This seal signifies that the American Heart Association - National meets the BBB Wise Giving Alliance’s Standards for Charity Accountability.
Thanks for volunteering to lead a team for the Heart Walk. As a volunteer team captain, your role is to recruit and rally friends, neighbors and family members to raise money for the American Heart Association. This guide provides you with the information and resources you need to lead a successful team. Have fun, and we look forward to celebrating with you and your team at the Heart Walk.

Why We Need Your Help
You’re a valuable part of the fight against cardiovascular disease and stroke, and your participation in the Heart Walk will change the lives of others.

- An American suffers a heart attack about every 34 seconds.
- An American dies of cardiovascular disease every 39 seconds.
- Someone in the United States has a stroke every 40 seconds.

Our mission is “Building healthier lives, free of cardiovascular diseases and stroke.” We are the largest voluntary health organization working to prevent, treat and defeat heart disease, stroke and other cardiovascular diseases. We’ve set an aggressive goal by 2020: “Improve the cardiovascular health of all Americans by 20 percent while reducing deaths from cardiovascular diseases and stroke by 20 percent.”

Your donations will fund research, education and advocacy programs to help all Americans learn how to prevent heart disease and stroke, find new treatments and establish the best systems of care.

American Heart Association 2009-10 Expenditures

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research</td>
<td>19.4%</td>
</tr>
<tr>
<td>Management and General</td>
<td>7.8%</td>
</tr>
<tr>
<td>Community Services</td>
<td>3.2%</td>
</tr>
<tr>
<td>Professional Education and Training</td>
<td>12.9%</td>
</tr>
<tr>
<td>Public Health Education</td>
<td>40.6%</td>
</tr>
<tr>
<td>Fundraising</td>
<td>16.1%</td>
</tr>
</tbody>
</table>

Isaac Landry, SURVIVOR. New Hampshire Heart Walk

My name is Isaac Landry. When I was born, my parents found out that I had congenital heart disease. I needed surgery right away to repair my aorta. I had what they call a coartation of the aorta. That helped me for a long time, until I was 5, when I needed to have an additional surgery to repair my mitral valve, which by then had developed a severe leak. I feel very lucky that the repairs my heart needed could be made so that now I can do all the things I like to do—play hockey, golf, swim, run, skateboard, whatever. I’m really healthy and my mom says that if I take good care of my heart, I may never need another surgery again.

I feel it is important for me to share my story to help other families who may be affected by heart disease. I want to do what I can to raise money so that the doctors and scientists can keep doing the kind of work that helped fix my heart. Every year, I do the American Heart Association’s Heart Walk and raise money to help other kids (and grownups, too) with heart disease. My team raised $6,425 and my Mom, Lisa, raised $5,395! My mom tells me all the time how lucky our family is that we were able to get me healthy.

Someday, I hope that I can do more to help kids with heart disease. Who knows? Maybe I’ll be a pediatric cardiologist, like one of the doctors who saved me!
Team Captain Action Plan

- Register on the Heart Walk website as a Community Teams Team Captain and set a team fund-raising goal.
- Recruit 15 walkers committed to raising money for the American Heart Association.
- Ask each walker to raise a specific amount of money to help achieve the team fundraising goal. For example, a team of 15 walkers can easily raise $3,000 if each walker raises $200.
- Ask one walker to raise $1,000.
- Help all walkers register on the Heart Walk website by sending an e-mail from your Heart Walk Web page that includes a link for them to register on your team.
- Help each walker achieve their personal fundraising goal.
  1. Encourage use of the Heart Walk website as a quick and easy way to ask for donations via e-mail.
  2. Distribute walker envelopes to each walker on your team.
  3. Ask your walkers if their employers have a matching gifts program.
- Motivate and encourage your walkers from start to finish.
  1. Identify cardiovascular disease and stroke survivors on your team and ask them to share their personal story with the other walkers.
  2. Recognize walkers for progressing towards and achieving their goals.
- Celebrate your team’s success at the Heart Walk.

