



American Heart  
Association.  
**AMERICAN  
HEART  
CHALLENGE™**



# AMERICAN HEART CHALLENGE

HIGH SCHOOL PLAYBOOK 2020-2021



## THANK YOU FOR PARTICIPATING!

We are so grateful for your leadership and passion as you build an impactful tradition at your school!

### WHAT IS THE AMERICAN HEART CHALLENGE?

- ✓ A service learning project.
- ✓ A leadership development opportunity.
- ✓ A way to earn community service hours.
- ✓ A college application builder.
- ✓ Juniors and seniors can earn \$1,000 scholarships!

### WHO DOES IT HELP?

- ✓ It raises funds to help cure congenital heart defects, the #1 birth defect in all babies!
- ✓ It helps build healthier lives at your school and in your community!
- ✓ It helps community programs that fight heart disease and stroke!
- ✓ It teaches students healthy behaviors they can carry throughout life.

**BRING  
ENERGY!**

**BRING  
PASSION!**

**SAVE  
LIVES!**

SHOW THE WORLD THAT YOU ARE THE GENERATION WITH HEART!



## TABLE OF CONTENTS

|   |           |
|---|-----------|
| <b>The American Heart Association</b>     | <b>4</b>  |
| <b>American Heart Challenge Committee</b> | <b>5</b>  |
| <b>Event Basics</b>                       | <b>6</b>  |
| <b>Goal Setting</b>                       | <b>7</b>  |
| <b>Timeline</b>                           | <b>8</b>  |
| <b>Incentive Ideas</b>                    | <b>9</b>  |
| <b>Recruitment Tips</b>                   | <b>10</b> |
| <b>Fundraising Tips &amp; Ideas</b>       | <b>11</b> |
| <b>Promotion Templates</b>                | <b>13</b> |
| <b>Event Wrap-Up</b>                      | <b>15</b> |
| <b>Scholarship Opportunity</b>            | <b>16</b> |



## THE AMERICAN HEART ASSOCIATION

### OUR MISSION:



**TO BE A RELENTLESS  
FORCE FOR A WORLD OF  
LONGER, HEALTHIER LIVES.**

### OUR WORK:

For nearly 100 years, we've been fighting heart disease and stroke, striving to save and improve lives.



Heart disease is the #1 cause of death worldwide. Stroke is #2. Our goal is to create a world without heart disease and stroke.



Together, our efforts have real impact. We have invested over \$4.5 billion in research, more than any other U.S. nonprofit organization.

**THANK YOU FOR HELPING US SAVE LIVES!**

# AMERICAN HEART CHALLENGE COMMITTEE

As a student leader, you are bringing this program to life!

The committee plans, promotes, and recruits students to participate and fundraise, while contributing a long-lasting program at your school!

## HOW TO CREATE A COMMITTEE:



Recruit students from existing clubs like Student Government, National Honors Society, Key Club, etc...



Look for students who want to make a real difference!



Look for students with strong leadership and organizational skills.



Spread the word that community service hours are up for grabs!



Bring interested students together for a committee meeting to talk about ideas.

