

# TEEN OF IMPACT



American Heart Association.  
Teen of Impact

Teen of Impact is all about creating opportunities for good heart health in communities across the country. During this 9-week blind competition, young people who want to make a difference are empowered to **take action for their own hearts and the hearts of the people who mean the world to them.**

Nominees create Impact Teams, and together, they use their networks to spread the word about heart health, raise money for life-saving research, and advocate for the well-being of all. And here's the cool part: as they do all this, they earn points for the impact they're making in their community and beyond.

At the end of the campaign, the nominee who makes the biggest impact and raises the most funds in their local community is named the Teen of Impact winner in their city. But that's not all – **the nominee whose team earns the most points across the country is named the American Heart Association's National Teen of Impact Winner.**



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

## GETTING STARTED

# 1

### Recruit Your Team

When building your team, don't just think of gathering your 10 closest friends.

To have the greatest impact possible, you want to include people who represent different areas of your life to help engage all those networks more deeply.

# 2

### Work with American Heart Association Staff to Build a Plan

Each team will be coached and receive resources to maximize their impact.

Your team will learn different ways to raise funds and maximize their impact. We'll use the Impact Workbook to build out your plan!

## ARE YOU READY TO MAKE AN IMPACT?

### 2.7 | KICK-OFF & NATIONAL WEAR RED DAY

National Teen of Impact Launch at 9 A.M. local time

### 3.10 | CAMPAIGN MIDPOINT WEEK

### 4.10 | CAMPAIGN CULMINATION

National Campaign Culmination at 9 P.M. local time

### 4.16 | WINNERS ANNOUNCED

Winners and collective impact to be announced and celebrated

