

Welcome to the Heart Club Student Leader Guide!

You are part of a nationwide movement of youth volunteers working to advance health and hope for everyone, everywhere. We are so happy you are here!

Through education, advocacy and service, your Heart Club will help raise awareness about heart health, share lifesaving skills like Hands Only CPR, spread gratitude to healthcare workers, support survivors and empower peers to take action in their schools and communities.

You will develop new skills, gain career insights, grow your personal and professional network and boost your resume and application profile.

Our Mission

The mission of the American Heart Association is to be a relentless force for a world of longer, healthier lives.

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Welcome to the Heart Club Community!

We are thrilled to welcome you to Heart Club!

Whether you have participated in American Heart Association initiatives in the past, like Kids Heart Challenge (Jump Rope For Heart) and Teen of Impact, or served as an American Heart Association Scholar or Youth Advocate or this is your first time joining our mission, we hope your Heart Club experience is a formative step in your volunteer leadership journey and we are thrilled to support your efforts.

At the American Heart Association, we believe in the power of youth leadership. Your creativity, compassion and commitment are what make Heart Clubs so impactful. Whether you're hosting a CPR awareness event, leading a healthy habits challenge or simply gathering your club for a monthly meeting, your efforts are the fuel driving sustainable change.

This guide was created to help you get started, stay organized and feel confident in your leadership. Inside, you'll find tools, templates and tips designed to make your experience both successful and rewarding. We are excited to see and celebrate all that you will accomplish this year!

With appreciation,

Kyle & Elizabeth



Kyle Bright
National Senior Lead,
Youth Volunteerism



Elizabeth Kirkland
Project Manager,
Youth Council



Advancing Health and Hope for Everyone, Everywhere

The Need is Clear

Since the American Heart Association's founding in 1924, deaths from cardiovascular diseases have been cut in half. And yet, there are still so many lives to be saved. Recently, death rates have worsened. Solutions are not getting to the people who need them the most. We are committed to changing that.

2028 Impact Goal

Building on over 100 years of trusted leadership in cardiovascular and brain health, by 2028 the American Heart Association will drive breakthroughs and implement proven solutions in science, policy and care for healthier people and communities. The greatest discoveries in health must reach people where they are.

Learn more about the work that will drive our progress:





Make An Impact

Our Mission

To be a relentless force for a world of longer, healthier lives.

13.6%

Reduction in Deaths From Stroke Since February 2018

15.1%

Reduction in Deaths From Heart Disease Since February 2018

\$6.1 BILLION

Invested in Research Funding Since 1949, more than any U.S. organization except the federal government

12 MILLION

People Reached by Nutrition Improvements in 44 Communities

19 MILLION

Patients Benefiting from a Quality Care Initiative for High Blood Pressure

22 MILLION

People Trained in CPR Each Year

Heart Club Pillars:

Leadership

Build up your personal network and develop practical skills that bridge the gap between education and real-world applications.

Well-Being

Promote awareness of the connections between the mind, body and heart. Learn and share practical skills to be well and stay well.

Impact

Be a changemaker for your school and community through hands on activities including advocacy and volunteering.

Fundraising

Acquire the skills to organize, publicize and host a fundraiser. Select from a variety of platforms for a customizable experience.

Before Taking Action

- Review the [Resources and Reminders](#) in this guide.
- Check out the [Activities Calendar](#) to map out a plan for your year.
- Join the [Discord Server](#) to stay connected with peers & Heart Association staff.

Heart Clubs in Action

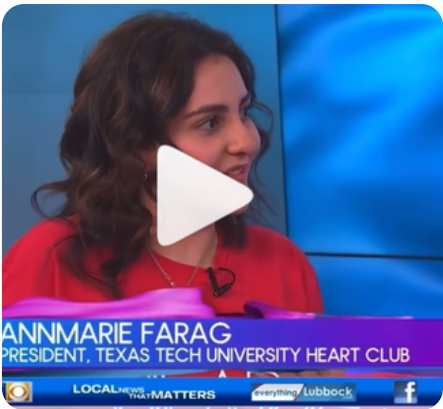
Leadership



Heart Clubs join American Heart Association *Heart Powered* and learn to use their voice to advance public policies.

Green Level High School Heart Club members joined Heart Association staff at the NC State Capitol to advocate for Cardiac Emergency Response Plans in all North Carolina schools.

Well-Being



Heart Clubs Go Red together and raise awareness about risks and healthy lifestyles.

