Volunteer

Hand Book

American Heart Association
27777 Franklin Rd.
Suite 1150
Southfield, MI 48034

www.heart.org/semi
There are many ways you can volunteer at the American Heart Association. Whether you enjoy being outdoors or staying inside, we have a variety of volunteer opportunities that can quench your volunteering thirst! Please review the following pages to determine which area of our organization suits you best.

Help us reach our goal: “By 2020, to improve the cardiovascular health of all Americans by 20% while reducing deaths from cardiovascular diseases and stroke by 20%.”
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Please contact Health Strategies Coordinator, whitney.coleman@heart.org if you would like to volunteer for this event.

Date: Varies
Attire: Blue or Black shirt with Khaki pants

Volunteer Categories:

- **Set-up and/or Take-down**
  - Set-up: Includes loading truck at office and setting up decorations and materials at venue.
  - Take-down: Includes removing decorations and materials from venue and loading up truck at end of event.

- **Registration**
  - Involves taking tickets from guests and distributing incentive items.

- **Ushers**
  - Guide seating in sanctuary for concert.

- **Greeters**
  - Direct traffic and are knowledgeable about location of bathrooms, concert area, and health expo.

- **Staffing Tables**
  - Hand out American Heart Association materials to guests.
  - Stand in for a different organization’s table.

- **VIP Reception**
  - Registration Table: Register guests by checking their name of list and taking their ticket
  - Food Table: Ensure that table is neat and full
  - Information Table: Hand out information to guests.
The American Heart Association’s Go Red for Women campaign is a great cause that could not exist without volunteers like you. Below are detailed descriptions of volunteer opportunities of this year’s Go Red for Women Luncheon.

Please contact Socials Director, Amber Schilling at amber.schilling@heart.org or 248-936-5806 if you would like to volunteer for this event.

In your message please state the following:
1. The timeframe you are available.
2. Three possible areas that you are interested in volunteering for.

**Attire:** Red business attire

**Event Agenda:**
- 9:00 am – Registration, Auction, Breakout Sessions, Health Screenings & Exhibits
- 11:30 am – Ballroom doors open
- 12:00 pm – Program Begins
- 1:30 pm – Program Complete & Auction Checkout

**Parking:** Valet parking is provided at the Marriott, as well as, three different self-park options for the event. If you choose to self-park, we will give you a voucher to cover the expense. Valet parking charges will not be paid for.

**Lunch:** Will be provided to all volunteers.

**Volunteer Categories:**

- **Event Day**
  - **Greeters:** Welcome & direct guests to specified areas throughout the Marriott Detroit Renaissance Center.
    - **Timeframe:** 8:00 am – Noon
    - **Number of Volunteers needed:** 10
  - **Registration:** Check in guests and direct them to various areas of the event such as coat check, auction, and breakout session rooms.
    - **Timeframe:** 8:00 am – Noon
    - **Number of Volunteers needed:** 10 – 12
• **AHA Booth**: Hand out materials to guests and encourage them to register for the Go Red Movement.
  o **Timeframe**: 8:00 am – Noon
  o **Number of Volunteers needed**: 2

• **Auction**: Set up and move items, assist with check-out, and encourage guests to bid on items.
  o **Timeframe**: 8:00 am – 2:00 pm
  o **Number of Volunteers needed**:
    ▪ 6 to assist bidders
    ▪ 10+ to assist with set-up and check-out
    ▪ 8-10 to assist with check out of auction items

• **Participate in Event Activities**
  o **Auction**: All volunteers will be given a bidder number which will allow you to bid on silent auction items.
  o **Exhibit Area**: Volunteers are able to visit the various sponsored booths when there is a lull in activities.
The Metropolitan Detroit Heart Ball is the American Heart Association's preeminent event for prominent business and medical professionals in our community, raising funds and awareness for cardiovascular disease and stroke research. Without volunteers like you, we could not do what we do. Below are detailed descriptions of volunteer opportunities for this year’s Heart Ball.

