

We are so excited you are joining our efforts! Thank you for your support. **Now more than ever, the work of the American Heart Association is vital, relevant and impactful.** Your efforts and support are most appreciated!

Below is a recommended recruitment structure for your Heart Walk team with descriptions for each role. This is a very basic outline that can be customized to best fit the structure and culture of your organization. I look forward to brainstorming prospects and fine-tuning specific goals and timelines with you!

Executive Champion(s)

- ☐ Endorse the mission of the Dubuque Area Heart Walk and the American Heart Association internally and externally
- ☐ Support Company Leaders and their efforts publicly and behind the scenes
- ☐ Facilitate dialogue between Company Leader(s) and hospital leaders as needed



Company Leader(s) *(Recommendation: 1 per location)*

- ☐ Endorse the mission of the Dubuque Area Heart Walk and the American Heart Association
- ☐ Promote the Dubuque Area Heart Walk company-wide
- ☐ Recruit Team Coaches
- ☐ Keep passion and engagement amongst your Team Coaches through conversations, texts, e-mails, etc.



Team Coaches *(Recommendation: 1 per department)*

- ☐ Endorse the mission of the Dubuque Area Heart Walk and the American Heart Association
- ☐ Promote the Dubuque Area Heart Walk throughout your location and/or department
- ☐ Recruit 10-15 fund-raising HeartWalkers
- ☐ Keep passion and engagement amongst your HeartWalkers through passion activities, conversations, texts, e-mails, etc.



HeartWalkers *(Recommendation: 10-15 per team)*

- ☐ Endorse the mission of the Dubuque Area Heart Walk and the American Heart Association
- ☐ Collect donations for the mission of the American Heart Association. This may be done through social media/Facebook, texts, e-mails, heart sales, etc.

**Join us at the Dubuque Area Heart Walk Saturday, May 4
8AM @ the Dubuque Arboretum & Botanical Gardens**