## ASSEMBLE COMMITTEE:

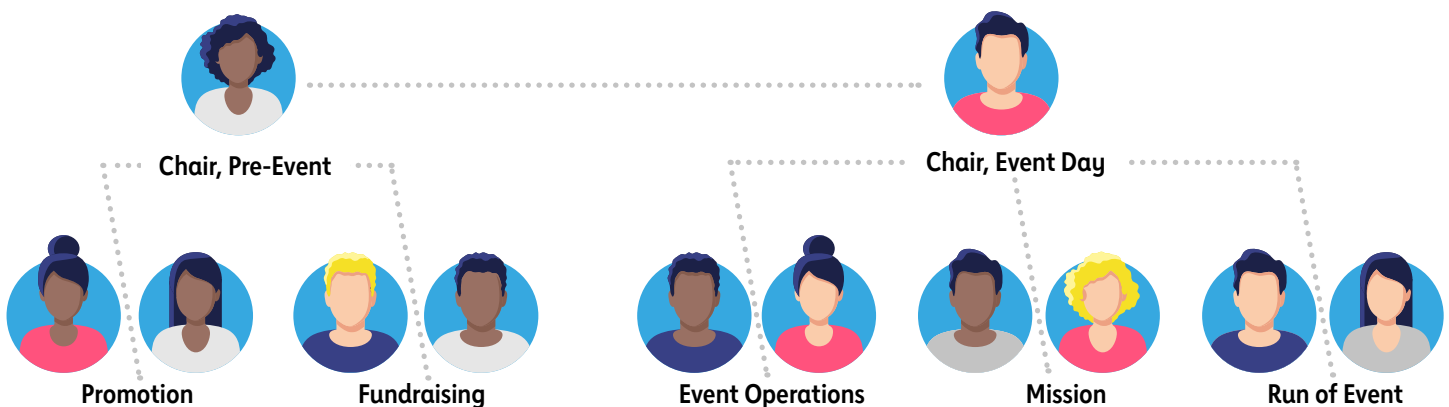
✓ 7-12 members is ideal and makes it easier to divide out responsibilities.

✓ Assign responsibilities so roles don't overlap.

✓ Have two chairpersons serve as leads of the committee.

✓ Include a mix of grade levels to create a sustainable program for next year!

## STRUCTURE:



## COMMITTEE RULES & EXPECTATIONS:

✓ Hold your committee members accountable!

✓ Require attendance at meetings.

✓ Ask for timely responses on emails and texts.

✓ Lead by example and set fundraising, time and event goals!

# EVENT BASICS

How to create an amazing American Heart Challenge event!

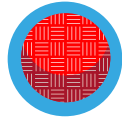
## CHOOSE YOUR ACTIVITY:



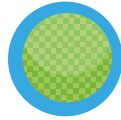
Basketball



Dance Party



Dodgeball



Kickball



Volleyball



Warrior

## CHOOSE YOUR FORMAT:

Open gym with  
multiple activities

Student vs  
faculty game

Team  
Tournament

Skills  
contest

## CHOOSE AN EVENT DATE:

- ✓ Get date approved by the administration and on the school calendar.
- ✓ Select a date that does not compete with other events/exams happening at your school.
- ✓ Give yourself time to plan!
- ✓ Find out when P.E. equipment and gym space is available.
- ✓ Look for academic breaks, such as a day in a week prior to Thanksgiving, Winter or Spring Break, etc...
- ✓ Consider half days!

## EVENT TIMING:

- ✓ Keep in mind set-up time before any event!
- ✓ We suggest a 2-hour time frame for your event.

## EVENT LOCATION:

- ✓ Is the space available?
- ✓ How many students will it hold?
- ✓ Is there enough room for your activities?
- ✓ If outdoors, is there a backup location in case of bad weather?

## YOUR EVENT INFO:



Event Date



Event Time



Event Activity and Format



Event Location



## GOAL SETTING

It is important to set goals at the beginning to see how successful the event was at the end. These goals can be your overall school goals and committee goals. You will also want to look at short-term and long-term goals with date benchmarks along the way.

Goals will help you to prioritize your focus and resources, as well as keep you on track for success.

### YOUR AMERICAN HEART CHALLENGE GOALS:



\$

School Fundraising Goal



Fundraising Students.

Recruitment Goal

*For team events, you may want to set a goal for number of teams.*

**DON'T WORRY! YOUR AMERICAN HEART ASSOCIATION PARTNER WILL WALK YOU THROUGH EVERYTHING!**

# TIMELINE

This is an example timeline. Your committee should create it's own!



Take the time as a committee to create a timeline of your own. Make sure to include your short-term and long-term goals and deadlines to help keep you on track.

## 2 MONTHS PRIOR

1. Begin to hold regular meetings.
2. Finalize event date, location and time.
3. Set your goals.
4. Draft a logistics day of event(s) schedule.
5. Finalize any incentives.
6. Create a promotional plan and start to promote to your school and your community.
7. Ensure fundraising website is personalized.
8. Recruit team captains if needed.