Please contact Socials Director, Amber Schilling at amber.schilling@heart.org or 248-936-5806 if you would like to volunteer for this event.

In your message please state the following:

1. The timeframe you are available
2. Three possible areas that you are interested in volunteering for

Attire: Varies depending on theme of event – Cocktail dresses for women and suits or tuxedos for men.

Event Agenda:

- 5:30 pm – Volunteers Arrive
- 5:45 pm – Volunteer Meeting
- 6:30 pm – Registration Begins, Cocktails & Silent Auction
- 8:00 pm – Silent Auction Closes
- 8:00 pm – Program Begins
- 9:30 pm – Program Ends, Afterglow Begins
- 9:45 pm – Auction Checkout

Parking: Valet parking will be complimentary. You will need to let them know you are there for this event specifically.

Dinner: Will be provided to all volunteers at scheduled times

Volunteer Categories:

- Event Day
  - Set up: Assist with set up of the event, including registration, silent auction and decorations.
    - Timeframe: 11:30 am – 4:00 pm
    - Number of Volunteers needed: 10
• **Greeters**: Welcome and direct guests to specified areas throughout the event space. Volunteers will be standing throughout the duration of this role.
  o **Timeframe**: 6:30 pm – 8:30 pm
  o **Number of Volunteers needed**: 10 – 12

• **Registration**: Distribute program booklets to guests and direct them to various areas of the event such as auction and cocktail area, and coat check. Volunteers will be standing throughout the duration of this role.
  o **Timeframe**: 6:30 pm – 8:00 pm
  o **Number of Volunteers needed**: 6 – 8

• **Auction Monitors**: Encourage guests to bid on items and assist with any questions.
  o **Timeframe**: 6:30 pm – 8:00 pm
  o **Number of Volunteers needed**: 6 – 8

• **Auction Movers**: Once the auction has closed, assist with transporting items to checkout area and organize as directed. This role will include gathering all auction items and storing them in numerical order until winning bidders are announced.
  o **Timeframe**: 8:00 pm – End of Event
  o **Number of Volunteers needed**: 8 – 10

• **Live Auction Spotters**: Volunteers will be positioned throughout the ballroom in order to capture the bidder numbers during the live auction when called out by bidders.
  o **Timeframe**: 8:45 pm
  o **Number of Volunteers needed**: 8 – 10

• **Auction Runners**: Volunteers will be assigned to a checker who will instruct them on which items to pull out for their winner. Volunteers will be responsible for carrying those items over to checker.
  o **Timeframe**: 10 pm - 11:30 pm
  o **Number of Volunteers needed**: 8 – 10

• **Participate in Event Activities**
  o **Auction**: All volunteers will be given a bidder number which will allow you to bid on silent auction items.
  o **Dancing & Afterglow**: Please feel free to join the festivities once you have finished your assigned duties. Remember that you are a part of our American Heart Association team and are expected to behave appropriately at all times.
Metropolitan Detroit Heart Walk Contact: Heart Walk Associate, Tanisha Gitchuway
tanisha.gitchuway@heart.org or 248-936-5828

Volunteer Categories

- **Kid Zone**: Gives kids the opportunity to have fun while learning about fitness and healthy lifestyles.
  - **Volunteer Director**: works with our staff and is responsible for all other volunteers in this area.
  - Several other volunteers are needed.

- **Volunteer Manager Role**: Responsible for recruitment, organization, and management of volunteers to assist at the Heart Walk. Requires individual to create a positive and rewarding experience for all volunteers.

- **My Heart. My Life. My Community Areas**: Feature entertaining and educational activities.
  - **Volunteer Director**: works with our staff and is responsible for all other volunteers in this area.
  - **Other Volunteer Roles**: Greet attendees, staff information tents, check-in and registration of runners, direct attendees, assist with Top Walker check-in, help create a special experience for survivors in the Survivor Red Cap Café, etc.
• **Route Volunteers:** Provide a safe and memorable 5K Run and 3-mile walk for all participants.
  
  o The Route is run by the Team Route volunteer committee which meets several times before the walk to plan and coordinate the route. This committee is also responsible for the route on the day of the Heart Walk.
  
