

# Woman of Impact

By signing up for this year's **Woman of Impact** campaign, you have joined a team of changemakers, dedicated to making a lasting impact on the health of our community.

Each year a select group of individuals, like you, are nominated to be a part of this initiative because of their passion and drive to make a difference. All nominees will be able to bring together their own network to form an impact team, set a goal, explore fundraising resources and have a direct impact on our community.

This special group of women will be celebrated for the overall impact they have on our mission and community. In addition, the woman who brings her network together to have the largest impact will be named the **2021 San Diego Woman of Impact Award winner**.



## Getting Started



### 1 Recruit Your Impact Team



### 2

### Work with AHA 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, as well as how to engage in direct impact activities to paint the town red and save more lives!

We'll start by using the **Impact Workbook** to build out your plan!

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

**Note:** Every campaign across the country will be conducted over an 8-9 week period (56-62 days). In order to qualify to win, a nominee's team must have earned a minimum of 1,000 Direct Impact Points. In addition, not more than 30% of qualifying points can be collected through direct impact opportunities (minimum of 70% of points counted must be from dollars raised).