Texas Tech Heart Club turned the campus red on National Wear Red Day in February and worked with local Heart Association staff to promote National Walking Day on the local news in April.

Impact



Heart Clubs join Nation of Lifesavers.

Northville High School Heart Club reached out to their local fire department to earn Heartsaver First Aid CPR AED Course Completion Cards at a discounted cost for students. They scheduled the training for a school holiday to maximize attendance.

Fundraising



Heart Clubs inspire others to give in honor of loved ones affected by heart disease.

Cornell Heart Club and Villanova Heart Club Presidents rallied peers to Beat for Good and fundraised in memory of their father who passed away from a heart attack in 2008. Using the Heart Association Raise Your Way online platform, they raised over \$2,900 in donations.

Officers and People

Officer Requirements:

- Did you register your Heart Club during the 2024-2025 school year? If yes, the President must submit the [Re-Registration Form](#).
- Join the Heart Club Leader [Discord Server](#).
- Organize at least four activities with your club each year related to Leadership, Well-Being, Impact and Fundraising.
- Ensure all new members complete the [Heart Club Consent Form](#).
- If leadership changes mid-year, email heartclub@heart.org.
- Submit an end-of-year survey in May.



As a student-led movement, YOU are the fuel that keep the heart and torch burning bright, but you are not alone! We have a team of staff and volunteers ready to support your efforts!

For general questions, please email heartclub@heart.org.

Youth Leadership Council

High School and College Students just like you are shaping volunteerism at the Heart Association and here to support you! Connect with the Leadership Council on the Discord Server.

Local Heart Association Staff

Volunteers are the heartbeat of our local work and we rely on the time and talent of volunteers to help us create a healthier world, free of heart disease and stroke. Learn about staff roles and when and how to reach out to local staff.



National Youth Leadership Council

The National Youth Leadership Council consists of 15 high school and college student volunteers with a shared passion for building a future of health and hope for everyone, everywhere. This student-led council elevates the voices of youth volunteers, like you, and provides input on emerging engagement strategies for teens and young adults.

The council leads project work to help create and develop resources for Heart Clubs and youth volunteers. Their first project is the [Heart 101 Guide](#). This resource provides an overview of the American Heart Association for student leaders to understand more about our work.

Find out more about the council by visiting heart.org/youthcouncil. Application for the next council will open in Spring 2026.

2025-2026 Council Members



Co-Chair
Jonathan Jean Charles
University of Miami



Co-Chair
Mallory Jones
George Rogers Clark HS



Samarth Basanth
South Windsor HS



Aliza Lopez
University of Rochester



Daniella Nunez
Lick-Wilmerding HS



Swara Rege
Northville HS



Ishanth Talanki
Alliance Academy



Kayla Ashton
University of N. Texas
Health Science Center



Elizabeth Onyekwere
Case Western
Reserve University



Shreya Shivakumar
Barnard College



Nayan Sapera
Harvard College



Fabiana Arcila
Miami Dade College



Manvitha Prasad Kathula
Skyline HS



Simona Jude
Westlake HS



Haya Bakdounes
Stanford University



American Heart Association Staff

The American Heart Association works with over 32 million donors, supporters and volunteers to save lives and reduce the risks of heart disease and stroke. Spread across five geographic regions, our local offices are essential to our fundraising and community education efforts.

Here's a quick overview of staff roles and who you can connect with for different needs. If you need help contacting your local staff, email heartclub@heart.org.

Executive Director:

Executes big-picture strategy to advance the mission, reaching health impact and fundraising goals by guiding volunteers, inspiring donors and leading staff.

Marketing and Communications Director:

Manages branding, media and messaging.

✉ Email at least 2 weeks ahead to share upcoming newsworthy activities and events.

Community Impact Director:

Champions equitable health by working with organizations on priorities like nutrition, activity and hypertension.

✉ Email to ask about volunteer needs like health fairs.

Grassroots Advocacy Manager:

Mobilizes volunteers to advocate for policies that build healthier communities.

✉ Email to schedule a meeting and learn more about civic engagement and the actions your club can take.

