



American Heart Association.
Heart Walk.®

Welcome,
Heart Walk Hero!

COACH PLANNER





American Heart Association.
Heart Walk.

Thank you for being a coach!



Thank you for stepping up.
Thank you for making a difference.
Thank you for being a Heart Walk Hero.

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 from the bottom of our hearts!

NEW in 2022, COACH GEAR JUST FOR YOU

As a coach, you inspire your team and lead their collective efforts to save lives and for this, we cannot thank you enough. And this year, when you achieve team fundraising milestones, you'll get exclusive Coach Gear.

COACH REWARD # 1

Earned when team raises \$1,000

Premium Mesh-back Cap



COACH REWARD # 2

Earned when team raises \$2,500

Premium Long Sleeve Tee



COACH REWARD # 3

Earned when team raises \$5,000

Premium Anorak Jacket



ROADMAP FOR SUCCESS!

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

Sydney Engelhardt
Development Coordinator
Sydney.Engelhardt@heart.org

Get Your MVPs

Start sending invitations to build your dream team.

1

Raise Funds & Save Lives

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

2

Get Moving: September 7, 2022

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

3

Username

Password

Walker Recruitment Goal

Team Fundraising Goal



Celebrate Walk Day!

Nothing unites us like
doing good together
October 8, 2022



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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 Walk HQ to get it done.

1

Create a Team [www.greatermarylandheartwalk.org]

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

2

Recruit your first 3 walkers

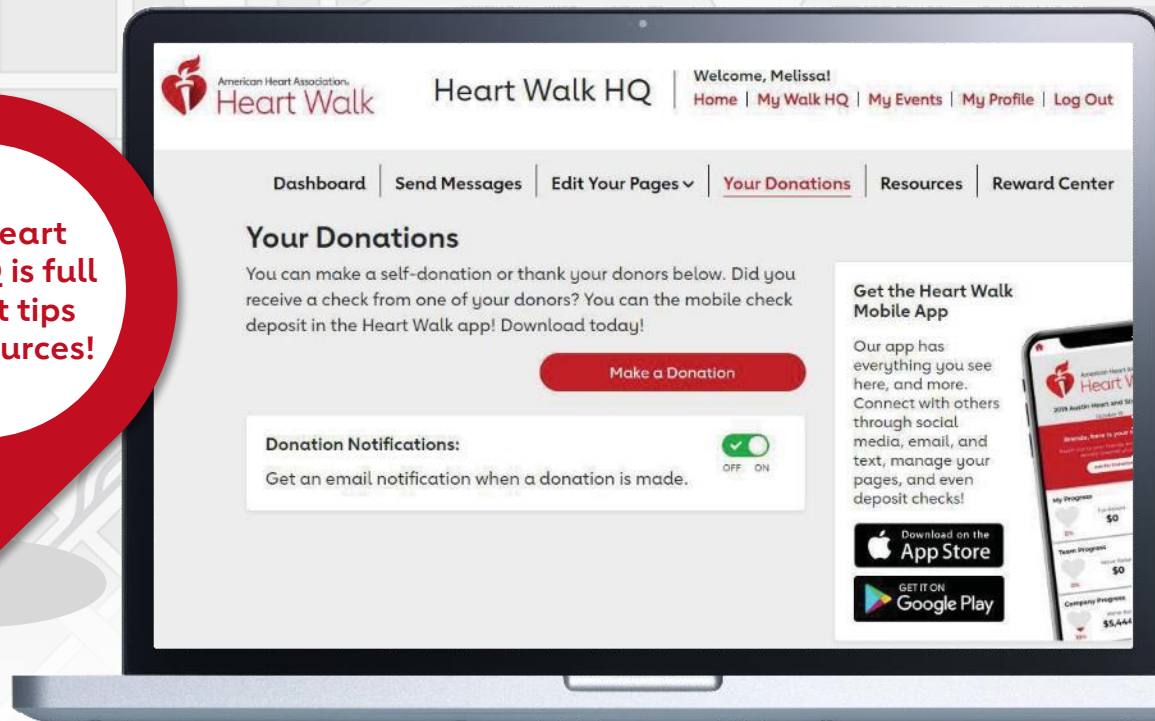
Use the sample email on the next page.