  • If you are interested in joining this team, we will provide you with additional information.
  
  • Number of Volunteers needed: at least (7)

**Attire:** Heart Walk t-shirt, comfortable pants, and tennis shoes.
Office Work

There are many opportunities for volunteers to help us with different tasks in our office.

Tasks:

- **Mailings**
  - Label and stuff envelopes for mass mailings
  - Put together items for mailing, such as T-shirts, kits, etc.

- **Event Packets**
  - Label event flyers
  - Put together promotional materials and stuff in to envelopes or folders

- **Data Entry**
  - Enter names and contact information into spreadsheets
  - Pull data from sign-ups and enter into database

- **Phone Calls** – below are examples of phone calls we may need you to make
  - Reminders for upcoming event with detailed information regarding event
  - Confirm RSVPs for upcoming event
  - Requests for donated auction items
Health Fairs

Health fairs are events that are hosted by outside organizations that request the American Heart Association’s attendance. We look to volunteers to staff our information table at these events.

Volunteer Responsibilities:

- **Pick up materials for table from our office:**
  - A box of materials will be prepared by a staff member in the office, and you will be required to pick up that box prior to the event.
    - On occasion, we are able to send the materials to the location ahead of time. If this is the case, the responsible staff member will inform you.

- **Set-up:**
  - Requires volunteer to organize our materials on our assigned table or booth at the event.
    - Materials should be placed in an orderly manner.

- **Staffing our American Heart Association’s table:**
  - While staffing our table at a health fair or event, you are required to be courteous and helpful to those who stop by.
    - This includes handing them brochures or flyers they are interested in.
    - Please use discretion with individuals who take too many brochures, as they tend to end up in the trash.

  - **Answering Questions:** You may be asked various questions ranging from basic to personal and complicated inquiries.
    - If there is a brochure or flyer on the table that relates to their question you may hand them the brochure.
    - **If you do not know the answer:**
      - Please state that you do not know. There is no shame in not knowing the answers to their questions.
      - We ask that you direct them to our website at [www.heart.org](http://www.heart.org).
    - All medical advice and/or questions must be directed to medical professionals only. Regardless if you know the answer, we do not have permission to give out any medical advice.
Clean-up and Take-down:

- Requires volunteer to put away unused materials, sign-up sheets, and giveaways back in to the box.
  - Sometimes an organization will request that the materials be left behind. This is usually acceptable, we will just need reusable materials, such as tablecloth, decorations, brochure stands, and completed sign-ups returned to us.
- You will then be required to return the box of materials to our office
Media and communication opportunities are available for medical professionals and heart disease and stroke survivors. If you are interested in becoming a mission speaker, please contact Ryan Foster, Communications Director at ryan.foster@heart.org or call her at 248-936-5825.

**Connect with us:**

Facebook: [https://www.facebook.com/AHASEMI](https://www.facebook.com/AHASEMI)

Twitter: [https://twitter.com/AHA_SEMI](https://twitter.com/AHA_SEMI)

Pinterest: [https://www.pinterest.com/ahamich/](https://www.pinterest.com/ahamich/)

Join You’re the Cure: [www.yourethecure.org](http://www.yourethecure.org)

Visit us online at: [www.heart.org/SEMI](http://www.heart.org/SEMI)
As a volunteer of the American Heart Association, you are a representation of our organization as a whole. You become an extension of the American Heart Association and for that reason we ask you to read over the following Volunteer Code of Ethics.

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ATTENDANCE

Once you commit to working an event or coming into the office, it is important that you keep your commitment. We have pledged to the organization that we will have someone at the event/location and we would be required to recruit another volunteer to stand-in for you. We also ask that you are on time for your scheduled shift.