Tips for Success

Identifying and Recruiting Potential Walkers

- Take 10 minutes to develop a list of 30 potential walkers. List twice as many people as you will need.
- Ask early. Recruit at least five walkers the day you register as a team captain!
- When possible, ask people to join your team in person. People respond best when asked personally.
- When you recruit each walker, help them register with your team on the Heart Walk website.

Keeping Walkers Motivated and on Track

- Make your team’s campaign passionate and personal by sending e-mails or messages about friends or family members who have been affected by cardiovascular disease and stroke.
- Give your walkers weekly updates detailing how each person is progressing toward their goal. Highlight each walker when they achieve their goal.
- Offer incentives to your walkers. Make it a daily competition during the last week before the Heart Walk and give a prize to the most successful fundraiser for each day. (Example: dinner on you for the Top Walker, Mom or Dad’s Day Out for most e-mails sent, etc.)
- If possible, pull your walkers together for brief, fun team rallies to keep the momentum rolling.
- Be sure to congratulate and thank all walkers after the Heart Walk. Highlight those who exceeded their fundraising goals!
Online Registration and Fundraising

Step 1: www.heartwalk.org
Find your local Heart Walk. Search for your local event by state, event name or ZIP.

Note: If you participated in the Heart Walk last year, we remember you! Click on “Login” and use the same user name and password.

Step 2: Visit your local Heart Walk Web page
Click on “Register Here.” Select “Start a Team.”
When the screen refreshes, select “New Team Under Company” and select the “Community Teams” from the drop down box.
Enter a Team Name, Team Fundraising Goal and Team Walker Goal.
My Username: ____________
My Password: ____________

Step 3: Familiarize yourself with your “My HQ” page. From your headquarters, you can...
• Personalize your Web page. (My Webpage)
• Send e-mails to family and friends to ask for donations. (E-mail)
• Monitor your progress. (Reports)
• Enter offline donations of cash and checks. (Tools)
• Edit your personal information such as your login, password and fundraising goal.

Note: The website will accept donations of $25 or higher. Collect gifts of lesser amounts in cash or via personal checks.
Step 4: Personalize your Web page
By clicking on the “My Webpage” tab in your “My HQ,” you can add your personal story and photos to make your Web page show why you are walking. Telling your personal story and posting a picture or video of you or your family members and friends will help build passion and encourage friends and family to contribute to your effort.

Social Media
You can now connect to Facebook, Twitter, Yahoo!, LinkedIn, MySpace, and more from your personal Heart Walk Web page. Use all of these social media tools to ask your friends for a donation or encourage them to register for the Heart Walk! Simply visit your Heart Walk Web page today and click to SHARE!

Step 5: Send e-mails
You can send personalized e-mails to your friends and family. Heart Walk participants who send e-mails raise almost three times as much as those who don’t.

- Invite them to join your team as a walker.
- Encourage them to raise money to fight heart disease and stroke.
- Ask them to make a donation to help you achieve your fundraising goal.

The E-mail Center contains recruitment, solicitation and thank-you templates. Put the salutation in the left-hand column and the e-mail address in the right-hand column. Use the Address Book Import feature to save time and reach more people. Be sure to add your personal story to the templates to show your friends and family why you are participating and raising money for the Heart Walk.

Checklist for Your E-mail Campaign

- Personalize your Web page.
- Personalize the e-mail templates.
- Download your Address Book by following the instructions on the website.
- Send an e-mail asking for donations to your friends and family.
- Track your progress using the reports on your Web page.
- Send a follow-up e-mail to all friends and family who have not contributed. Sometimes a reminder is all they need.

Step 6: Track your progress
Visit “My HQ” regularly to check on your progress, run reports on your team’s progress and send follow-up e-mails to friends and family.
Walker Fundraising Tips

Empower them to achieve their goals

Getting Started

• Develop a list of potential donors. Decide how you will ask each donor and how much you will ask them to donate. You can ask for donations face to face, by using the Heart Walk website or with a personal letter.

• Share your passion! We all have a personal connection to cardiovascular disease and stroke. When you’re asking for donations, be sure to tell people why you’re raising money for the American Heart Association.

