



American
Heart
Association®



**KIDS
HEART
CHALLENGE™**



Join the

HEART HEROES



**2019-2020
Volunteer Guide**



KIDS HEART CHALLENGE™



The **KIDS HEART CHALLENGE™** prepares elementary students for success by supporting their **PHYSICAL AND EMOTIONAL WELL-BEING**. The challenge includes:



HEART PUMPING ACTIVATIONS such as Jump, Hoops, Dance and Warrior Obstacle Course.



GIVE-BACKS TO FUND physical education equipment, direct contributions to schools and a grant program.



OPEN CURRICULUM that provides a series of classroom-based physical activity plans and resources that support social and emotional learning.



FUN AND EASY online fundraising to benefit the American Heart Association.



Alexa, age 8,
Houston, Texas

"If you come in touch with kids who have heart problems, don't be scared at all. And for kids like me, I want them to keep being brave like me and do the things they want to do."

Alexa was born with a hole in her heart. She had heart surgery before she was one year old and another when she was seven. She loves unicorns, rainbows, rock climbing, gymnastics and anything sparkly!





Table of Contents

The Kids Heart Challenge 4

**Partnering with the
American Heart Association 5**

Checklist of Materials 6

Setting Up a Successful Event 7

Activation Guides 8

Sample Messaging 13

**Step-by-Step Guide
to Online Fundraising 14**

Incentives and Give-backs 15

Introducing the Heart Heroes 16

Morning Announcements 17

Ideas To Make Your Event a Success 18

Wrap-Up 19



The Kids Heart Challenge

What the Kids Heart Challenge Means for Your School

WHAT YOU GET



YOUR CHOICE OF MOVES

There's something for everyone with:

- Jumping rope
- Shooting hoops
- Warrior obstacle courses
- Dancing
- And much more!

We've teamed up with the American Dance Movement to produce instructional videos featuring some of the top names in dance!



MORE FUNDS FOR YOUR SCHOOL

Further your students' physical and emotional well-being? You'll receive:

- **Certificates for fitness equipment and resources, plus free shipping on orders.** Earn US Games certificates and get 10% off the expanded catalog, plus FREE shipping.
- **Cash awards.** Your school can earn cash rewards. We'll cut you a check to spend how you want.
- **Grant opportunity.** Apply for a Kids Heart Challenge Grant for even more funding that benefits students.



CURRICULUM OPEN

We've partnered with **OPEN** to provide you exclusive curriculum* that will help you get your students active in class.

- **New components:** Dance and warrior features are now part of our PE-focused modules.
- **Professional development**

*Available only through the Kids Heart Challenge Teacher Resource website at heart.org/KidsHeartChallenge.



LESSON PLANS

- **Whole child.** Expanded curriculum focuses on the whole child — including social, emotional and physical well-being.
- **Vaping.** Lesson plan address the dangers of electronic cigarettes — the most popular form of tobacco used by U.S. middle and high school students.
- **Brain Boosts.** Use short breaks to get your students up and moving while learning fast facts.



TRENDY TECH

Students interact with six characters that teach physical and social wellness.

- **Augmented reality**
- **Awesome app enables you to share socially**
- **Easy online fundraising**



SUCCESS SUPPORT

- More tools now available online.
- Educator social communities share best practices, stories and successes.



#KidsHeartChallenge

**heart.org/KidsHeartChallenge
or download the app.**

Partnering with THE AMERICAN HEART ASSOCIATION

Supporting Kids and Schools Together!



PE IS A PRIORITY!

- We fight for quality physical education in schools.
- We advance policies that prioritize students' and staff well-being.



HEALTHY FOOD = HEALTHY KIDS!

- We help ensure that 44 million school meals meet dietary guidelines.
- We work to ensure all restaurant meals marketed to children meet nutrition guidelines.
- We work for smart snacks in schools, safe routes to school and access to healthy foods.
- In collaboration with the Alliance for a Healthier Generation, we push for healthier meals and physical activity for students.



A GENERATION OF LIFESAVERS!

- CPR in Schools trains millions of students and teachers to save lives.
- We helped pass laws requiring CPR training for graduation in 38 states.
- CPR can double or even triple the chance of surviving cardiac arrest.



WE LIKE TO MOVE IT, MOVE IT!

- We help more than 4 million students get at least 60 minutes of daily physical activity through NFL Play 60.
- We help teachers buy more PE equipment through US Games give-backs.

Dollars raised help fund community initiatives, education, research and quality of care – all to fight the No. 1 killer in the world, heart disease.



34% PUBLIC HEALTH EDUCATION

21% RESEARCH

18% PROFESSIONAL EDUCATION
AND TRAINING

12% FUNDRAISING

9% COMMUNITY SERVICE

6% MANAGEMENT AND GENERAL

Checklist of Materials

FIRST THINGS FIRST — YOUR MATERIALS

Let's Confirm What You've Received

- Student Collection Envelopes (100 per pack)
- 2 Coordinator Event T-Shirts (check sizes)
- Promotional Sticker
- Jump, Basketball, Dance, and Warrior: 12 jump ropes and 2 basketballs
- All Instant Schools: Wristbands, Perrie, Knox, Nico, Sofie, Crush, Sunny and Finn's attachable characters.
- 3 Instant Schools: Wristband, Perrie, Knox, Sofie and Finn's attachable characters.
- One coordinator sample set of ALL of the Heart Heroes characters for you to wear and show!



