Welcome to the American Heart Association’s Life Is Why We Give Campaign!

The American Heart Association is excited your organization has decided to participate in our Life Is Why We Give campaign. We are also excited you will be working with us as your organization’s corporate campaign coordinator. We will be doing two things specifically to make sure you are aware of all the tools we have created to make your participation in this campaign as easy as possible to roll out in your locations. Those two things include:

1) A kick off call to discuss campaign resources available to you on the Life is Why We Give Retail Hub and answer any questions. We will reach out to schedule that with you if we have not already.

2) We have created this handbook specifically for you. We hope this handbook makes it very easy to navigate this campaign and helps you inspire your locations to make those register asks with vigor! The below is a quick outline of the things you will find in this handbook.
   • Campaign Overview
   • Campaign Quick Facts
   • Role of the Campaign Coordinator
   • Navigating the Campaign Website
   • Information About Website Access
   • Sample Store Manager E-mail
   • Corporate Campaign Coordinator Checklist

Remember if you have questions about any part of this campaign or the materials, please feel free to reach out to your American Heart Association campaign contact at any time. OK, let’s get going!
This February, retailers around the country are asking customers to make a register or point-of-sale donation in support of the American Heart Association.

Heart disease is the No. 1 killer in the world. Stroke ranks second globally and is a leading cause of severe disability. Each year, these diseases kill nearly 801,000 Americans, which is larger than the population of several states (Alaska, North Dakota, Vermont and Wyoming).

We believe that everyone has a reason to live a longer and healthier life so they can enjoy precious moments with family and friends. That’s why everyone has a reason to give. This February, we are excited your company will be helping your customers find their reason to live a heart healthy life and their reason to give to the AHA.

Your company has agreed to either sell a heart icon at the register or ask consumers to donate via the pin pad or to ask people to give as they check out online. We need your help in:

- making sure every customer is asked in February to participate,
- feels good about making a donation and
- understands that every dollar raised will fund programs to fight heart disease and stroke.

We’re excited to partner with your company and its dedicated employees, and we know that together we can make change. Because everyone has a reason to live a longer and healthier life. And that reason is why we give.
At the American Heart Association, we interact with and empower people every day in many ways to regain their health, choose better options, get up and get moving, and financially support our mission of building healthier lives, free of cardiovascular diseases and stroke. We’re asking all Americans to support the American Heart Association through retail register asks.

Q: Why is my company participating?
A: Your company understands that heart disease and stroke are major health crises in America and throughout the world. Everyone has a reason to live longer and healthier and experience more of life’s precious moments. We’re asking the public to give for all the reasons in their lives. The funds help us build stronger communities free of heart diseases and stroke.

Q: What are the goals of the campaign?
A: The goal is to generate funds necessary to continue the American Heart Association’s mission and help every American to live stronger and healthier for all their “why” reasons.

Q: What do I need to do?
A: Your company has committed to asking consumers at the register to donate. Asking the consumer is done through your dynamic front-end staff selling physical heart icons/die cuts or through the pin pad.

Q: I've received a campaign button. How do I find my reason?
A: Everyone has a reason to live longer and healthier. Everyone has moments in life we wish we could freeze in time. We live them. We live for them. What are your moments? What is your reason to give? Fill it in on the line on your button, and wear it proudly throughout the campaign.

Q: How long is the campaign?
A: The campaign runs throughout February but your company may have a different timeframe which it has agreed to participate.

Q: Who is my point person for questions and materials?
A: Your store manager is your point person to ask questions about the campaign and will receive the materials ordered by the coordinator at headquarters. These materials will be used to market and execute the campaign. The store manager has an American Heart Association contact person to assist him or her. You can also learn more about the campaign at lifeiswhyretailer.heart.org.

Q: Do I get any rewards?
A: Check with your store manager for more details.
As the corporate campaign coordinator for your organization, your role incorporates three main things:

1) Use the online campaign site we have created to order in-store collateral materials for your locations

2) Review the external marketing materials and decide if through your national or divisional team you will communicate the campaign through your existing external paid, earned, owned or social (shared) media outlets and

3) Communicate the campaign to your store managers to ensure the most successful campaign possible.