In the event that a family emergency comes up, we ask that you contact the AHA staff at least 72 hours in advance whenever possible. If this is not possible and you are volunteering for an event, please call the contact number you are given prior to the assignment and let them know that you are not able to attend. We also ask that you leave a message on the voicemail of your AHA contact.

If the event is cancelled, we do ask that we have permission to give your contact phone number to the event organizer to allow them to contact you if needed. Just as we ask that you give us a 72-hour advance notice, we ask the same of the organizations that request volunteers for their events. However, in the event of an untimely emergency or severe weather conditions, there is a possibility of last minute cancellations.

DRESS CODE

We ask that you do not wear ripped or torn clothing or clothing with political and/or offensive messages printed on them.

Health Fairs: Unless otherwise stated, the dress code for health fairs consists of a nice pair of black or khaki pants/slacks and a red shirt/blouse. Please wear nice, comfortable shoes. Tennis shoes are permitted.

American Heart Association Sponsored Events

- Most Powerful Voices Concert: See page 3
- Go Red For Women Luncheon: See page 4
- Heart Ball: See page 6
- Heart Walk: See page 8

Office Work

- Comfortable clothing

Speaker Engagements: Business casual
VERBAL COMMUNICATIONS

Please remember that whenever you speak at an event, whether it is an American Heart Association sponsored or a third party event, you can be heard by those passing by you. For that reason, we ask that you do not swear, make negative comments about others, and/or complain.

The American Heart Association employees and their volunteers are not permitted to give out medical advice under any circumstances. You may state that they should seek medical advice from a medical expert, and encourage them to ask their own doctors. If they persist, you are permitted to explain to them that you are not a medical expert and do not have the knowledge to answer their question. Furthermore, you may tell them that the American Heart Association’s employees, volunteers and other personnel are not permitted to answer medical questions or give out any medical advice.

We are not permitted to promote any medical facilities (senior home, hospital, etc.), products (medical beds, blood pressure cuffs, wheelchairs, etc.), and professionals (doctors, RNs, etc.) as being better or worse than others. It is up to the individual to do their own research to make the best decision for themselves.

CONFLICT OF INTEREST

A conflict of interest involves the promotion of one’s company, organization, and/or products. You cannot sell, distribute or promote products that are not approved in advance by the American Heart Association. Furthermore, it is not acceptable to promote your own company or self-interest at an event or health fair at which you are volunteering for the American Heart Association.

DEALING WITH “DIFFICULT” PEOPLE

From time to time, you may have someone who walks up to the table you are staffing who is considered to be “difficult.” They may want you to answer their medical question and can’t seem to understand why you won’t. For example, they might come up and grab three items from the box of incentives that you are only giving to those who sign up for one of our causes. The best thing you can do is to keep calm and feel free to give out the American Heart Association’s contact information if the person is persistent. At no time should you engage in a battle with this person. Please write down what happened when you are able to, and let your American Heart Association contact person know about the situation.
If you have a medical condition, we ask that you not only inform us, but also, the organizer of any event or health fair that you are attending on our behalf. Please have a sheet written out detailing what is vital for your care in the event that you have a medical emergency. The medical sheet should include the following information:

- Your condition
- Emergency contact information
- Medications that you are taking
- Allergies to medications
- Where to find your insurance card

If you have any restrictions in regards to lifting objects we ask that you let us know in advance in order to best assign your volunteer opportunities.

Absolutely no smoking is permitted. The American Heart Association is a smoke-free organization.

American Heart Association collateral and gifts are not to be expected at events, rather appreciated. Please save the American Heart Association giveaways for guests first and ask an AHA representative about taking one at the end of the event. In the past, we have had volunteers help themselves to boxes of giveaways. Remember, most of the items are paid for with donor dollars and it is important that we protect our donations. Thank you!

We all need bathroom breaks, etc. However, if you do leave the table, we do ask that you put away any valuable. Ladies – please take your purses with you. Also, please feel free to leave when your assigned volunteer shift and tasks are over.

