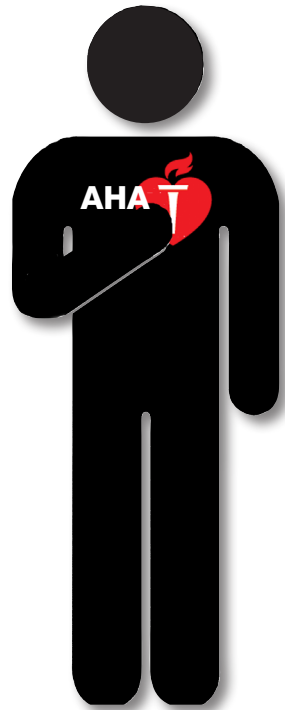


Living the Promise

I PROMISE that I will have an **extraordinary impact** on your life by empowering you and your loved ones to save lives, live healthier and enjoy more peace of mind about cardiovascular health.



Filters

Personality

True: reliable, honest, exact, precise
Positive: effective & constructive, optimistic, confident, encouraging & enthusiastic
Committed: determined, devoted & involved
Heroic: surpassing the ordinary, demonstrating courage, strong, bold & proactive

Voice and Message

Strong, Bold and Expansive
 Messages must deliver an extraordinary impact and demonstrate “here and now” results. Tone must be immediate and personal. Empower your audience to stand up and make a difference.
Examples:

- Take a CPR class.
- Advocate for wellness.
- Share AHA heart attack and stroke warning signs.
- Fund AHA’s cardiovascular and stroke research.
- Choose the AHA’s heart-check mark on groceries.
- Participate in AHA programs and services.
- Raise heart-health awareness.

Our Story

Countless Americans owe their lives to AHA-funded research breakthroughs and the AHA’s professional guidelines, training, advocacy and programs. These people rely on **ME** to educate and empower them about nutrition, physical activity and other preventive measures.
RESULT: They give back and feel good about contributing, by helping others — and future generations — live healthier, longer lives.

Consumer

NOW I Know
 my friends and family and I will get the skills and resources we need to live longer and save lives.

NOW I Feel
 more peace of mind by being empowered to handle a heart or stroke emergency. I feel good about giving my time, talent and money to a personally meaningful cause.

NOW I Believe
 AHA has made an extraordinary impact on my life by supporting world-class research (producing such recent breakthroughs as clot-busting drugs and drug-eluting stents); training millions of people to use CPR or AEDs to save lives of loved ones; improving quality of care; advocating for key health issues; and providing tools to help me make better choices for a healthier life.

NOW I Benefit
 because I will enjoy a better quality of life and gain more time to spend with family, friends and other loved ones.

Behavior Change

I WILL SAVE LIVES by **learning** CPR, **donating** to support research and educational programs, **volunteering** through advocacy and at events and **sharing** information to promote prevention and wellness.

Consumer