Heart disease is the #1 Killer of best friends. #lifeiswhy
The below is a chronological list of things to do that might help make the process easy, followed by an easy to use checklist later in this document.

1) Visit lifeiswhyretailer.heart.org to get your log in credentials for the campaign website.

2) In preparation for the initial call with your American Heart Association contact, finalize some basic campaign details within your organization. During the initial call, we will be reviewing these things. Things to think about:

   a) Will you be running the campaign throughout all of February or a portion of February?

   b) How many locations will be participating and where?

   c) Will you be selling a physical icon at the register, through the pin pad system, or another method? Will you also incorporate an opportunity to donate during checkout on your website?

   d) How can you incentivize store managers and/or employees? Think of creative, non-monetary incentives to encourage employees and store managers to reach your company’s fundraising goals.

   e) When ordering the campaign materials, what is the quantity that you will need to order for each store and does it differ by location based on foot traffic? **NOTE:** More information on the ordering details is later in this document.

   f) How do you want the campaign materials shipped? To a fulfillment center? Direct to store?
3) Log into the campaign site and “click” around on different links to learn about the campaign, the American Heart Association, our impact fighting heart disease, view patient stories, and more.

NOTE: Later in this document we will walk you through the ordering process.

4) In order to make sure the campaign is as successful as possible, you will need to communicate some things to your store managers. This handbook provides an email template for you to use. The main things you will want to communicate are:

   a) Incentive Program

   b) Collateral materials are coming
The American Heart Association has created a Life Is Why We Give campaign website for participating retailers. The website URL is lifeiswhyretailer.heart.org. In this section of the handbook we will run through the navigation of the site in a mini tutorial.

Please Note: The site is managed by our vendor Wild For Good. You will receive confirmation emails on drop ship materials periodically from the team at Wild For Good. Please know that Wild For Good is a trusted vendor of the American Heart Association and is contractually required to keep your information private. No information will be shared with anyone outside of Wild for Good and the American Heart Association.

From the home page you can access:

General Information about the AHA and the Life Is Why We Give Campaign:

1) **Life Is Why We Give.** In the box below the photo and will give you general information about this fundraising campaign and why it is so important to invest in the American Heart Association and the health of your community.

2) **Our Impact.** Information about how the American Heart Association uses the funds it raises to combat heart disease through research, cause programs and educational programs.

3) **About American Heart Association.** Information about the AHA and our mission to free the world of cardiovascular disease and stroke.

4) **Real Reasons.** From the homepage, scroll down to see survivor stories. These stories depict real reasons to support the American Heart Association’s lifesaving work. We hope they will inspire you, your store managers and employees.

5) **Social Media Icons.** These can be found on the very top right corner in the gray box. These are typical social media icons that allow you to share the site on your personal social networks.
6) **Home.** Found on the main navigation bar near the top of the site, clicking on this allows you to return to this homepage wherever you are on the site.

7) **Contact.** Found on the main navigation bar near the top of the site, clicking on this will give you contact information to reach out directly to the American Heart Association with questions.

Heart disease is the #1 Killer of heroes.

#life is why
Website Access

Go to http://lifeiswhyretailer.heart.org and click on the “Log In” on the very top gray navigation bar. The below is a screen shot of the site and a mini tutorial to walk you through what you will be seeing and doing. Before we get started on the tutorial, the following will help with the log in.

- Right after you click on the “Log In” you will be taken to a sign in screen. Once you are there, enter the required fields to create an account.
- Once you have successfully created an account you should be at the homepage!

The Supporter Corner drop down menu on the Retail Hub contains:

1) Campaign and Cobranding Materials. A second tab will open in your browser when selecting this tab from drop-down menu. Here you will find campaign material available for you to order.

The following items are available for order:

   a) Counter Cards
   b) Heart Die-Cuts
   c) Pin Pad Counter Cards
   d) Thank You stickers
   e) Window Clings
   f) Counter Clings
   g) Signage Shelf talker
   h) Posters
   i) Employee Buttons
   j) Break Room Posters
   k) Apron Cards

2) Supporter Assets. This area includes fundraising materials that will assist your store managers and employees.