T-Shirt



Jump Rope



Wristband

In the Volunteer Folder

- Promotional Posters: Heart Heroes and Thank-You Gifts
- Wrap-Up Materials: 2 Prepaid Envelopes and Additional Money Form



Sample Set



Setting Up a Successful Event

KIDS HEART CHALLENGE EVENT TIMELINE

Before Kickoff/Assembly

- Log in to your website at heart.org/KidsHeartChallenge.
- Send home email Save the Date.
- Hang gift and educational posters throughout the school with optimal visibility for parent and students with emphasis in main entrance/door area.
- Communicate goal on the Heart Heroes goal poster.
- Share with faculty to get entire school involved.

Week 1

- KICKOFF ASSEMBLY.
- Send home ENVELOPE and STICKER (in your box).
- Establish a distribution management plan for your Heart Heroes characters and wristbands.
 - Check online/app regularly.
 - Begin collecting signed coupons and checking online/app regularly.
 - Distribute characters and wristbands to students who have donations online.
- Promote **KIDS HEART CHALLENGE** by reaching out to your communications/social media contact person to get involved. Ask them to share information with parents using school newsletters, website, outdoor marquee, Facebook, Twitter, text, phone and/or emails.
 - See your Volunteer Guide for additional ideas, and visit your online Headquarters for templates already created for you.



Weeks 2 and 3

- Share Heart Facts and play Heart Hero videos available on the coordinators website under Teachers Resources during morning announcements.
- Email parents from your **ONLINE HQ** (all templates have been provided for you).
- Promote **Coordinator's Challenge** and **Classroom Challenge**.
- Finalize your event day details.
- Invite parents to your event day.

Week 4 and Beyond

- **Event Day!** Celebrate!
- **Wrap Up Your Event:** Count donations, convert cash and coins to money order and send in using your prepaid envelope.
- Order your thank-you gifts online (they arrive 4-6 weeks after donations are received).
- Post videos, pictures and successes of your event.
- Share stories of student involvement on social media.

We Want to See Videos of YOUR EVENT!
Post, Share and Tag #KidsHeartChallenge



JUMP!

ACTIVATION GUIDE

It's Kids Heart Challenge Event Day. The kids are going to JUMP! It's tradition, expected and it's one of the best days of the year. You pick up one of the jump ropes and remind yourself that jumping rope has so many health benefits. It burns calories, builds agility and quickness and it increases bone density. It's also good for your brain. You look around one more time to make sure everything is where it should be. Your students are coming in now. It's time to get the music going and pump up the fun. So, let's JUMP!

1 SELECT A LOCATION

Common locations include:

- Gym
- Blacktop
- Classroom
- Field
- Other _____

2 CHOOSE SIZE OF EVENT

Determine if your event will take place during class time vs. an all day event.

- Scheduled class time
- Each grade individually
- Bring together entire school

3 CHOOSE EVENT FORMAT

Determine if it will be free play or structured. Common formats include:

- Open gym
- Timed Competition
- Stations

4 IDENTIFY EQUIPMENT NEEDED

Below is a list of common equipment, but other items may be needed depending on the activities you choose/your inventory.

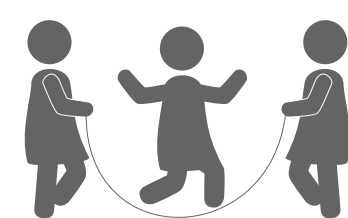
- Jump Ropes

Various activities may require a variety of jump rope lengths



5 SELECT ACTIVITIES

- Pick your activities
- Consider creating stations for each activity to engage the most kids at one time



Most Single Jump in 1 Minute



6 CELEBRATE YOUR STUDENTS

- Recognize school Heart Heroes
- Celebrate students taking a challenge
- Recognize top fundraisers
- Take photos and videos and share on social media with **#KidsHeartChallenge**



HOOPS!

ACTIVATION GUIDE

It's Kids Heart Challenge Event Day. You know that playing basketball or just shooting hoops does not build character - it reveals it. In a few hours, your students will be aiming, shooting, cheering, agonizing, celebrating. Shooting hoops is not only fun, it's good for your students' emotional well-being as well. Your students are starting to line up now. They look at you. They look at the ball. They look up at the net in a bit of either panic or "I got this." But you know one thing's for sure - it's time to shoot some hoops.

1 SELECT A LOCATION

Common locations include:

- Gym
- Blacktop
- Classroom
- Field
- Other _____

2 CHOOSE SIZE OF EVENT

Determine if your event will take place during class time vs. an all day event.

