

# WOMAN OF IMPACT



Each year across the country, a select group of individuals are nominated to be a part of **Woman of Impact** because of their passion and drive to make a difference.

This **9-week blind competition** is relentlessly focused on women's heart health. Launching on National Wear Red Day, nominees work to build campaign plans, recruit Impact Teams, and inspire their networks to support the American Heart Association's life-saving mission.

At the end of the campaign, this special group of women will be celebrated for the overall impact they have on our mission and community. The nominee who makes the greatest impact and raises the most funds locally will be named the Greater Pittsburgh Woman of Impact winner, and will be celebrated at the annual Go Red for Women Experience. **The nominee who raises the most funds nationwide will be named the American Heart Association's 2024 National Woman of Impact Winner.**

**OUR MISSION:** To be a relentless force for a world of longer, healthier lives.

## STRONG NOMINEES ARE...

PASSIONATE — CONNECTED — COACHABLE

## GETTING STARTED – WHO WILL YOU NOMINATE?

### 1 Nominate A Woman of Impact

Nominate a driven woman leader to participate in the Woman of Impact Campaign. The strongest nominees are passionate about the mission of the American Heart Association, are well-connected with a diverse network, and are willing to meet regularly with staff for coaching and brainstorming to ensure each nominee's campaign is a success!

### 2 Work with Association Staff to Meet with Nominees

After submitting your nominations for the Woman of Impact Campaign, a staff member from the American Heart Association will contact you to discuss setting up a meeting to talk through the campaign and confirm participation.

## CAMPAIGN TIMELINE

### KICK-OFF: NATIONAL WEAR RED DAY

February 2nd National Woman of Impact Launch

### CAMPAIGN CULMINATION

April 4th National Campaign Culmination

### MIDPOINT: INTERNATIONAL WOMENS DAY

March 8th