This material will educate the store employees about the campaign, the cause and the American Heart Association and to motivate them to participate with enthusiasm. Simply click on the item to easily download it. Things you will find on this section include:

- About the American Heart Association
- Apron Card (to be used at register as a cheat sheet for the employees)
- Campaign Overview
- Campaign Quick Facts
- American Heart Association Impact Information
- Inspiration Document
- Making the Ask Document
- Store Kick Off Document
3) **Build Your Own Materials.** Here you will find materials that can be easily downloaded and used by your organization in marketing your participation in the campaign externally to your customers (or through an internal newsletter to your organization). You will find:
   - Life Is Why We Give Campaign logos
   - Campaign visuals and photography
   - Sample copy for an external or internal newsletter
   - Sample Social Media Posts;
   - Sample Press Releases and more!

4) **Communications.** Here you will find templates and sample copy for external marketing, such as:
   - Sample copy for an external or internal newsletter
   - Sample social media posts
   - Sample press Releases
   - ‘Thank You’ email template

5) **Coordinator Handbook.** You can always access the coordinator handbook online.

6) **Contact Information.** This link informs you who to call at the American Heart Association or at our vendor Wild for Good.

**Shipping Process.** When you place your materials order, we can ship the entire order to one address, or we can drop ship the order across many addresses that you provide. To ship to a single address, just provide a shipping address during the checkout. This works if you want to place separate orders per location. For larger orders and distribution addresses, complete the checkout using your address as the shipping address. Email your CSV or Excel file of destination addresses to our Wild4Good team at customerservice@wildimpact.com with instructions on how to distribute the materials. Wild4Good will ship items per your instructions. If you have any questions about the shipping process, please contact the Wild4Good Customer Service Team at (800)721-4191 or at customerservice@wildimpact.com.
Retailers around the country are asking customers to make a register or point-of-sale donation in support of the American Heart Association.

Heart disease is the No. 1 killer in the world. Stroke ranks second globally and is a leading cause of severe disability. Each year, these diseases kill nearly 801,000 Americans, which is larger than the population of several states (Alaska, North Dakota, Vermont and Wyoming).

As you know, our company has agreed to sell a heart icon at the register or ask consumers to donate via the pin pad. We need your help in motivating the teams in each location to make sure every customer is asked to participate, feels good about making a donation and understands that every dollar raised will fund programs in your community to fight heart disease and stroke.

Couple of things I want to make you are aware of:

1) I have ordered in-store point-of-sale materials for your location. Your toolkit will be shipped with this information from a vendor called Wild For Good. Please make sure the point-of-sale materials are placed around the store. You will receive things like:
   - Heart Icons
   - Register Clings
   - Store Clings
   - Register Signage
   - In-store Posters
   - Employee Buttons
   - Break Room “thermometer” poster
   - Stickers for Customers who make a donation

2) Our incentive program will work [INSERT INFORMATION ABOUT IF IT WILL BE GIVEN ON A STORE OR INDIVIDUAL LEVEL] and [INSERT SPECIFIC FUNDRAISING GOAL LEVEL].

Thank you so much for your help in making this a successful campaign. We are excited to participate and to help combat heart disease in our communities. It is such an important cause and we can make a huge impact in helping to saves lives across the country and in your back yard.
Corporate Coordinator Checklist:
The following is a quick checklist to help you easily ensure all necessary items are completed:

_____ I have my American Heart Association contact information.
_____ I have my [http://lifeiswhyretailer.heart.org](http://lifeiswhyretailer.heart.org) log in information.
_____ I have participated in an informational call about the campaign and understand my role.
_____ I have received the Corporate Coordinator Handbook.
_____ I know how many locations are participating.
_____ I know which materials our stores will need and the number of pieces I will be ordering for each location.
_____ I have shared individual store location and shipping information with the American Heart Association.
_____ I have ordered the necessary collateral from the Retail Hub.
_____ I have sent an informative email to all the managers of our participating locations to inform them about the campaign.

Heart disease is the #1 Killer of Moms.

#life is why