## 1 MONTH PRIOR

1. Hold a kickoff to share about your event.
2. Encourage students to sign up online and begin fundraising through fun competitions.
3. Finalize event timeline and ensure you will have all equipment needed.
4. If needed, recruit staff and student event day volunteers who will help with day of logistics.
5. Keep the buzz going about fundraising standings.
6. Keep promoting your incentives!

## EVENT MONTH

1. Hold your American Heart Challenge event!
2. Celebrate your success and the impact you've made!
3. See Event Day Wrap-Up on page 15 for details on what to do after your event.

**DON'T FORGET, YOUR AMERICAN HEART ASSOCIATION PARTNER WILL GUIDE YOU ALONG THE WAY!**





## INCENTIVE IDEAS

Let's get students involved and create momentum for your event!



**Early in the planning process, create incentives that can be done along the way to the big event. For example, anyone who is signed up online and has money raised gets entered to win something big! Incentives can be individual or rally the whole school together!**

### INCENTIVES IDEAS, FEEL FREE TO MIX & MATCH:

- ✓ Top fundraisers can dress as your school mascot, wear pajamas for a day, get early dismissal, etc.
- ✓ Raffle off a pair of prom tickets for anyone who has raised \$\_\_\_\_+ online.
- ✓ Students who raise \$\_\_\_\_+ get to pie, slime or silly string (up to you to decide) your Principal or a teacher.
- ✓ Students can come on the morning show or be featured on your school website if they raise \$\_\_\_\_+.
- ✓ Grade level or class with highest participations wins \_\_\_\_\_.
- ✓ The first student to hit the personal fundraising goal will receive a homework pass.
- ✓ An administrator or teacher performs a dance if your goal is reached. This can be done in person or recorded and posted on school social media.
- ✓ If students meet the school goal, your Principal will sit on the roof, dress in a costume for a day, dye their hair a crazy color, get taped to a wall, or have a dance battle.
- ✓ For every \$\_\_\_\_ a student raises they can nominate a teacher to complete a physical challenge, like 20 push-ups, 5 pull-ups, etc.



## RECRUITMENT TIPS

Let's get students to accept the challenge and start fundraising!

### SHARE WITH TEACHERS!

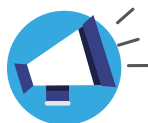


Have your Principal send an email to teachers to let them know about the event.



Attend faculty meeting with your advisor to promote the event.

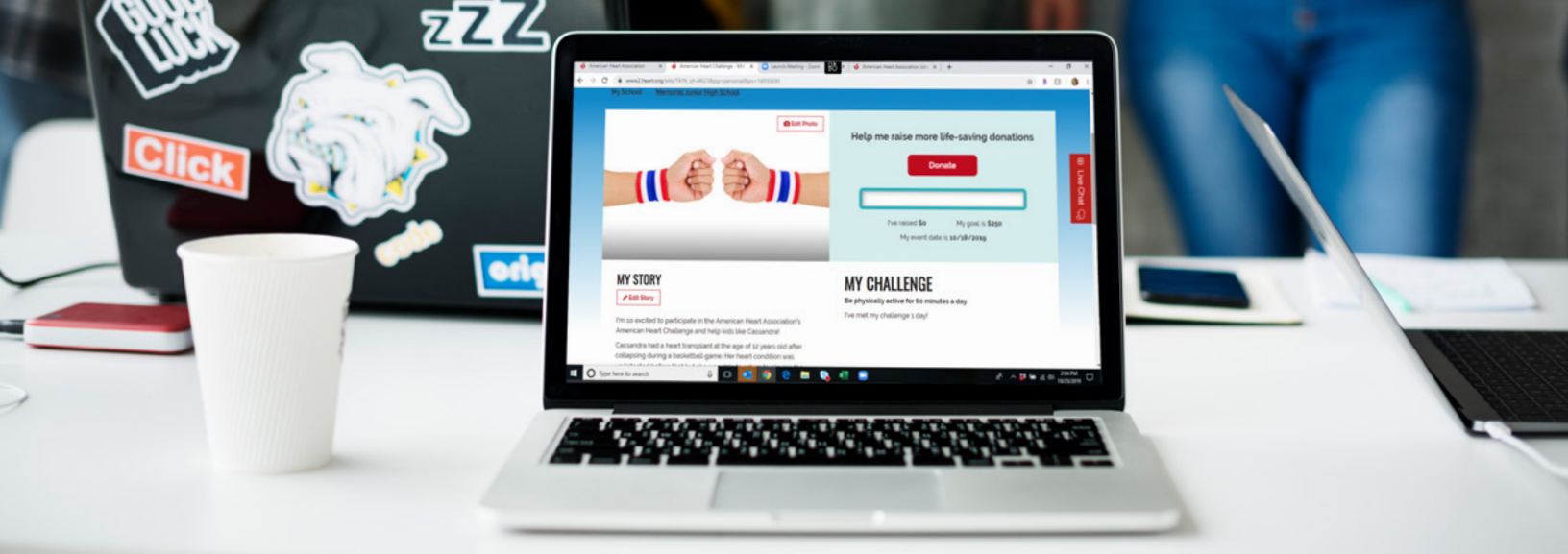
### EDUCATE YOUR COMMITTEE MEMBERS!