Eating and drinking is permitted at most events. You will be informed prior to the event if you are not permitted to have food or drink at the table. A meal may even be provided for you by the organization hosting the event. However, absolutely no alcoholic beverages nor illegal substances (e.g. marijuana, LSD, etc.) are permitted.
General Information

Name of Organization: American Heart Association Southeastern Michigan

Phone Number: 248-936-5828

Website: www.heart.org/semi

Year Established: 1924

Mission:
To build healthier lives, free of cardiovascular diseases and stroke. This single purpose drives all we do.

Services Offered:
To improve the lives of all Americans, we provide public health education in a variety of ways. We’re the nation’s leader in CPR education training. We help people understand the importance of healthy lifestyle choices. We provide science-based treatment guidelines to healthcare professionals to help them provide quality care to their patients. We educate lawmakers, policymakers, and the public as we advocate for changed to protect and improve the health of our communities. Our volunteer experts select scientific research most worthy of funding – with great results. The American Heart Association has funded more than $3.7 billion in heart disease and stroke research, more that any organization outside of the federal government.

- Volunteer Opportunities: From scientific research to public education or fundraising to support the work of our mission – whatever your capabilities and Interests are, we can find a volunteer opportunity that is right for you. To volunteer, contact Laura.Elsenety@heart.org

- DONATE: Your generosity enables the American Heart Association to fund groundbreaking research, improve patient care, and help people lower their risk factors for heart disease and stroke. To donate, contact Kathy.Chatman@heart.org.

Please see next page for our 2018-2019 Calendar of Events.
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<th>Time</th>
<th>Location</th>
<th>Mission</th>
<th>Fundraising</th>
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<tr>
<td>American Heart Month (varied activities)</td>
<td>Feb.</td>
<td>ALL MONTH</td>
<td>Varied</td>
<td>x</td>
<td>x</td>
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<tr>
<td>National Wear Red Day (varied activities)</td>
<td>Feb. 2</td>
<td>ALL DAY</td>
<td>Varied</td>
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<tr>
<td>Go Red For Women Luncheon</td>
<td>Feb. 16</td>
<td>9 AM – 3 PM</td>
<td>Cobo Center</td>
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<tr>
<td>Building a Culture of Health Solutions Summit</td>
<td>March 23</td>
<td>7 AM – 3 PM</td>
<td>The Madison Lofts</td>
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<tr>
<td>National Walking Day (varied activities)</td>
<td>Apr. 5</td>
<td>ALL DAY</td>
<td>Varied</td>
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<tr>
<td>Go Red Goes STEM</td>
<td>Apr. 23</td>
<td>8 AM – 3 PM</td>
<td>Michigan Science Center</td>
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<tr>
<td>American Stroke Month (varied activities)</td>
<td>May</td>
<td>ALL MONTH</td>
<td>Varied</td>
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<tr>
<td>Detroit Heart Walk</td>
<td>May 12</td>
<td>8 AM - NOON</td>
<td>Wayne State University Campus, Detroit, MI</td>
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<td>CPR Week (varied activities)</td>
<td>June 1-7</td>
<td>ALL WEEK</td>
<td>Varied</td>
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<td>goRED Talks</td>
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<td>Most Powerful Voices Hispanic and Health Expo</td>
<td>No Event</td>
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<tr>
<td>Most Powerful Voices Gospel Concert &amp; Health Expo</td>
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<td>Detroit Heart Ball</td>
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<td>World Stroke Day</td>
<td>Oct. 29</td>
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<td>CEO Executive Breakfast</td>
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<tr>
<td>National Eating Healthy Day (varied activities)</td>
<td>Nov. 2</td>
<td>ALL DAY</td>
<td>Varied</td>
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<tr>
<td>Volunteer Recognition Night</td>
<td>TBD</td>
<td>6 PM – 8 PM</td>
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Thanks for all you do to help end heart disease and stroke in our lifetime!