- Scheduled class time
- Each grade individually
- Bring together entire school

3 CHOOSE EVENT FORMAT

Determine if it will be free play or structured. Common formats include:

- Open gym
- Timed Competition
- Stations

4 IDENTIFY EQUIPMENT NEEDED

Below is a list of common equipment, but other items may be needed depending on the activities you choose/your inventory.

- Basketballs
- Basketball Hoop

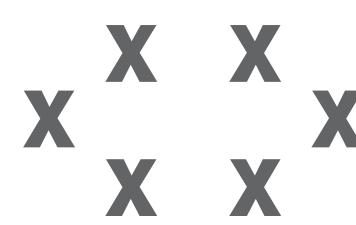


5 SELECT ACTIVITIES

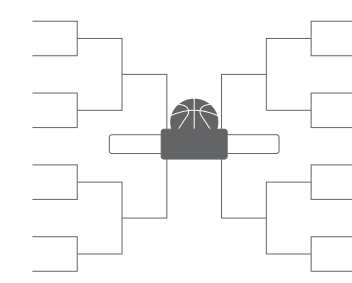
- Pick your activities
- Consider creating stations for each activity to engage the most kids at one time



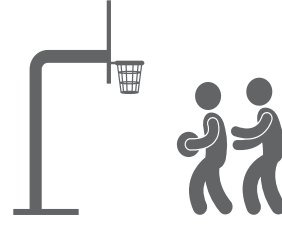
Hot Shot



3 vs. 3
Tournament



March Madness
Brackets



Horse



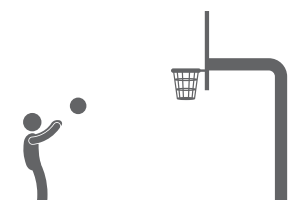
Tricks



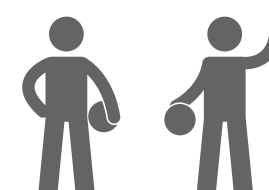
Slam Dunk Contest



Dribbling
Competition



Most Free
Throws



Teachers vs.
Students Game

6 CELEBRATE YOUR STUDENTS

- Recognize school Heart Heroes
- Celebrate students taking a challenge
- Recognize top fundraisers
- Take photos and videos and share on social media with **#KidsHeartChallenge**



WARRIOR!

ACTIVATION GUIDE

It's Kids Heart Challenge Event Day. You are bringing the obstacle course craze to your students. You turn on the lights. The obstacles course is set up. In a few hours, your students will be crawling, jumping, running, laughing, cheering - and having a great time. As the event gets going, feelings of achievement and strength fill the room. Your students learn to support each other. Cheer for each other. Push themselves a little harder. So pull out those cones, hoops, balls and ropes and let the games begin.

1 SELECT A LOCATION

Common locations include:

- Gym
- Blacktop
- Classroom
- Field
- Other _____

2 CHOOSE SIZE OF EVENT

Determine if your event will take place during class time vs. an all day event.

- Scheduled class time
- Each grade individually
- Bring together entire school

3 CHOOSE EVENT FORMAT

Determine if it will be free play or structured. Common formats include:

- Open gym
- Timed Competition
- Stations

4 IDENTIFY EQUIPMENT NEEDED

Below is a list of common equipment, but other items may be needed depending on the activities you choose/your inventory.

- Turbo Scooters
- Cones
- Tape
- Floor Discs
- Hula Hoops
- Balance Beam
- Jump Ropes

5 SELECT ACTIVITIES*

- Pick your activities
- Consider creating stations for each activity to engage the most kids at one time



**Suggested layout for Beginner, Intermediate and Advanced obstacles courses on the following page.*

6 CELEBRATE YOUR STUDENTS

- Recognize school Heart Heroes
- Celebrate students taking a challenge
- Recognize top fundraisers
- Take photos and videos and share on social media with **#KidsHeartChallenge**

