



2024

Dallas

Côtés du

Coeur

ELT

Toolkit





American Heart Association®

Côtes du Coeur

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# Thank You!

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We want to express our sincere appreciation for your commitment to serve on our 2024 Côtes du Coeur ELT. This ELT toolkit will equip you with all you need to share the incredible work the AHA will continue into the second century! Together, our goal is to raise critical funds and awareness to advance the health of all individuals and communities.

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# Opportunities

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In order to maximize the impact that we can have in our region we need your voice and support to champion the mission of the AHA to the organizations below. Please review the list below and help us find a way to engage!

## **Construction**

Austin Industries  
Builders Firstsource  
Caterpillar  
Centex Corporation  
D.R. Horton  
Eagle Materials  
Fluor Corporation  
Hill & Wilkinson  
Invitation Homes  
Jacobs Engineering Group  
Legacy Housing  
MEDCO Construction  
PCL Construction  
PLH Group  
Potter Concrete  
TDIndustries  
The Beck Group  
Turner Construction

## **Professional & Business Services**

CyrusOne  
DXC Technology  
Ernst & Young  
Exela Technologies  
Freeman Company  
Group  
HKS  
IBM  
Intuit  
McAfee  
NTT Data  
PwC  
RealPage  
Thomson Reuters Corp  
T-Mobile  
Tyler Technologies  
Verizon  
Weaver

## **Leisure & Hospitality**

Cinemark Holdings  
Cinépolis  
ClubCorp USA, Inc.  
Drury Hotels  
Four Seasons Hotels and Resorts  
Hilton  
Hotels.com  
Lone Star Park  
Omni Hotels & Resorts  
Texas Motor Speedway  
The Gaylord Texan Resort  
The Ritz-Carlton, Dallas  
Topgolf

## **Manufacturing**

3M  
Dal-Tile Corporation  
Flowserve Corporation  
Interstate Battery  
Kimberly-Clark  
Valhi



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# Sample Email

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Greetings,

This 2024, the American Heart Association will celebrate 100 years as a relentless force for longer, healthier lives. As we look back, we're awe-struck by the accomplishments and people impacted by our life-saving work – largely achieved because of the invaluable partnership between volunteers and the AHA. And as we look ahead, we recognize the work of the AHA is more important now than ever before.

Our centennial milestone is coupled with our 2024 Impact Goal of ensuring every person has the opportunity for a full, healthy life. The path to 2024 is full of new challenges and new opportunities, but we know there is nothing we cannot achieve with community leaders standing alongside us.

As a member of the 2024 Côtes du Coeur Executive Leadership Team, I invite you to join me in the fight against heart disease and stroke by participating as a Côtes du Coeur Gala sponsor the weekend of April 26-27, 2024.

**I hope you can join us to support the American Heart Association's mission to be a relentless force for a world of longer, healthier lives.**

Attached you can find the schedule of events for the 2024 Côtes du Coeur Season and different sponsorship opportunities. A member of the AHA team will follow up with you to see if we can connect at a time most convenient for your and explore how together we can be a relentless force for longer healthier lives.

**With Heart,  
NAME  
TITLE  
COMPANY**



American Heart Association®  
Côtes du Coeur

# Helpful One Pagers



Season of Events  
[Click Here](#)



Save the Date  
[Click Here](#)



Sponsorship Opportunities  
[Click Here](#)



Impact Report  
[Click Here](#)



Bar Sponsor Opportunities  
[Click Here](#)



Sponsorable Assets  
[Click Here](#)



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# Follow & Engage on Social Media!

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The @AmericanHeartTX Côtes du Coeur ELT is back in full planning mode and ready to make an impact our community by raising critical funds needed to make our world a healthier place! Please join us in our efforts and let me share with you how you can make an impact today! For more information, please visit [www.dallaswineauction.com](http://www.dallaswineauction.com).

Mark your calendar and make plans to join me at the @AmericanHeartTX Côtes du Coeur is on April 26-27! Join us and help raise funds to save lives. For more information on how to get involved, or support our work, please visit [www.dallaswineauction.com](http://www.dallaswineauction.com), or reach out to me.

My why is \_\_\_\_\_. The @AmericanHeartTX Côtes du Coeur is on April 26-27. Join me on this wonderful evening to support the ones we love and raise lifesaving funds. For more information on how to get involved, or support our work, please visit [www.dallaswineauction.com](http://www.dallaswineauction.com), or reach out to me.

**[Join the Cotes du Coeur](#)**  
**[Experience on LinkedIn](#)** ✨

## **Local AHA Accounts to tag**

Facebook: @AmericanHeartTX

Instagram: @AmericanHeartTX

Twitter: @AmericanHeartTX





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# Ways to Engage

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## Recruit new companies



- Start a new or different conversation with a company not currently engaged with the AHA Share volunteer opportunities in response to requests from companies seeking employee engagement opportunities.
- Connect employees to our mission through engaging and impactful activities that are turnkey, simple and require a low staff lift.

## Consider a Stock Gift



- You receive an immediate tax deduction for the fair market value of the securities on the date of the transfer, no matter what you originally paid.
- You pay no capital gains tax on the securities you donate.
- You can direct your gift to a specific fund or purpose.

## Support Silent & Live Auction



- Support our Auction Committee in its efforts to become the #1 auction in the country for the SECOND time in a row. Bring your ideas and help us create amazing experiences for our Centennial!

## Volunteer Recruitment



- Help us find volunteers who are ready to advance the mission alongside us!
- Introduce us to your ERGs/BRGs who would like to work with a national nonprofit to advance the health of everyone.



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Together we are a

**RELENTLESS**

force for a world of longer, healthier lives.

THANK YOU  
for your legacy of support!