Raise Money Online

• Register online and personalize your Heart Walk page with a personal photo or video and a short story describing your connection to cardiovascular disease and/or stroke and your motivation to raise money for the American Heart Association.

• Use your Heart Walk Web page to e-mail family and friends to ask for donations. Add your personal touches to the e-mail templates provided before sending them. People are more likely to respond to a personal and passionate story.

• Download your address book to your personal Heart Walk Web page. By following the steps, you can easily send and track e-mails and donations through your Web page.

Share Your Heart Walk Involvement with Your Social Media Friends!

You can now connect to Facebook, Twitter, Yahoo!, LinkedIn, MySpace, and more from your personal Heart Walk Web page. Use all of these social media tools to ask your friends for a donation or encourage them to register for the Heart Walk!

Conduct a Letter-writing Campaign

• Create a personal letter to send to prospective donors. (Download a sample letter from the Heart Walk Web page or create your own.) Be sure to add your personal story and motivation for raising money for the Heart Walk. Include a picture when appropriate—this adds a personal touch.

• Include a self-addressed, stamped envelope with your letter to make it easy for your donors to contribute.

• Place a follow-up call to all friends and family who have not responded.

How To Raise $1,000

<table>
<thead>
<tr>
<th>How To Raise $1,000</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Show your commitment and contribute.</td>
<td>$100</td>
</tr>
<tr>
<td>Ask one person to match your personal contribution.</td>
<td>$100</td>
</tr>
<tr>
<td>Take 10 minutes and send 10 e-mails to friends and family.</td>
<td>$100</td>
</tr>
<tr>
<td>Send a letter to your holiday card mailing list and invite friends to contribute</td>
<td>$100</td>
</tr>
<tr>
<td>Ask one person to raise $100 on your behalf.</td>
<td>$100</td>
</tr>
<tr>
<td>Ask your vendors and suppliers (barber/dry cleaners/banker/dentist/car dealer).</td>
<td>$100</td>
</tr>
<tr>
<td>Ask people who have been personally affected by heart disease or stroke.</td>
<td>$100</td>
</tr>
<tr>
<td>Ask your five best friends for $20 each.</td>
<td>$100</td>
</tr>
<tr>
<td>Ask people who have asked you for donations in the past year.</td>
<td>$100</td>
</tr>
<tr>
<td>Ask co-workers who are not personally raising money for the Heart Walk.</td>
<td>$100</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$1,000</td>
</tr>
</tbody>
</table>
Fundraising ideas for you to consider:

- **E-mail Campaign**: If you conduct your fundraising campaign via e-mail, ask your friends and family to forward your message. One Heart Walk participant received her first donation from someone she didn’t even know because someone had forwarded her message. People can easily support this worthy cause—ask for others to help!

- **Heart Sales**: Pick up paper hearts at your local American Heart Association office to sell at your workplace or ask a local business that you frequent to sell them for your team.

- **Recruit a few friends to help you raise funds.** Get together one night with your phone lists and hold a mini-telethon to call everyone and raise funds.

Team fundraisers are also a great way to raise funds towards your team’s Heart Walk goal. (Please keep in mind that the American Heart Association cannot make any investment, pay for, or reimburse any expenses incurred as a result of a team fundraiser.)

- **Silent Auction**: Secure donation items from local merchants and conduct an auction with a group of friends or at a local business.

- **Percent of Sales**: Ask local merchants to donate a percentage of their sales on a specific day to the American Heart Association.

- **Dinner/Dessert Party**: Invite your friends over for a dinner/dessert, and ask them to make a donation equal to what they would have paid for a dinner/dessert at a local restaurant. Go to Americanheart.org for ideas of healthy recipes! Some local restaurants may be willing to make their facilities available for a fundraiser.

- **Birthday/Anniversary Party or Bridal/Wedding Shower**: Ask guests to make donations to the American Heart Association rather than bringing gifts.

