

10 TIPS FOR RECRUITING COACHES

Co-workers make great leaders of your teams! Here are 10 tips to get your colleagues on board as Heart Walk Coaches!



Ask your manager or CEO to send an email on your behalf. Draft the email you'd like sent and invite him or her to include a personal story if they have one.



Speak at a company or team meeting in person or virtually. Sharing your reason to Walk or a survivor story may motivate others to get involved.



Recruit 1 Coach for every 50 employees as a good rule of thumb. This should make it easy for a Coach to be able to find at least 10 walkers and ensure all employees are invited to participate! Find out which departments have the most employees and figure out how many Coaches you need from them instead of limiting 1 for every department.



Offer incentives. Encourage colleagues to sign up by offering small prizes to the first people who register as Coaches. Create FOMO (fear of missing out)



Print fast fact flyers and posters from your Participant Center and hang them in break rooms and other common areas. Don't forget to include your contact information or a link to your company page. In a virtual environment email these.



Make a list. You know how many Coaches you want to recruit, now create the list of names to make moving forward easy.



Include a blurb in your company newsletter. Share a brief story that explains why your company wants to support the AHA and lets others know how they can register as a Coach.



Start early. Begin recruiting right after you register your company. The sooner you recruit your Coaches, the more time you'll have to raise awareness and funds. Our most successful Coaches have been recruited 4 months prior to the event.



Make it fun. Give your co-workers regular updates on fundraising milestones. Those who haven't signed up to be a Coach will see how much success and fun your team is having and may be inspired to join.



Get moving. Take walks in person or virtually during breaks as a way to bond with your Coaches. Invite other co-workers to join you so they can learn more about Walk.

WHO MAKES A GREAT COACH?

- Past Coaches
- Someone who has raised over \$250 in the past
- Someone personally impacted by heart disease or stroke
- Someone with a family member who has been impacted by heart disease or stroke
- Staff who have been looking for development opportunities or leadership roles
- Department managers or Employee Resource Group (ERG) leaders
- Who is a champion for a healthy lifestyle?

For more tips, visit www.heartwalk.org