3

Get the Heart Walk App

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

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





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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 **TOP WALKER**, raising over \$1,000!*

1

2

3

4

5

6

7

8

9




10

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 2022 Greater Maryland Heart Walk on October 8, 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 Baltimore
-  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 walkers.
- Goal example: 10 fundraising walkers x \$250 = \$2,500 (National average is over \$300)
- Who will be the **STAR** of your team? Identify a Top Walker 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

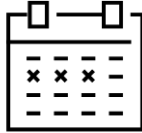
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COACH MILESTONES

FEBRUARY – HEART MONTH

Utilize Heart Month to recruit your walkers and begin your fundraising. This is also a great opportunity to provide team members with resources and tools inspire healthy living and create awareness for risk factor and warning signs.



RIGHT AFTER YOU REGISTER

- Meet with your AHA staff partner: Orientation and Resources

8 WEEKS OUT

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

5 WEEKS OUT

- 15-minute touch base with your AHA staff partner

4 WEEKS OUT

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

3 WEEKS OUT

- Share your company & AHA day-of-event logistics with your team

2 WEEKS OUT

- 15-minute touch base with your AHA staff partner

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!

KEY DATES

Greater Maryland Heart Walk Key Dates:

- Coach Jersey Deadline:** *(must be registered by this date to qualify for a Coach Jersey)*
June 16th, 2022
- City-wide Rally Day:**
August 2022
- Move More Activity Challenge Begins:**
September 7, 2022
- Heart Walk Date:**
October 8, 2022
- Final Day to Redeem Rewards Center Items:** *(Walkers and Coaches)*

Company Name Key Dates:

- Walker Registration Target Date:**

- Coach Kickoff Date:**

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

Get Your
MVPs

1

RECRUIT AND ENGAGE TEAM MEMBERS

Thank you for being a Heart Walk 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 Walk Heroes!



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



Visit your Heart Walk Headquarters: Build a team webpage complete with your personal story and pictures from a past Walk 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 Walk 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 Walk 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 Walk will help keep your team growing strong.



Host a Heart Walk 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 WALKER?

- 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 Top Walker raising \$1,000 or more?

**Get Your
MVPs**

1



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... AT YOUR FINGERTIPS!

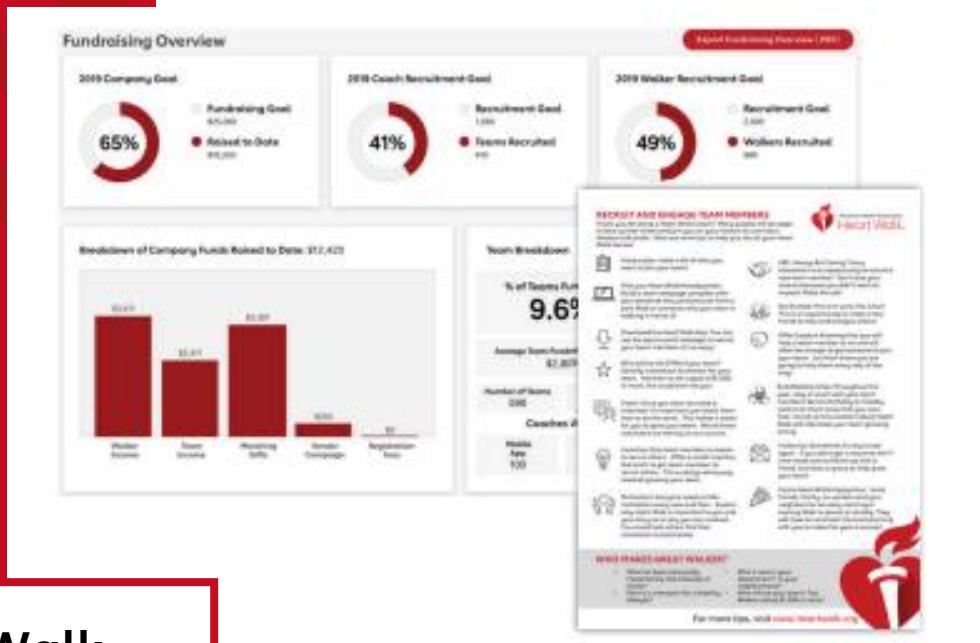
After you recruit your team, check out all the available tools and resources, right at your fingertips! Your Heart Walk HQ and Heart Walk app has everything you need to lead your team to success!