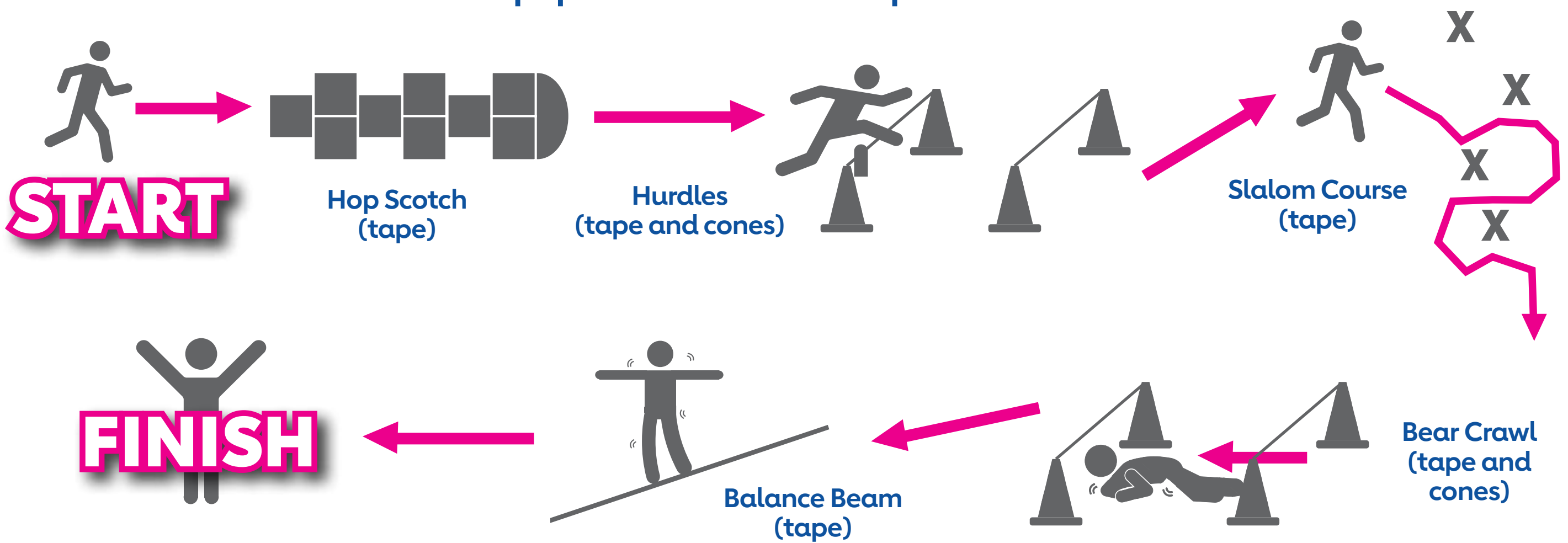


WARRIOR!

