Each year across the country, a select group of individuals, like you, 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 a local Woman of Impact winner. The nominee who raises the most funds nationwide will be named the AHA’s 2024 National Woman of Impact Winner.

**ATTRIBUTES OF A STRONG NOMINEE**
- Drive/Passion
- Coachable
- Strong Network
- Willing to Ask
- Warm Lead

**WHY NOMINEES SAY YES**
- To make a difference
- Lifesaving impact on women’s health
- Mission connection
- Leadership opportunities
- Networking opportunities
- Recognition
- It’s fun!

**KICK-OFF: NATIONAL WEAR RED DAY**
February 2
National Woman of Impact Launch

**MIDPOINT: INTERNATIONAL WOMENS DAY**
March 8
National Woman of Impact Midpoint Rally

**CAMPAIGN CULMINATION**
April 4 (tentatively)

**NATIONAL CELEBRATION**
Celebrate Nominees and Announce 2024 National Woman of Impact Winner