



American
Heart
Association.

Dance Activation Guide



AMERICAN
HEART
CHALLENGE™

Simple. Fun. Impactful. The American Heart Challenge Dance program is designed to be simple to implement over a two-week period, fun for students to take a leadership role in their school and engages students in making an impact in their community. The American Heart Association is addressing what matters most to educators and parents: preparing students for success through physical and emotional well-being.

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NOMINATE STUDENT LEADERS

- Identify a group of student leaders (key club, student council, a sports team, honors society) who are seeking leadership or service opportunities to build their college resumes
- Empower your students to own the fun and success of the campaign and to make it unique to your school
- Set a vision for the event and a fundraising goal

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CHALLENGE ACCEPTED

Have your student-led committee identify fun ways to challenge their peers to learn the dance:



Have an athletic team or club learn the dance and make a video to share through social media to issue the challenge!



Post the American Heart Challenge dance video provided by the AHA to your school website/app so students can learn the dance at their own pace.



Promote a two-week period to learn the dance and fundraise
(High School students on average will raise \$70-\$400 online via fundraising platform provided by the AHA).

3

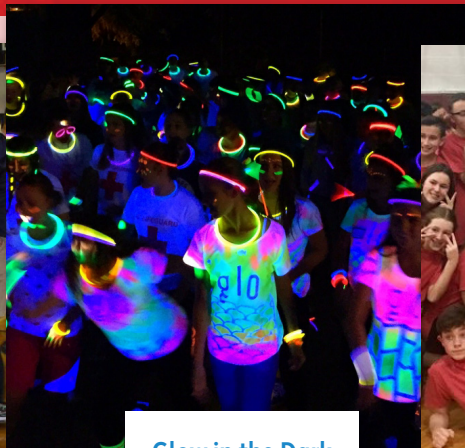
HIT YOUR GOAL AND CELEBRATE

At the end of the two-week period, show off those dancing skills in a fun and unique school-wide celebration:

- Dance Challenge among teams and groups during a pep rally!
- Glow in the dark dance party in your school's gym!
- Film all students coming together to do the American Heart Challenge dance "the Wave" and post on social media!



Dance Challenge



Glow in the Dark



Social Media Video



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Dance Event Timeline



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WHY DANCE?

Active students tend to have better grades, attendance, cognitive performance and behavior!

CAMPUS ENGAGEMENT

Faculty and students create a fun and dynamic environment, all for a very worthy cause!

LEADERSHIP TRAINING

Students get leadership and teamwork experience, plus valuable service hours!

EARN GIVEBACKS & INCENTIVES

Score gift certificates for new PE equipment and technology, funds directly back to your school, plus a great grant program!

BEFORE KICKOFF

- ☐ Nominate students to lead the campaign and work with your AHA staff partner
- ☐ Identify two-week time period for learning the dance and fundraising
- ☐ Share with faculty and brainstorm creative ways to get the entire school involved
- ☐ Log in to your website (your page has already been created for you) and personalize your school page
- ☐ Have student leadership groups learn the dance and record a video issuing a fun challenge to their peers to participate

Online Info:	heart.org/Dance
Username:	
Password:	

Kickoff Date:	
Fundraising Goal:	
Event Date:	

KICKOFF

- ☐ Bring all students together or kick-off in class
- ☐ Share the mission of the American Heart Association
- ☐ Play student video or have student leadership groups perform the dance issuing the dance challenge to their peers
- ☐ Encourage students to register on your school's fundraising page

PROMOTE

- ☐ Reach out to your school's communications/social media contact and ask them to share information with parents and students using school newsletters, website, outdoor marquee, Facebook, Twitter, text, phone and/or emails
- ☐ Post dance training video and student leadership video to your school's website
- ☐ Promote your upcoming event during morning announcements and lunch time
- ☐ Finalize your event day details
- ☐ Invite parent volunteers to your event day, if needed

EVENT DAY AND BEYOND

- ☐ Grab your speakers, glow sticks, students and CELEBRATE!
- ☐ Wrap up your event, count donations, and convert cash and coins to money order and send in using your prepaid envelope
- ☐ Post videos, pictures and successes of your event
- ☐ Share stories of student involvement on social media

We want to see photos and
videos of YOUR EVENT!

Post, share and tag

#AmericanHeartChallenge
#DanceChallenge