SUGGESTED OBSTACLE COURSE LAYOUTS

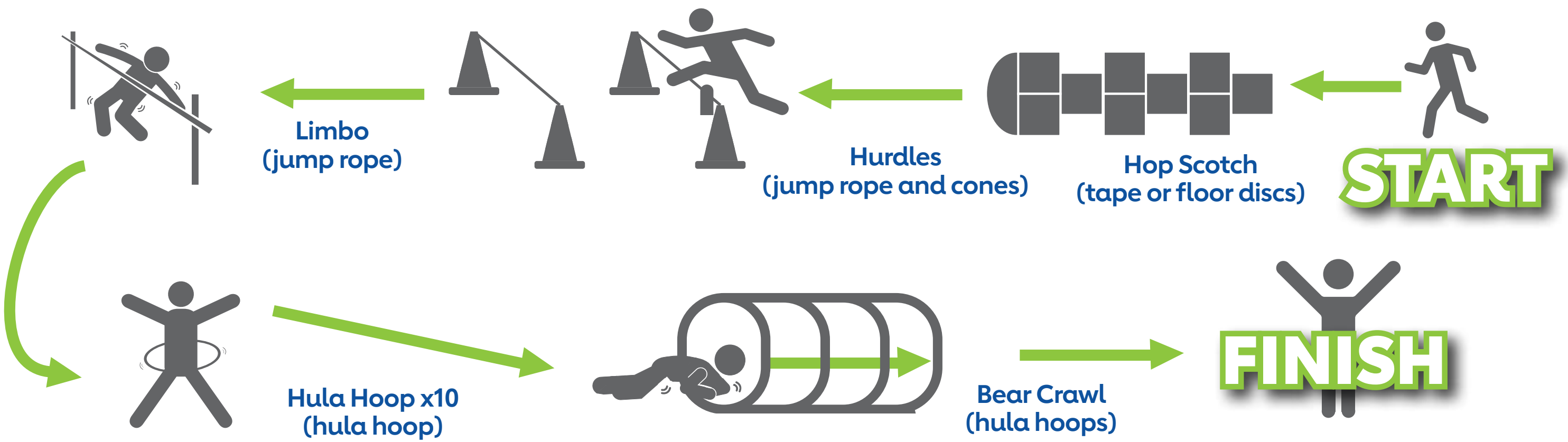
BEGINNER COURSE

Equipment Needed: tape and cones



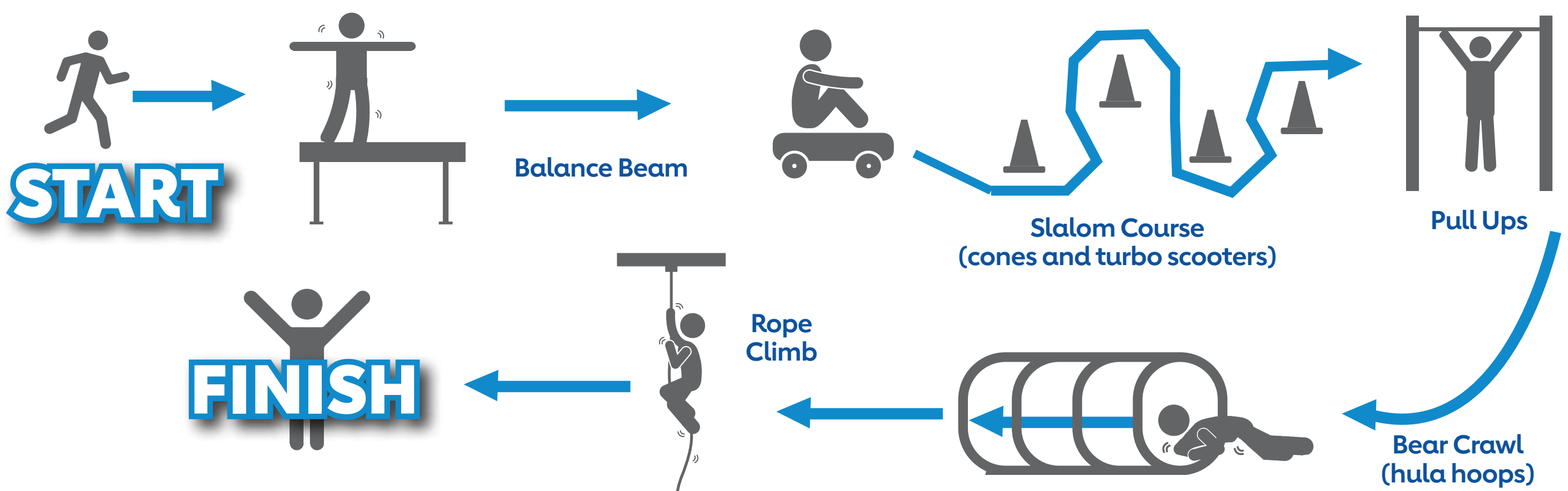
INTERMEDIATE COURSE

Equipment Needed: tape or floor discs, cones, jump rope and hula hoops



ADVANCED COURSE

Equipment Needed: balance beam, cones, turbo scooters, pull up bar, hula hoops, rope climb



DANCE!

ACTIVATION GUIDE

It's Kids Heart Challenge Event Day. You've been planning for weeks. In a few hours, your students will be moving, laughing and focused as they dance to the Cha Cha Slide or the Hip Hop Virginia Reel. As the event gets going, a good feeling starts in your students' minds and makes its way to their feet. Your students learn that while dance is a physical movement, it also teaches self-confidence, creativity and collaboration. All you need to make DANCE happen are the videos through OPEN, sneakers and a music player. So pump up the music and dance.

① SELECT A LOCATION

Common locations include:

- Gym
- Blacktop
- Classroom
- Field
- Other _____

② CHOOSE SIZE OF EVENT

Determine if your event will take place during class time vs. an all day event.

- Scheduled class time
- Each grade individually
- Bring together entire school

③ CHOOSE EVENT FORMAT

Determine if it will be free play or structured. Common formats include:

- Open gym
- Timed Competition
- Stations

④ IDENTIFY EQUIPMENT NEEDED

Below is a list of common equipment, but other items may be needed depending on the activities you choose/your inventory.

- Play List
- Speakers
- Glow Sticks
- Video Screen/TV/ Projector
- Wheel

⑤ SELECT ACTIVITIES*

- Pick your activities
- Consider creating stations for each activity to engage the most kids at one time



Dance Off
Two people battle it out on the dance floor.



Roll Dice
Each side of the dice has a different dance. Roll the dice to determine your moves!



Shadow Me
Copy the movements of the leader.



Spin Wheel
Test your luck to find out what dance you need to do.



Glow in the Dark
Turn off all the lights and turn on a black light for a fun party!

⑥ CELEBRATE YOUR STUDENTS

- Recognize school Heart Heroes
- Celebrate students taking a challenge
- Recognize top fundraisers
- Take photos and videos and share on social media with **#KidsHeartChallenge**



Sample Messaging

PROMOTE LIKE A PRO

Sample Email to Parents

Subject: Get ready for the Kids Heart Challenge!

Parents, it's time for your child to show heart! The Kids Heart Challenge is your child's chance to be a Heart Hero by learning about heart health, spreading the word and raising funds to help other children. Download the free mobile app or visit heart.org/KidsHeartChallenge to register and have your child take one of three healthy challenges. Then, ask friends and family for donations, helping your child earn thank-you gifts and PE equipment for our school!

Thank you for supporting students' physical and emotional well-being and helping collect donations for the American Heart Association.

SAMPLE LAUNCH MESSAGE TO FACULTY AND PARENTS

Subject: The Kids Heart Challenge is here!

If you haven't already, please register for our school team by downloading the Kids Heart Challenge app or visiting heart.org/KidsHeartChallenge. Our students are participating in physical and emotional health activities, learning how their hearts work, how to stay healthy, hearing from kids with special hearts and raising donations to help kids like them. Plus, the American Heart Association is supporting the health of our students by giving back to our school with US Games certificates and direct contributions.

We are a healthy and service-minded community – join us!

WRAP-UP SAMPLE MESSAGE TO FACULTY AND PARENTS

Subject: We're in the Home Stretch for the Kids Heart Challenge

The Kids Heart Challenge is wrapping up! It's not too late to help our school fight heart disease. Download the Kids Heart Challenge app or visit heart.org/KidsHeartChallenge to join our school team.

