

# 2026 Greater Maryland **HEART WALK**

October 10, 2026 | Location: TBD



## **COACH PLANNER**

9 out of 10 people who suffer cardiac arrest outside the hospital don't survive.  
Most of the time, it's because no one nearby performed CPR.  
**But together, we can change that.**

Every walker who joins, every dollar donated, means more research, more people trained in lifesaving CPR, and more lifesaving moments for everyone, everywhere.

## **JOIN A COMMUNITY OF LIFESAVERS.**

**Thank you to our 2026 Greater Maryland Heart Walk Sponsors**

### **Event sponsors**



Hendersen-Webb | KPMG | Whiting Turner Contracting

# ROAD MAP FOR SUCCESS

# 1

## REGISTER FOR HEART WALK

Register TODAY & start completing the Lifesaver Challenge!

Give a personal gift

Update your personal page with a photo and share the why that inspires you to walk

### GET THE HEART WALK APP

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



**Download the app now!**

# 2

## RECRUIT WALKERS

Invite your co-workers and friends to join your team and complete the Lifesaver Challenge alongside you!

Engage each team member to donate

As a Coach, your role is to fill your team with **at least 10** colleagues, friends, and family members. Ask them to register and start their fundraising today!

Identify a breakout fundraiser for your team- this could even be you! Ask them to set a goal of \$1,000 or more to be an official **Top Walker**.

### Sample Text Message to Send NOW:

Every walker who joins, every dollar donated, means more people trained in lifesaving CPR, more education and more research. That's why I'm raising lifesaving funds this year for the Greater Maryland Heart Walk and would love for you to join my team! Can you register now? [www.GreaterMarylandHeartWalk.org](http://www.GreaterMarylandHeartWalk.org)

# 3

## LIFESAVER DAY

Our goal is to ensure more people in Maryland feel prepared to act in an emergency and perform CPR. To build a lifesaver community, we need to **recruit** all walkers on or leading up to this important day.

1. **Deadline** to recruit all walkers
2. Kicks off **the final 8 weeks** until the Heart Walk
3. Learn Hands-Only CPR by completing the **Lifesaver Challenge!**



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## COMPLETE THE HEART WALK LIFESAVER CHALLENGE

Recruit your team and have them join the movement to create communities of lifesavers across the nation by completing the Heart Walk Lifesaver Challenge



Hands-Only CPR



Give a Personal Gift



Edit Your Page



Share on Social



Send Messages



Secure a Donation from Others



Complete the Lifesaver Challenge with "on the go" tools through the Heart Walk App! Send text messages and share across social media easily to hit your fundraising goal!

## GET REWARDED

As a Heart Walk Coach, you will earn exclusive rewards as your team hits the \$1,000, \$2,500 and \$5,000 fundraising level! Be sure to claim in the Rewards Center!

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### COACH REWARD #1

Earned when team raises \$1,000

#### COACH SIGNATURE TEE



Unisex Sizing

### COACH REWARD #2

Earned when team raises \$2,500

#### COACH'S CLASSIC CAP



### COACH REWARD #3

Earned when team raises \$5,000

#### COACH CLASSIC CREWNECK SWEATSHIRT



Your exclusive Coach swag can be claimed in the rewards center.

*\*While supplies last. Some colors and sizes are available in limited quantities.*

# COACH PLANNER

Fill this planner out to help guide you on your Coach journey.

## KEY DATES

### Coach Orientation

**17 WEEKS OUT**

June 10, 2026

### Meet 1-on-1 with Your AHA Staff Partner

**WITHIN ONE WEEK OF ORIENTATION**

### CPR Demo Day

**16 WEEKS OUT**

June 19, 2026

### Coach Early Bird Bonus Gift Deadline

*(must be registered by this date to qualify!)*

**12 WEEKS OUT**

July 17, 2026

### Lifesaver Day

*Deadline to have all your walkers registered and start focusing Lifesaver Challenge.*

**8 WEEKS OUT**

August 13, 2026

### All Company Rally

*Cheer on your team members to complete the Lifesaver Challenge as we head to the finish line!*

**4 WEEKS OUT**

September 10, 2026

### 2<sup>nd</sup> 1-on-1 Meeting with AHA Staff Partner

*Brainstorm any last ideas and utilize AHA resources to get your team to goal!*

**2 WEEKS OUT**

### Greater Maryland Heart Walk

*Come walk with us as we celebrate all that you've accomplished this year!*

October 10, 2026

### Final Day to Redeem Rewards Center:

**6 WEEKS POST EVENT**

November 21, 2026