally invite you to be a Coach this year. You're already a rockstar in so many ways and we need leaders like you to recruit and lead our walkers.

Heart disease and stroke affect 1 in 3 adults – including a lot of people in our community and our company. That's why I'm throwing <insert company name>'s support behind this year's American Heart Association (AHA) Heart Walk with a goal to raise \$X and have <X number> of walkers participate.

Will you be one of our leaders for this effort? Having you among a select group to contribute as Heart Walk Coaches, I know we can change lives.

As a Heart Walk Coach, you'll lead a team of co-workers to spread the word and raise money for life saving research. But you don't have to spend a lot of time to make a difference, it can be done in a few minutes a week.

Are you in?

Reply to this email with the message, "I'm in," and please CC:
Brittany Sandbach at Brittany.Sandbach@heart.org

Start a Team:

<link to company page>

<if multiple locations, a prompt to find their hospital/location may be necessary>

[If a Coach Connect kickoff call is scheduled]

Stay tuned for your invite to our first Coach Connect kickoff call on <Date> at <Time>. We're excited for you to meet the other coaches.

This year's Heart Walk is scheduled for October 1st, 2022.

We walk for family. We walk for our community. And most of all, we walk to save lives!

<Executive Champion or Company Leader>

Join us on **AUGUST 3rd** for the
Heart Walk NATIONAL Coach Kickoff!

**Get Your
MVPs**

2

INSPIRING YOUR TEAMS

BUILD EXCITEMENT

- Have fun announcing your participation. For example, share a funny video of your C-suite speed walking and talking about the Heart Walk.
- Make it visual at the office through posters and banners or on your Zoom background.
- Participate in the city-wide Rally Day, boost enthusiasm with a corporate match for funds raised on that day.
- Coaches should wear their Coach Jerseys proudly – especially on Heart Walk Wednesdays or during Coach Connects.
- Turn regular meetings into walking meetings.
- Offer incentives, announce competitions and recognize often.



CAMPAIGN IDEAS



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BRING THE MISSION TO LIFE: ***WHY WE WALK***

- 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 Walk updates

I WALK for _____

APPRECIATION & RECOGNITION

- Heart Walk is full of opportunities to recognize your employees – every email and every meeting should start by recognizing those who have met goals such as achieving Top Walker status, recruiting 10 or more walkers or raised the most revenue this week or had the most minutes of activity
- Make sure to have a post event celebration planned- even a quick call with everyone to thank them, recognize the Walker with the Most Heart and your fundraising super stars is a great way to make them feel appreciated.

1. _____
2. _____
3. _____
4. _____

Get Inspired

3

WALKER RECRUITMENT AND ENGAGEMENT

RALLY DAY

- Jump start walker recruitment and fundraising by participating in our city-wide Rally Day.
- Opportunity to build energy, excitement and friendly competition.
- The goal is to recruit as many walkers as possible on this day.
- Hold a 15-minute Coach Connect huddle 5 days prior to Rally Day to get them ready to recruit!
- Turn-key tools and messages are available from your AHA staff partner.
- **Pro-Tip:** Plan a company match for funds raised by your employees on that day.

Ask your AHA staff partner for turn-key tools for Rally Day as well as other template emails for recruitment, business partner campaigns, and more! We are here to help you.

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 Coastal Bend Heart Walk on October 1st 2022. <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 Coastal Bend
- 👍 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 >

Rally Day

4

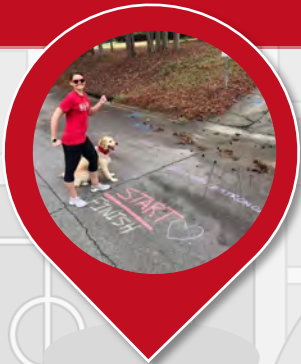


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You can Heart Walk *Here, there or anywhere.*

The Coastal Bend Heart Walk is back and ready to reinvigorate your heart healthy lifestyle by reuniting our community in better health! This fall, the American Heart Association is bringing you **Heart Walk Here**, a new Heart Walk experience offering different ways to participate for maximum flexibility. **You can Heart Walk Here, there or anywhere. Choose our path or yours!**



JOIN A MILLION WALKERS

By moving the action online, we're going to reach more people than ever

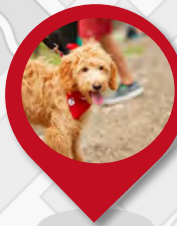


TEAM CAMARADERIE

Nothing unites a team like doing good together

LACE UP WITH US

Get moving together with our new activity tracker and challenges



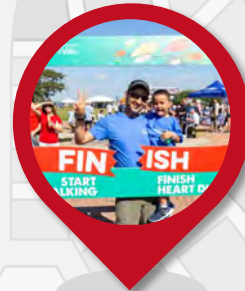
SAVE LIVES

Together, we are the *heart* that keeps hearts beating



CONNECT EASILY

Our upgraded all-digital platform makes it easy to connect, share and get rewarded



CELEBRATE

Join us on Walk Day to recognize all we have accomplished together

WE APPRECIATE YOU

Save lives and earn swag! 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 for all walkers to show your support of heart and brain health! Log in to your Heart Walk HQ on your PC or HW App to visit the Rewards Center.

NEW this year, there are special rewards just for Coaches in their Reward Center.



Raise Funds, Get Moving & Save Lives

5



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RAISE FUNDS AND SAVE LIVES

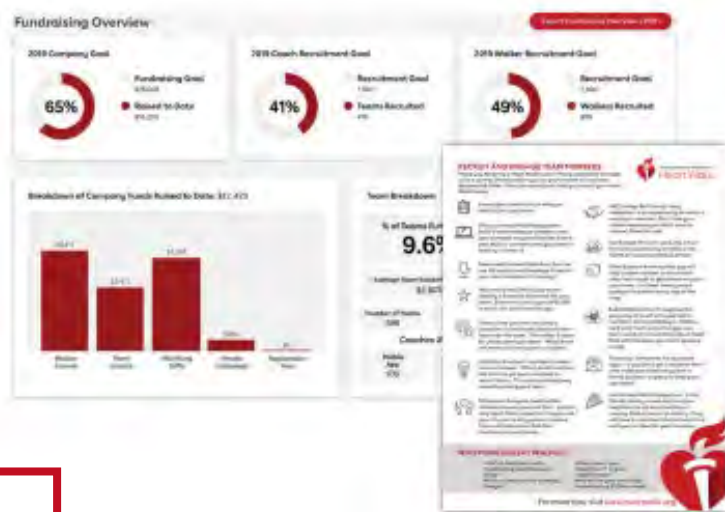
**Heart Walk Wednesdays begin on
September 1st**

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

Turnkey messages are available to send out each Wednesday to your walkers focused on the activity challenge and “take action” tips for fundraising to achieve their goals.

RESOURCES AND REPORTS – AT YOUR FINGERTIPS!

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



GET MOVING

**Move More Activity Challenge: Begins on
September 1st**

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 fundraisers will be recognized on Heart Walk day!



- See who has registered, which coaches have recruited walkers, 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 Walkers and so much more.

Resources Available:

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

**Raise Funds, Get
Moving & Save Lives**

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Doggett Heavy Machinery | Dr. Charles & Mary Campbell | Driscoll Health System | Freedom Fitness
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PAM Health & Rehabilitation Hospital | Port of Corpus Christi | Rush Truck Center
SSC Services for Education | Texas A&M University - Corpus Christi | Texas A&M University - Kingsville
UnitedHealthcare

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

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