Resources Available:

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

RESOURCES AND REPORTS

Being a Company Leader or a Heart 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.



Download the Heart Walk Mobile App for iPhone or Android

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

Raise Funds & Save Lives

2



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SHARE YOUR WHY

BRING THE MISSION TO LIFE: **WHY I 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 _____

Fundraise with Facebook

In Heart Walk 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 Walk is a wonderful reason to reach out.

Check Out “A-Z Fundraising” Ideas

In your Heart Walk 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 Walk Wednesdays begin on September 7th

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

**Raise Funds
& Save Lives**

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MOVE MORE CHALLENGE

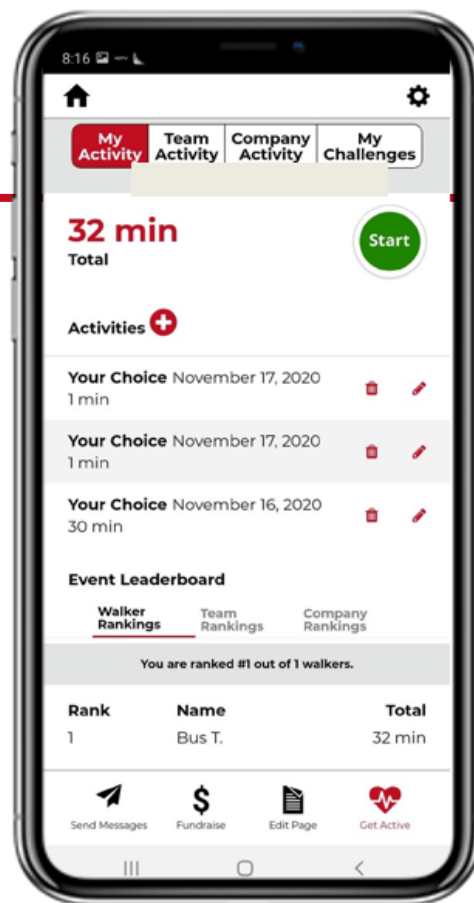
Move More Activity Challenge: Begins on November 7, 2022 Track your minutes in the Heart Walk app!

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 authorize Boundless Motion to retrieve your activity data in the Heart Walk 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 Walk app during the 30-day challenge window.

If you **DO NOT** have an Activity Tracking Device: You can record your activity from within the HW 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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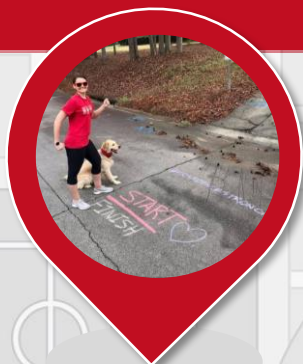


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You can Heart Walk *Here, there or anywhere.*

The Greater Maryland 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

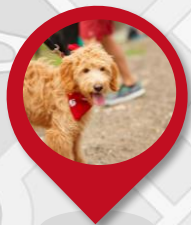


TEAM CAMARADERIE

Nothing unites a team like doing good together

LACE UP WITH US

Get moving together with our new activity tracker and challenges



CONNECT EASILY

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



SAVE LIVES

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



CELEBRATE

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

Get Moving





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Thank You to Our Sponsors

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MEDICAL SYSTEM

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