We are so proud of our students for learning how to stay healthy, gain confidence and help others by raising money for the American Heart Association.

Thank you for your support!

Sample Twitter Messages

- Helping kids with special hearts! [#KidsHeartChallenge](#)
- Taking the [#KidsHeartChallenge](#) to improve our health! heart.org/KidsHeartChallenge
- Each year 40,000 U.S. infants are affected by congenital heart defects. Our kids are making a difference [#KidsHeartChallenge](#)
- Our school is wiping out heart disease through [#KidsHeartChallenge](#). Donate today.

Places to Promote:

School Newsletter
Teacher Weekly Updates
Social Media
School Website



Sample Marquee Messages

KIDS HEART CHALLENGE IS HERE!

BE A HEART HERO!
KIDS HEART CHALLENGE

MOVE MORE. BE KIND. BE READY.
KIDS HEART CHALLENGE

Step-by-Step Guide TO ONLINE FUNDRAISING

We Put the **FUN** in Fundraising

It's Easy

In a few clicks, students can join their school's online team, which has already been set up by the American Heart Association.

It's Safe

Our website is secure. Student and donor information is protected. Because it's done online, there's no cash or checks to collect. Donors are automatically emailed a receipt.

It's Fun

Students can take a challenge, earn badges, watch videos and share the message with friends and family. Oh, and collecting those Heart Heroes is a blast!

Get Started

- 1 **Log in** to your website (it's already set up!), set your goal and personalize your page. heart.org/KidsHeartChallenge
- 2 **Encourage** students to register online and earn their wristbands!
- 3 **Announce** your online incentive to get students excited.
- 4 **Check daily** to recognize students who have earned instant gifts.
- 5 **Use the mobile app** to raise money! Parents can send a link to their child's page for fast fundraising. Parents can also set a goal and follow their progress. Teachers can follow their school's progress and review online reports.

This APP is Awesome

Students can see their wristbands, kickoff stickers and Heart Heroes come to life. They can even take selfies with their favorite Heart Heroes.

Check scanning. Students can scan their checks and deposit in their HQ. It counts as online and there's no need for them to turn in the check!



Peyton

When Peyton was 11 months old, her doctors found a heart murmur when they were listening to her heart. Peyton needed open-heart surgery to fix the holes the doctors found in her heart. Since then, Peyton has had to be extra careful with her special heart. When she was 6 years old, Peyton's heart got an infection, so she went back to the hospital to help her heart get better. Today, Peyton is 9 years old and takes care of her heart by getting plenty of rest and eating healthy foods. Peyton likes to play outside, ride bikes, skate and go for walks. She also plays soccer and competes on the gymnastics team to keep her heart strong. Peyton thinks it is very important for people to support research by fundraising through the Kids Heart Challenge.

Incentives & Give-Backs

THE MORE YOU RAISE, THE MORE YOU EARN

Your school will receive a gift certificate for **US Games**, plus a direct contribution back based on the total raised. Here's the breakdown:

SCHOOL RAISES	US GAMES REWARDS		DIRECT CONTRIBUTION TO SCHOOLS		TOTAL INVESTMENT
\$1,500 to \$2,999	\$100	+	\$60	=	\$160
\$3,000 to \$4,999	\$200	+	\$100	=	\$300
\$5,000 to \$7,499	\$300	+	\$200	=	\$500
\$7,500 to \$9,999	\$400	+	\$300	=	\$700
\$10,000 to \$14,999	\$500	+	\$350	=	\$850
\$15,000 to \$19,999	\$800	+	\$500	=	\$1,300
\$20,000 to \$24,999	\$1,000	+	\$700	=	\$1,700
\$25,000+	\$1,300+	+	\$800+	=	\$2,100+

If your school raises more than \$25,000, you will receive **EVEN MORE** gift certificates!

Anthony

Anthony was born with two congenital heart defects that have required two open-heart surgeries. His heart had four holes in it and some of his arteries were too small for the right amount of blood to flow through them. After the surgeries, Anthony has been feeling much better and can do everything like a normal kid – just with a special heart. He loves playing with his friends and catching Pokémon and likes everyone to know that jumping rope during the Kids Heart Challenge is fun and keeps you healthy!



Grants For Schools!

WHAT IT IS

The American Heart Association supports the health and well-being of our nation's students.

That's why we're awarding \$400,000 in grants to educators as part of the Kids Heart Challenge™ and American Heart Challenge™.

HOW IT WORKS

Have your kids participate in the Kids Heart Challenge and apply for up to \$3,500 in funding for your school.

HOW WE SELECT

Peer-reviewed by teachers like you!

