



American Heart Association.
Heart Walk®

Welcome,
Heart Walk Hero!

Coach Quickstart Guide



Thank you for being a Heart Walk Coach.



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 No. 1 and No. 5 killers in the U.S.

With just a little time, 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 for being a Heart Walk Coach!

Your Impact as a Heart Walk Coach

As a Coach, you are setting the pace. You are an inspiration. You are a leader!

You inspire your community. You lead your teammates. You are the lifeblood of Heart Walk.

Thank you for your passion and commitment. The impact you make will extend far beyond any event. You are a crusader, innovator, scientist and partner. Your leadership and support will save and improve lives within our community and around the world.

We are excited to be on this journey with you!



Quick Start Guide

Hey Coach, How would you like to make an impact today?

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

1

Register

- Sign up as a Coach for your team on the Heart Walk website.
- Make a personal gift to get your fundraising started.

2

Recruit

- Download the Heart Walk app.
- Ask 10 people to join your team today.

3

Rally

- Start a Facebook Fundraiser.

Get started here in your Heart Walk HQ

The screenshot shows the 'Heart Walk HQ' dashboard for a user named Melissa. The top navigation bar includes the American Heart Association logo, 'Heart Walk HQ', and a welcome message. Below this is a secondary navigation bar with links for 'Dashboard', 'Send Messages', 'Edit Your Pages', 'Your Donations' (highlighted), 'Resources', and 'Reward Center'. The main content area is titled 'Your Donations' and contains a paragraph about making self-donations or thanking donors, a red 'Make a Donation' button, and a 'Donation Notifications' toggle switch which is currently turned 'ON'. To the right, there is a section for the 'Heart Walk Mobile App' with a description of its features and two buttons for downloading it from the 'App Store' and 'Google Play'. A smartphone mockup displays the app's interface, showing progress bars for 'My Progress', 'Team Progress', and 'Company Progress'.

Your Keys to Fundraising Success



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.



Fundraise with Facebook

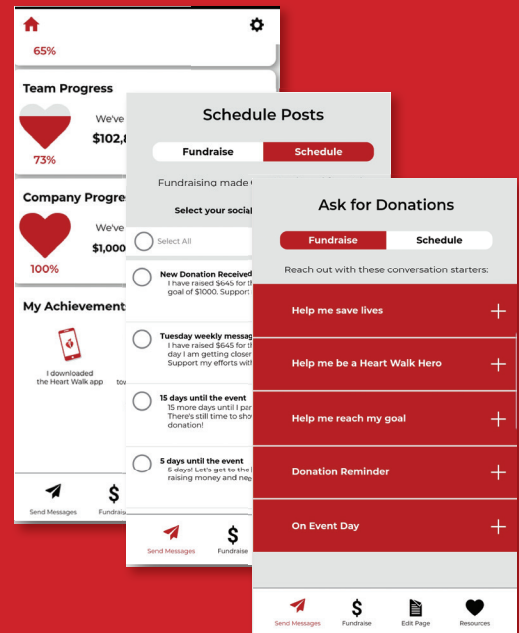
- This is a great way to reach people when you may not have their email or phone number.
- Log into your Heart Walk HQ to connect your fundraiser and follow the steps to invite your friends, share updates and collect donations.



LinkedIn

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

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



How to Facebook Fundraise:



- Step 1:** Register for Heart Walk
- Step 2:** Go to "MY DASHBOARD"
- Step 3:** Scroll down & click "CONNECT TO FACEBOOK FUNDRAISER"
- Step 4:** Enter your Facebook login info
- Step 5:** Start Fundraising!

Coaches 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 will help you recruit and lead a successful fundraising team.

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
(\$260 is the national average)

Who will be the STAR of your team?

Identify a breakout fundraiser for your team — this could even be you!

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 HQ.

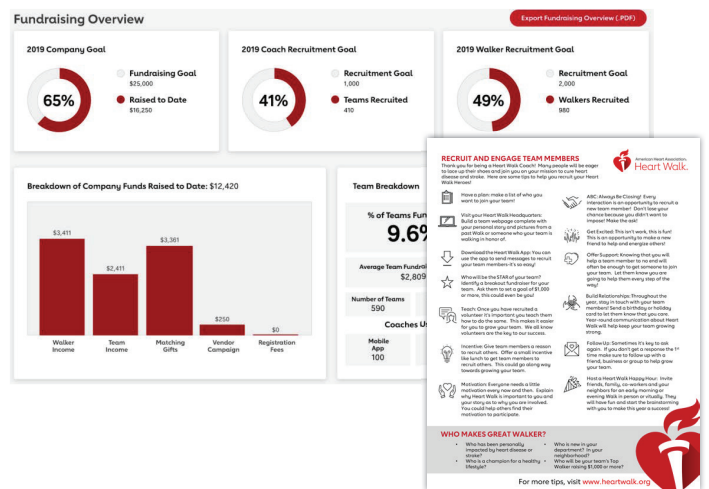
Remember to check with each donor to see if their company will match their donation and double their dollars.



Fundraising Made Easy

Being a Heart Walk Coach is easier than ever with the the new Reporting and Resource Hub in the Heart Walk HQ!

- See who has registered, downloaded the app, started a Facebook fundraiser, and much more.
- Get a birds 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.



Why We Walk

Life's made up of special moments—and every day is an opportunity to make more. We walk to raise funds for science that helps us live longer, be healthier and make more moments possible. With each step you'll help cure heart disease and stroke. You'll help millions of people celebrate more birthdays, fulfill more dreams and share more hugs. This is not just another finish line. It's a movement for the health and well-being of us all. We thank you for being a part of it.



Together, we will make a difference.



COVID-19 research & supporting health care workers

Established a \$2.5 million rapid research fund to fast track scientific research to better understand COVID-19 and its interaction with heart disease and stroke.



Addressing social & health disparities

Initiatives like our Social Impact Fund and EmPOWERED to Serve Business Accelerator™ are investing in entrepreneurs and organizations in under-resourced communities who are breaking down social and economic barriers to health equity.



Reducing teen e-cigarette use

Established a \$20 million investment for End the Lies Youth Vaping and Nicotine Research Initiative.

Raise Funds AND Heartbeats

With the NEW Heart Walk Activity Tracker!

MOVE MORE CHALLENGE

We could all use some help to keep moving and stay in touch. The **Move More Challenge** will get you moving while protecting the hearts you love. Your **Activity Tracker** will go live 30 days before your Heart Walk!



Start moving



Relieve stress



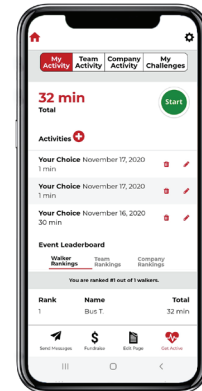
Connect teams



Raise lifesaving funds

HOW IT WORKS

- Ready** Download or update your Heart Walk app and get registered.
- Set** You've got 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!



Download the Heart Walk App Today!



How we celebrate you

HERO GEAR IN THE REWARDS CENTER

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 Heart Walk HQ on your PC or HW App to visit the Rewards Center.



RECOGNITION



Check out some of the digital resources in the Heart Walk HQ we have available for our Coaches, Walkers and Survivors.

