

# HEART WALK COACH RESOURCE GUIDE

## 2017 METRO DETROIT HEART WALK



Saturday, May 20, 2017  
**Wayne State University**

[miheartwalk.org](http://miheartwalk.org)

Festival grounds open at 8:00 AM

#DetroitHeartWalk

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Healthy For Good

**Healthy For Good** is a movement designed to **rally** millions of Americans to healthier lives, **inspire** lasting change, and **unify** people around a simple idea that making small change today can create a difference for generations to come.



**+Nourish**

**+Wellbeing**

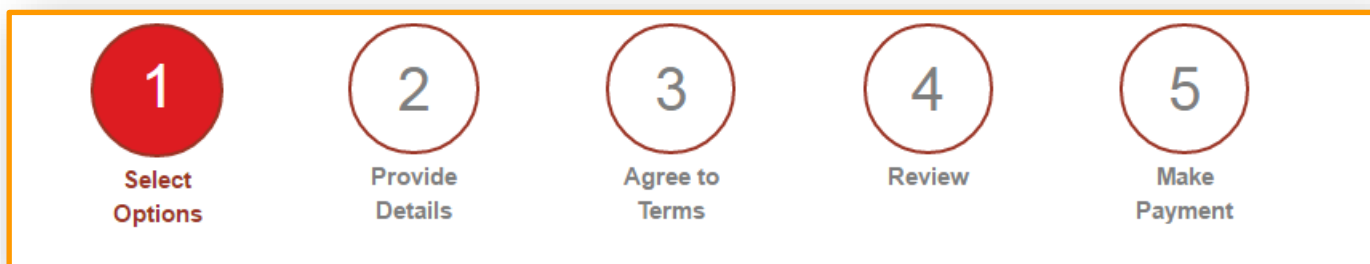
**+Activity**

Visit [www.heart.org/HealthyForGood](http://www.heart.org/HealthyForGood) for more information!

# HOW TO USE THE HEART WALK WEBSITE

## 1. Register Online

- Log onto [www.miheartwalk.org](http://www.miheartwalk.org). Click **“Register to Walk”** to get started.
- Choose your role by selecting **“Start a Team.”** Make sure you have your Team Name and Team Goal ready!
- Follow the 5-step process to get registered.
- Prefer to use your phone? Simply visit [www.miheartwalk.org](http://www.miheartwalk.org) on your mobile device and register there!

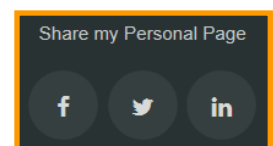


## 2. Make your personal donation

Kick-off your fundraising by making a personal donation.

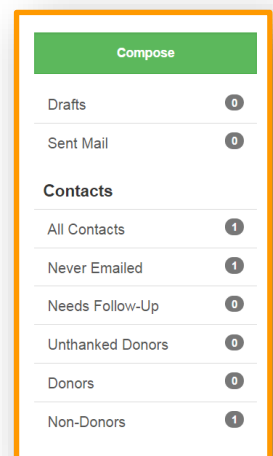
## 3. Personalize Your Webpage

After registering, you'll be directed to **My Dashboard**. From here, you can customize your personal and team webpage with stories, videos and photos! You can instantly share your page on Facebook, Twitter and LinkedIn right from your screen.



## 4. Ask for Support

Send customized emails to your friends, family and co-workers inviting them to join your team or make a donation toward your fundraising goal. Just click on the **“Send Email”** link at the top of the page. You'll find templates for emails you can send and reports on the status of people you've emailed. Don't forget to import your contacts to save time and reach more people! Want to text for donations? Simply log into your website on your mobile device to text or email the contacts in your phone!



# HOW TO BE A SUCCESSFUL COACH

STEP

1

## Register

Follow the step-by-step instructions online.

STEP

2

## Make a personal gift

We strongly encourage all Heart Walk participants to make a personal gift to jump start your team fundraising!

STEP

3

## Set a goal for your team

Set a goal for your team of \$1,000 or higher

STEP

4

## Recruit your team members

Set a date to get all of your team members recruited.

STEP

5

## Encourage & Execute

Help make your team a success by asking each member to customize their web page with their personal story and share their page on their social channels!



## Jumpstart your Team

- Challenge each walker on your team to raise \$250 or more
- Lead by example with your personal fundraising
- Personalize your webpage with your story and a picture or video
- Kick-off your team with a 10-minute Heartwalking activity to raise heart beats
- Identify one Top Walker on your team to raise \$1,000 or more
- Post photos of you and your team Heartwalking to finish Heart Disease and Stroke when you make donation requests

## Online Help & Resources

Visit the Heart Walk Help Desk at [www.heartwalkhelp.org](http://www.heartwalkhelp.org) to find access to toolkits, searchable FAQ, video tutorials and more.

*Need Additional Help?*

Take advantage of Heart Walk Live Chat by looking for the “Support Online/Click & Chat” button on the Heart Walk website.

## Make an Impact!

If just 20% of Americans increase their heart rates for 10 minutes per day, 15 times per week, we can save **300 lives EVERY DAY!** Make the commitment to lead a heart healthy life and become healthy for good. Remember, we're not only raising funds—we're raising heart-beats!

### 2016 Fundraising Highlights

#### Top Fundraising Companies

1. Walgreens
2. Comerica Bank, Inc.
3. Barton Malow Company
4. Community Teams—Detroit
5. Willis Towers Watson

#### Top Fundraising Teams

1. Heart Heroes
2. Building with Heart
3. The REDICO Heart Walk Team
4. Healthy Hearts
5. Team Randall

#### Top Fundraising Walkers

1. Kelsey Hastings
2. Leslie Hyder
3. James Jonas
4. Andrea Fleser
5. Tom Randall

### Contact Information

American Heart Association  
27777 Franklin Road, Suite 1150  
Southfield, MI 48034  
Customer Care: (855) 229-4424  
[semi.heartwalk@heart.org](mailto:semi.heartwalk@heart.org)