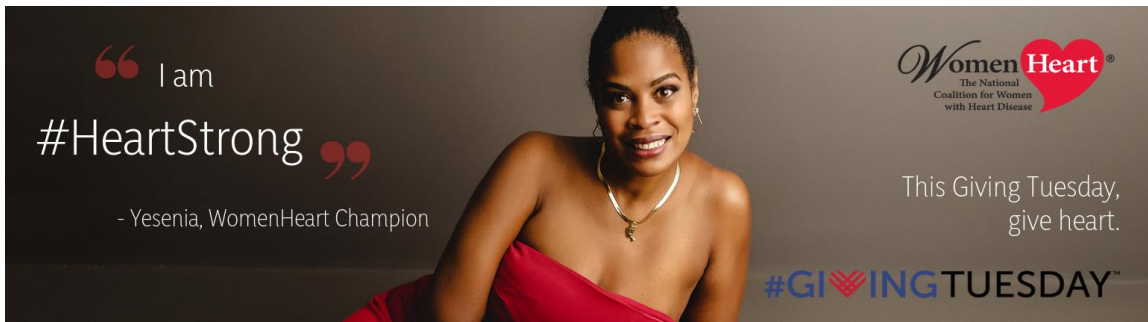


#GIVINGTUESDAY™

#HEARTSTRONG 'Give Heart' Campaign Toolkit



#GivingTuesday is just around the corner! Join us to [raise funds](#) as WomenHeart highlights powerful stories of women who are staying #HEARTSTRONG, sharing their scars, and inspiring others to lead the fight against heart disease.

An unwavering mother's love, a fearless adventurer, a daughter's legacy. Hear the stories of these survivors and more, then join us in protecting their hearts and those of the millions of women living with or at risk of heart disease.

HOW TO PARTICIPATE

Support WomenHeart this Giving Tuesday in 3 easy steps. Those who donate \$50 or more will receive our signature #HeartStrong 2019 Calendar in appreciation.

1. **Between November 1 – 26, 2018** connect with your network, friends and family and encourage them to [make a donation to WomenHeart](#) for #GivingTuesday, on November 27, 2018. You can spread the word at upcoming events, through email and social, or by reaching out to them personally.
2. **All month long** encourage your friends, family, or employees to visit www.womenheart.org/GiveHeart to hear 12 brave stories of women staying #HEARTSTRONG in the face of heart disease. Learn how to recognize warning signs of heart disease and how at any age, any stage you can be #HEARTSTRONG.
3. **On November 27, 2018**, make your #GivingTuesday donation at www.WomenHeart.org/GivingTuesday and encourage your network to do the same.

For Companies:

#GivingTuesday is a day of giving specifically for non-profit organizations. However, companies can get involved by sharing this toolkit with their employees and encouraging them to donate! Donations from employees can be made in honor or tribute of a loved one, or on behalf of your organization.

For Champions:

WomenHeart Champions can uniquely get involved by [setting up a Facebook Fundraiser](#) to collect donations for #GivingTuesday. Facebook will send the money raised to WomenHeart without any extra work from you. Champions are asked to set their fundraiser goal to \$500, as well as keep a log of names of those who donated.



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PROMOTIONAL RESOURCES

Follow WomenHeart on [Facebook](#), [Twitter](#) and [Instagram](#) for the latest updates, videos and stories from our #HeartStrong survivors. Retweet or share our posts, or create your own with our template messaging:

Email

It's almost time for Giving Tuesday! This year I will be [making a donation to WomenHeart](#): The National Coalition for Women with Heart disease, and I hope you'll join me. Every 80 seconds, a woman dies from heart disease or stroke. Support is crucial in raising greater awareness of this disease, and protecting the hearts of our loved ones. [DONATE LINK]

#GT is an annual global day of giving, fueled by the power of social media and collaboration. It is celebrated on the Tuesday following Thanksgiving, falling this year on November 27, 2018.

[DONATE LINK]

This year, WomenHeart is highlighting [powerful stories of women](#) who are staying #HEARTSTRONG, sharing their scars, and inspiring others to lead the fight against heart disease. I hope that you will join me in helping to support, educate, and advocate for these women, and on behalf of the 48 million American women living with or at risk of heart disease.

At any age, any stage, you too can be #HEARTSTRONG. This #GivingTuesday, [Give Heart](#).

Twitter/Facebook/Instagram

Start your holiday shopping today with a gift that gives back. Support the 48 million lives affected by or at risk for heart disease. Donate to [tag WomenHeart] today or on #GivingTuesday to make a difference at www.womenheart.org/givingtuesday #GiveHeart

80% of heart disease is preventable. This #GivingTuesday, I'm supporting the women who are staying #HeartStrong in the face of heart disease. Join me and [tag WomenHeart], save lives, and protect the hearts of the ones you love. Donate at www.womenheart.org/givingtuesday. #GiveHeart

Only half of all women are aware that heart disease is their #1 killer. This #GivingTuesday, make a donation that saves lives. Your [tag WomenHeart] gift supports women living with or at risk of heart disease like [name of #HeartStrong Survivor]. Donate at www.womenheart.org/givingtuesday. #GiveHeart

LinkedIn

This #GivingTuesday, I'm staying #HeartStrong to raise awareness of heart disease, the #1 killer of women. [With our support](#), millions of women like [#HeartStrong survivor] are given the tools they need to thrive with heart disease, and advocate to reduce the risk of heart disease in others. Hear more powerful stories at www.womenheart.org/GiveHeart. Then on November 27, 2018 join me and [make a donation](#) to WomenHeart and save lives. Make a difference this Giving Tuesday, Give Heart.

Twitter: [@WomenHeartOrg](#)

Facebook: [@WomenHeartNational](#)

Instagram: [@WomenHeart](#)