Join the

HEART HEROES



THANK-YOU GIFTS



REGISTER ONLINE
Get a wristband

RAISE \$5 Get PERRIE



\$10 ONLINE Get KNOX
plus lower-level thank-you gifts

Wristband Character

Distributing Characters (Ideas)

- PE Class – Have Perrie, Knox and Sofie or all the characters ready to give out during class.
- “Heart Heroes” Days - Designate specific days for students to receive Heart Heroes.
- Distribution Site Ideas:
 - Heart Heroes Booths: Set up a booth before school or during recess and lunch times where students can turn in money and get Heart Heroes.
 - Heart Heroes Store: Set up a store led by the parents in the front office to give Heart Heroes.
 - Library: The librarian can call students each morning to pick up their Heart Heroes.
 - Student Council: They can announce the Heart Heroes earners and deliver them to classrooms.
 - Daily Heart Heroes Call: Ask volunteers to announce and distribute Heart Heroes at the start of each PE class.
 - PTO or PTA: Ask volunteers to put the Heart Heroes in the homeroom teachers’ mailboxes.

\$15 Get JUMP ROPE
plus lower-level thank-you gifts



\$25 Get NICO
plus lower-level thank-you gifts

\$40 ONLINE Get SOFIE
plus lower-level thank-you gifts



Wristband Character



\$50 Get T-SHIRT
plus lower-level thank-you gifts

\$75 Get KICK BALL
plus lower-level thank-you gifts



\$100 Get CRUSH
plus lower-level thank-you gifts

\$200 Get SUNNY
plus lower-level thank-you gifts



Tracking Characters

- Online Tool: In your HQ, students who have earned characters will already be in the system. Just check off their names.
- The App: Use it to mark the characters you’ve delivered. Remember, e-checks count as online.

\$250 Get STRETCH
plus lower-level thank-you gifts



\$500 Get BALL LAUNCHER
plus lower-level thank-you gifts



\$1,000 Get EAR PODS
plus lower-level thank-you gifts



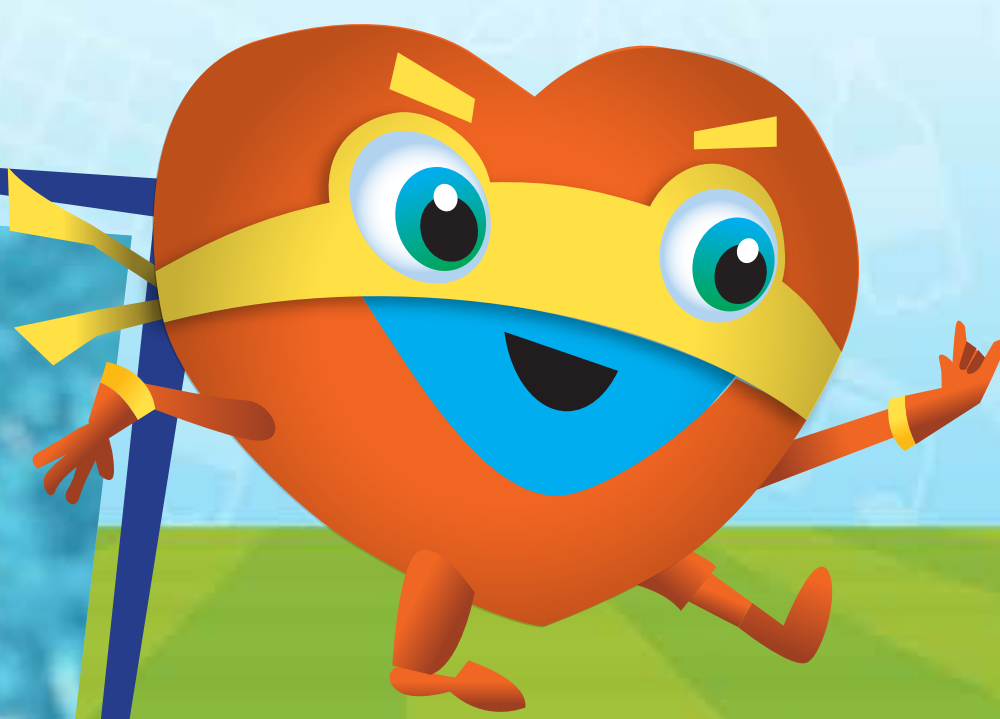
Take on Finn’s Missions to earn badges online. Complete them all to get the Finn character for your wristband!

Morning Announcements

Heart Facts for the Morning Announcements

End each message with: **“THIS HEART FACT IS BROUGHT TO YOU BY THE KIDS HEART CHALLENGE.”**

- 1 No tobacco product—including cigarettes, e-cigarettes, or vapes is safe. They are all linked to problems with attention, moods, learning and impulse control. They can damage your lungs and cardiovascular system. The only safe option is to stay away from all tobacco products.
- 2 The heart pumps out about 83 gallons of blood each hour. That’s one hardworking organ!
- 3 The average heart beats about 108,000 times per day. That’s about 3 billion heartbeats in a lifetime.
- 4 Did you know that doing something nice for someone helps you feel good?
- 5 Capillaries are the smallest blood vessels in the body. How small are they? It takes about 10 of them to equal the thickness of one human hair.
- 6 9 out of 10 Americans age 2 and up eat too much sodium. Watch out for sneaky sodium hiding in foods like pizza, bread and rolls, cold cuts and cured meats, savory snacks, sandwiches and cheese.
- 7 Physical activity doesn’t just build strong muscles, it strengthens your bones and can improve your emotional wellbeing.
- 8 Did you know a 16-ounce bottle of soda can have as much sugar as 20 sugar cubes? To burn off all the calories from just one soda, a kid has to ride a bike for about 30 minutes - watch out for those sugary sodas and sip water instead!
- 9 Eating the right amount of fruits and vegetables can be good for your heart health!
- 10 Try to eat a colorful plate with 4-5 servings of both fruits and vegetables every day.
- 11 Being kind is as simple as smiling! Did you know, it’s easier to smile than it is to frown? Smiling reduces blood pressure too!



