



American Heart Association.
Heart Walk®

Welcome
Heart Walk Hero!

Coach Quickstart Guide



Thank you from the bottom of our hearts.



Thank you for stepping up.

Thank you for making a difference.

Thank you for being a Heart Walk Hero.

You have decided to take a stand against heart disease and stroke, the #1 and #5 killers in the U.S.

With just a little time, you'll make a big impact. You'll spread the word. You'll rally a team. You'll fund life-saving research and literally help keep hearts beating.

Thank you for being a Heart Walk Coach!

Why Your Help is Needed

- Every 34 seconds, someone has a heart attack.
- Every 40 seconds, someone has a stroke.
- One in three Americans has some form of cardiovascular disease.
- Cardiovascular disease is the nation's most costly illness, accounting for \$298 billion in direct and indirect costs each year.



Quick Start Guide

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

Follow these 3 easy steps and you'll be well on your way to victory.



1

Donate

- Register as a Coach for your team.
- Visit and bookmark your Heart Walk Headquarters.
- Invite your first co-worker, friend or family member to join your team.

2

Get Personal

- Kick-off your team's fundraising by making your personal donation.



3

Get Digital

- Connect your fundraiser to Facebook in your Heart Walk Headquarters.
- Download the Heart Walk mobile app.

Your Secret Weapons: Heart Walk Triple Threat

These amazing tools will help you sail past your fundraising goals with ease!



1

Fundraise with Facebook

Log in to your Heart Walk Headquarters to connect your fundraiser and follow the steps to invite your friends, share updates and collect donations.



2

Download the Heart Walk Mobile App

The Heart Walk mobile app makes email, text and social posts easy and right at your fingertips. You can even deposit checks through the mobile app!

3

LinkedIn

You have lots of contacts on LinkedIn who are not in your day-to-day address book. The Heart Walk is a wonderful reason to reach out to ask for contributions by sharing your fundraiser on LinkedIn.



Coach's Pro Tips

Coaches drive success. Get ready to lead your team all the way to the finish line by raising heartbeats and funds! These pro tips below will help you recruit and lead a successful fundraising team!

Utilize your Heart Walk Headquarters

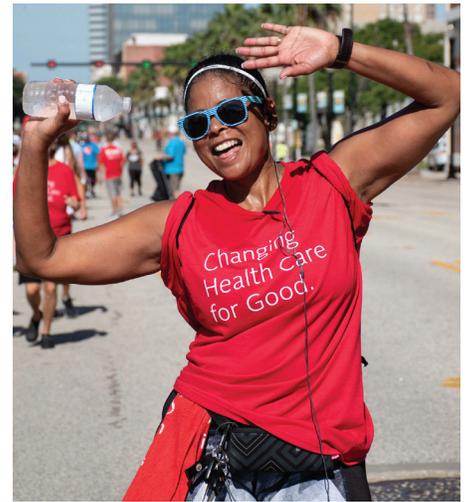
Think of the Heart Walk Headquarters as your virtual coaching assistant. The site's tools makes it quick and easy to recruit and motivate your team. And the built-in email templates let you reach out to your team and donors in no time!

Set a Goal

Set a team fundraising goal and encourage each team member to raise a specific amount.

For example:

10 fundraising walkers x \$250 = \$2,500



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.

Celebrate with them as they achieve Top Walker status!

Don't Forget About Matching Gifts!

You can quickly access your donor list in your Heart Walk Headquarters.

Remember to check with each donor to see if their company will match their donation and double their dollars!

Where do your contributions go?

- Getting up-to-the-minute research into doctors' hands so they can better present and treat heart disease among patients.
- Groundbreaking pediatric heart and stroke research that is key to saving babies' lives.
- Providing information that can save a life—like how to eat better, how to recognize the warning signs of a heart attack, and how to talk to a doctor about critical health choices
- Funding research programs that have contributed to many important scientific
- advances, such as the first artificial heart valve.



How we celebrate survivors

- Heart disease and stroke survivors are the heart of the Heart Walks. Wearing your commemorative red or white baseball cap, you'll be celebrated along with other survivors. We even have special superhero capes for our young survivors.
- Survivor caps will be available the day of the event. Ask your staff partner about them today!

How we celebrate you!

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 to show your support for heart and brain health!

Log in to your HW Headquarters on your PC or HW App to visit the Rewards Center.



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