Development Director:

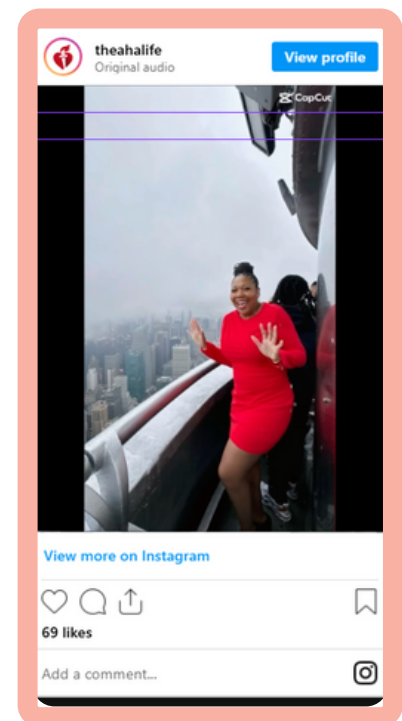
Drives fundraising by guiding volunteers, engaging donors, securing sponsors and leading events like Heart Walk, Go Red and Teen of Impact.

✉ College Heart Clubs: email specific questions for input on fundraising activities and events.

School Engagement Director:

Engages K-12 schools through Kids Heart Challenge and American Heart Challenge, inspiring healthy habits and fundraising for kids with special hearts.

✉ High School Heart Clubs: email to register for AHC and support Kids Heart Challenge in local elementary schools.



Click the titles of each staff role to learn more about people in these positions!

Professional Communication Etiquette for Students

Effective communication builds trust, strengthens partnerships and reflects the professionalism of your Heart Club. Whether you're emailing a school administrator, Heart Association staff member, speaking at an event or reaching out to another club, your tone and clarity matter.

Use professional communication when:

- Planning events or requesting support
- Coordinating with school staff or community organizations
- Following up after meetings or activities

How to Write a Professional Message:

- Structure:
 - Greeting – “Dear Ms. Smith,” or “Hello Mr. Lee,”
 - Introduction – Your name, role and school
 - Purpose – State clearly why you’re writing
 - Details – Date, location, number of people, etc.
 - Closing – Thank them and sign off professionally

Speaking Tips for Events & Meetings

- Be prepared: Know your key points
- Be respectful: Use formal titles unless told otherwise
- Be clear: Speak slowly and confidently
- Be grateful: Always thank your audience or partners

Timing Tips:

- Reach out at least 2–4 weeks before an event or request
- Follow up within 2–3 days after an event with event summary and thank you
- Respond to emails/messages within 1–2 business days
- Avoid texting or messaging outside of business hours (9am–5pm, Monday–Friday) unless invited to do so

Quick Reminders:

- Use proper grammar and punctuation
- Avoid slang or emojis in professional messages
- Respond within 1–2 days when possible
- Proofread before sending





Resources and Reminders

Club Officers

- [Discord Server](#)
- [Activity Planning Worksheet](#)
- [Agenda Template](#)
- [Sample Emails by Staff Roles](#)

All Members

- [Heart Club Consent Form](#)
- [Join Heart Powered](#)
- [Heart 101 Guide](#)

Logo Usage & Social Media

- [Guidelines and Templates](#)
- [Branding Guidelines](#)

Leadership

- [Heart Powered Website](#)
- [Advocacy Guide](#)
- [Advocacy BINGO](#)

Well-Being

- [Activity Calendar](#)
- [Healthy Living](#)

Fundraising

- [Ways to Give](#)
- [Fundraising Guide](#)

Impact

- [Volunteer Activity Toolkits](#)
- [Volunteer at local events](#)

Logo Use

Using the Heart Club logo on flyers and banners is a great way to advertise your club and its activities at your school and in the community. The Heart Association is consistently ranked as a Top Trusted Nonprofit Brand. You are responsible for protecting the Heart Club logo and treating it with respect. Please follow the **[Heart Club Branding Guidelines](#)**.

Social Media

Follow and tag us so we can keep up with your Heart Club! Find our social media accounts for your area [HERE](#). We'd love to follow you back!

X [@American_Heart](#)

Instagram [@American_Heart](#)

TikTok [@americanheartassociation](#)

Ready to Lead!

You've read this Guide, now what? Here's what we suggest next:

- Join the Discord Server to connect with the Council and other Heart Club Officers.
- Use the Activity Calendar, Advocacy BINGO and Volunteer Activity Toolkits to plan your impact for the year!



American Heart Association®
Heart Club™

THE TEAM:

If you have any questions about Heart Club,
please reach out to the team members below.

Kyle Bright

National Senior Volunteerism Lead, Youth

Elizabeth Kirkland

National Special Projects Manager, Youth Council

www.heart.org/heartclub

heartclub@heart.org