- **Huge Yard Sale**: Ask your friends and contacts to donate their goods to your yard sale, with all proceeds going to the American Heart Association. Ask people who have just held yard sales to donate what didn’t sell to your sale. Advertise your effort in the local paper.

- **Cover Charge at Local Venue**: Ask a local venue (comedy store, club, etc.) to donate cover charges for a particular event/night to the American Heart Association.

- **Conduct a Sports Event or Tournament**: Mini-golf, tennis, bowling, dancing, aerobics and other sports can all be set up as events or tournaments with all proceeds from entry fees, refreshments and silent auctions going to the American Heart Association.

- **Cook Offs**: Have a cook off at your church. Guests pay a small fee to enter and can then vote on the winning recipe. The winner can receive an American Heart Association cookbook or a giftcard to a local grocery store.

In 2010, my husband suddenly passed from cardiac arrest. He was a healthy, active young man with a full life ahead of him. He left behind a family and loyal group of friends who will forever miss him and honor his life. For many years, we both have been running half and full marathons, supporting a plethora of causes. Yet, we had never run or walked any race in support of heart disease. I searched online and found the Heart Walk sponsored by the American Heart Association. I was, and am, committed to making a difference with a disease that took from me the love of my life. None of us, including my husband, ever thought something like this could result from what he was diagnosed with as a young adult. We have so far to go with raising awareness, reducing these startling statistics and identifying preventative measures. That’s why I am committed to doing everything I can to raise as much money for this cause.

With just a few e-mails and a bit of follow-up, our team was the third highest community team in Miami-Dade County, raising $5,292. We also had more than 65 walkers. I look forward to making a lasting impact and will not stop until heart disease loses its rank as the No. 1 cause of death.

Mary D’Argenis-Fernandez
Participating in Memory of Antonio Fernandez, Miami-Dade Heart Walk
Dear Walker,

Your passion, commitment and dedication to building a world free of cardiovascular disease and stroke is making a tremendous difference. Your work is saving lives. I know this to be true as mine was one of those lives saved due to the research of the American Heart Association.

When I was 3 days old, the doctors informed my parents that I had a rare congenital heart defect. My parents were devastated to further learn that I was only expected to live to age 7. I have been blessed to have continually beaten the odds. I have now outlived my life expectancy four times (29 years) and have survived 10 open-heart surgeries, a 2½-year wait for a transplant, and a stroke. I am now miraculously considered “too healthy” for a heart transplant! I was able to marry my sweetheart, Julie, four years ago and I am loving married life. I am so thankful to be able to experience all of these great moments and look forward to out living my life’s expectancy many more times.

My story has had a very happy ending. Sadly, there are still many people whose ending may not be so pleasant. Heart disease is the No.1 killer of all Americans, affecting one out of every three of us. Chances are, it will affect you or someone you love. While the statistics are grim, you are making a difference. Thank you for providing the financial contributions that allow for the life saving research of the American Heart Association. With your help, there will be many more happy endings.

On behalf of all of those your efforts will touch, I thank you from the bottom of my now healthy heart,

Nick Zerwas

Heart Attack Warning Signs

- Uncomfortable pressure, squeezing, fullness or pain in the center of the chest that lasts more than a few minutes or goes away and comes back.
- Pain or discomfort in one or both arms, the back, neck, jaw or stomach.
- Shortness of breath with or without chest discomfort.
- Other signs such as breaking out in a cold sweat, nausea or lightheadedness.

For more information, call 1-800-AHA-USA1 (1-800-242-8721) or visit heart.org.

Stroke Warning Signs

- Sudden numbness or weakness of the face, arm or leg, especially on one side of the body.
- Sudden confusion, trouble speaking or understanding.
- Sudden trouble seeing in one or both eyes.
- Sudden trouble walking, dizziness, loss of balance or coordination.
- Sudden severe headache with no known cause.

For more information call 1-888-4-Stroke (1-888-478-7653) or visit strokeassociation.org.

Not all of these signs occur in every attack. If you notice one or more of them, don’t wait. Call 9-1-1 and get medical help right away! Take charge of your own health. For more information, visit heart.org.

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