

# Steps to Start a New Mended Hearts Chapter

*Or at least try!*

Make initial contact with a hospital staff (preferably in rehab or volunteer or department head – someone that will support you.) Build a relationship with this KEY hospital staff member.

Meet with them on site. First be interested in what they do. Ask questions and build rapport. Then.... Share Mended Hearts Mission and benefits. (see if it is a fit.)

If **Green** Light, arrange presentation (with support of key staff above) to cardiology staff. (examples: physician, rehab department staff, volunteers, nurses, anyone interested in attending.) In the meeting cover bring Mended Hearts print collateral. (Heart Beat Magazine, Packet on Starting Chapter, Benefits of Mended Hearts.) Cover:

- What is Mended Hearts?
- What is the structure?
- What is the benefit to the hospital?
- What is the benefit for patients?

If **Green** Light, ask Hospital representative to send letter to past patients inviting them to Meet and Greet to describe Mended Hearts and join a support group for themselves and new patients.

If **Yellow** Light, stay in contact. Send emails every quarter to anyone who showed the most interested stakeholders (i.e. KEY hospital staff members and others.)

If **Red** Light, wait six months or until you observe an obstacle being removed. And then send email, "I'm still interested. How are things going with cardiology department?....."

Hold a Meet and Greet with potential volunteers (and KEY staff attend) and offer a presentation on the benefits to the volunteers and patients'. (for the volunteer, "nothing helps my heart more than helping someone else.") Include a patient testimonial of someone who was visited. Ask those who attend, (call to action CTA) if they are ready to join and serve! ... (have sign-up sheet, application and charter.)

If Green Light, (Have 10 people sign charter) .... Identify the most likely volunteer leader and three chapter officers. (\*Refer to Mended Heart How to Start a Chapter Check List)

Work with leader to establish Bylaws, meeting dates, elect officers. Build a strong and trust-worthy relationship with NEW champion of local chapter! Help them choose a name for their chapter. (establish a franchise brand)

Help them complete charter application process and send to national (with lots of hearts)

Train volunteers – travel to area for training. (\*\*\*\*\* use what tool??)

Hold meeting to install officers and acknowledge founding members.

If Yellow Light, time to regroup and get back to KEY staff after 6 – 12 months.