

STEPS TO SUCCESS

2022 Executives with Heart Challenge

- ☐ Meet with your AHA staff partner! They will help provide templates and tools as well as strategize with you on the best steps to success
- ☐ Make a Personal Gift:
 - Lead by example and be your first donor
 - Click [here](#) to learn more about the many ways to give
 - Consider joining AHA's Cor Vitae Philanthropic Giving Society and be recognized year-round across the nation
- ☐ Customize your Heart Walk page – people raise 3X more when you share your personal connection to the AHA
- ☐ Identify 6 Top Donors for Personalized Outreach:

1. _____	4. _____
2. _____	5. _____
3. _____	6. _____
- ☐ Email friends and family from your personal email to ask for support
- ☐ Email colleagues from your work email to ask for support
 - Consider asking executive leaders at your company to match your gift
- ☐ Post to Social Media – whether you use it occasionally or you're an influencer, people raise an average of \$500+ by posting to your social media
- ☐ Download LinkedIn Connections' email addresses and send a personal email to ask for support
- ☐ Follow up on all the above once!
- ☐ Follow up on all the above twice!