Gabriel

Gabe was born with only half of a heart and needed three surgeries to help his special heart work. While he sometimes tires out a little faster than other kids, Gabe doesn’t let that slow him down. He likes to play golf and baseball and he enjoys fishing and taking his dog for a walk. He also plays Minecraft and “freeze tag” with his friends. At school, Gabe’s favorite activity is PE, which helps his special heart stay healthy. Gabe also participates in the Kids Heart Challenge because he likes that other kids learn about his heart and want to help more kids like him.

Ideas To Make Your Event a Success

HAVE FUN. GIVE BACK.

Coordinator's Challenge
What are **YOU** going to do?



1. Slime 2. Pie-In-Face

3. Heartsville Hero Day 4. Kiss a Pig (Goat, etc.)

5. Tricycle for a Day 6. Duct Tape to the Wall

7. Silly String 8. Human Sundae

9. Eat It or Wear It 10. Movie Night

Event Wrap-Up!

How great was that?! Now count your donations and celebrate!

Order Thank-You Gifts.

- 1 From your **ONLINE HQ**, click **THANK-YOU GIFTS** under **STEPS TO FUNDRAISING SUCCESS**.
- 2 Enter your student donations.
- 3 Click **MANAGE THANK-YOU GIFTS** to keep track of students who've gotten instant gifts.
- 4 Order your school's thank-you gifts by clicking **SUBMIT**.

Count and Process Donations.

- 1 Convert any cash to a check or money order.
- 2 Put any **MATCHING GIFT FORMS** in your white postage-paid envelope. (Donors receive these forms from employers and turn them in to you. Forms must be included, but you don't need to fill anything out on them.)
- 3 Even if thank-you gifts were ordered online, please mail the completed **SUMMARY GIFT ORDER FORM** (can be printed directly from the online ordering dashboard) along with all your checks, money orders and **MATCHING GIFT FORMS** in one of the white postage-paid envelopes provided. A second envelope is included for late donations.
- 4 Print the **ENTER STUDENT DONATIONS** page so you know how to distribute thank-you gifts when they arrive.
- 5 For legal purposes, please keep envelopes and permission slips for one year.

Announce Your Success and Celebrate!

Let the school know the outcome and thank all those involved. Here are a few ideas:

- Announce the total raised in the morning announcements or at an assembly!
- Send an all-staff email announcing total donations plus highlights from your event.
- Post event results and photos on your school website.
- Post your fundraising total on the school marquee.
- Work with students to create thank-you cards for any special volunteers, sponsors or donors.

Follow Through on Incentives and Challenges.

Did you set school challenges or student incentives? Try to honor these challenges within a few weeks so they stay fresh in the students' minds.

Distribute "Thank-You" Gifts.

- Student thank-you gifts should arrive within four to six weeks after you send off your donations.
- Try to distribute the gifts as soon as you receive them. If you have issues with sizes or quantities, contact your American Heart Association representative.



Awards

2019-2020 American Heart Association National Awards

- Kids Heart Challenge 10 Top Schools – Jump, Hoops, Dance, Warrior and Dual Events
- Top 10 Online Fundraising Schools
- Top 10 Fundraising Students
- Kids Heart Challenge Coordinator of the Year
- Top Kids Heart Challenge Rookie of the Year – Jump, Hoops, Dance, Warrior and Dual Events
- Administrator of the Year
- “Open Door”
- Heart-Healthy School
- Outstanding Team of the Year
- Young Heart Leadership

Learn More About Awards in Your Online HQ or Speak to Your American Heart Association Representative.



Naya

Naya was born with a congenital heart defect called hypoplastic left heart syndrome, which means her smaller heart has to work for her whole body. She has needed eight open-heart surgeries to help her special heart work the best it can. Even though the surgeries have been hard, Naya stays positive knowing they help make her heart work better. Now 10 years old, Naya likes ballet, horseback riding, playing games and making crafts. Naya likes the Kids Heart Challenge because she can exercise with her friends while helping the American Heart Association raise money to help kids' hearts get better.



American Heart Association.



**Charity Navigator
Four-Star
Charity**



**Better Business
Bureau Wise
Giving Alliance
Accredited Charity**



**National
Health Council
Standards in
Excellence Certified**



This seal signifies that the American Heart Association - National meets the BBB Wise Giving Alliance's Standards for Charity Accountability.



THANK YOU!



American Heart Association®



KIDS HEART CHALLENGE™