LIIVE
AMERICAN HEART ASSOCIATION

Heart disease is the #1 killer worldwide.

Every **40 seconds** someone has a heart attack or stroke.

1 in 100 babies, or about 44,000 each year, is born with a Congenital Heart Defect, and 22,000 require open heart surgery.

40% of adults are at higher risk of cardiovascular disease because of stress, poor sleep, and decreased mental health.

The AHA has funded over $5 Billion in research, creating new treatments like the artificial heart valve, CPR standards, and the pacemaker.

Heart health is a health equity issue.

People living a few miles apart can have a life expectancy difference of up to 30 years due to lack of access to quality care, nutritious food and other basic health needs.

People living in lower income areas have access to fewer supermarkets. An estimated 1 in 8 Americans do not have consistent access to food, including more than **12 million children**.

The AHA sets quality care guidelines for cardiovascular treatment in hospitals. — **Only 50%** of US hospitals meet our guidelines, leaving many without the best access to care.

Help us bridge the Health Equity Gap.

By 2024, the AHA is dedicated to raising and investing $230M to advance cardiovascular health for all by removing barriers to quality health care access.

Your charity campaign can help!

Sign up to join an AHA Charity Stream event today at tiltify.com/aha & join our Discord channel for more information.

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Key to Fundraising Success:
PLAN AHEAD!

❤️ **Setup Rewards, Milestones, Polls in Tiltify**

These donation milestone examples encourage viewers to give and make things more fun!

- Rewards: Donation level incentives
  (EX: For a $10 donation, I'll do ___)

- Milestones: If we reach $x goal, I will let chat tweet from my account.
  *Set multiple milestones at increasing levels

- Polls are a great way to raise funds and start some classic debates!

- **PRO TIP** - make sure to say thank you for every donation!

❤️ **Leverage your Donation Link**

- Leverage your Donation Link. Setup & include in your chat title **!donate** so chat can easily donate.

- Have a bot post the link at least every 30 minutes

- Add the Tiltify Widget and/or QR Code to your panels

❤️ **Use the fundraising bar overlay in Tiltify**

- Copy the overlay url and use as a browser source

❤️ **Connect the Mission**

- Share why you're doing this

- Share talking points during your stream

- Use the AHA videos in the Discord

❤️ **Tiltify Technical Tips (With Videos)**

- Overlays - Quick Start

- Streamlabs Integration

Liive American Heart Association