It is **VERY IMPORTANT** that your members know what your event will be like, who you are helping, fundraising requirements to attend and the mission of the American Heart Association!

### PRACTICE YOUR "EVENT SPEECH"!

- ✓ Have a clear, brief, personal speech with info about the event - 30 seconds or less!
- ✓ **TELL THEM WHAT:** info about your American Heart Challenge event.
- ✓ **TELL THEM WHEN & WHERE:** date, time and location.
- ✓ **TELL THEM WHY:** share why you're passionate about improving the health of your community, the people you're helping and the lives your saving!
- ✓ **TELL THEM HOW:** Share the deadline and how they can raise funds by sending texts, sharing on social media and sending emails!



## FUNDRAISING TIPS & IDEAS

Funds can be raised three ways:



Online



Sponsorships



Events

### ONLINE FUNDRAISING:



#### ADVISOR, START BY PERSONALIZING YOUR SCHOOL PAGE.

1. Login at [heart.org/AmericanHeartChallenge](https://heart.org/AmericanHeartChallenge) (your username and password are provided by your American Heart Association staff partner).
2. Go to **"My Headquarters."**
3. Update your school fundraising goal by clicking **"Update School Goal"** under **"Schools."**
4. Have fun editing your school page! Put in a photo of your school or mascot! Add details about your event! Create a custom URL and share your link!
5. Send emails to students and donors! Just choose your contact group and sample message. We recommend sending TWO emails a week in the month leading up to your event.
6. Click on **"Reports"** to see who has registered and how much they have raised.
7. If you need help at any time, click **"Live Chat."**



#### STUDENTS, USE THE MOBILE APP LIKE A PRO!

1. **Search American Heart Challenge**, download the app, register, and select your challenge.
2. **Edit your page!** Upload a photo under the Pages tab. If you're raising money in honor or in memory of someone, be sure to share that by editing your story. The more personal your page is, the more money you will raise!
3. **Edit your goal!** Family and friends want to help you reach your goal, so be sure to update this!
4. **Send messages!** Ask for support through email and text – and post on social media (Fun fact: text messages have a 100% open rate)!

# FUNDRAISING TIPS & IDEAS

## SPONSORSHIP FUNDRAISING:

You can have a company sponsor your event by giving a tax-deductible donation, or by donating incentives to motivate and reward fundraising students.

Ask your American Heart Association partner for a sample donation letter!

### ✓ BRAINSTORM PROSPECTS & IDENTIFY CONNECTIONS

1. Warm leads are better than cold calls! Think of family, friends, existing school partners or large businesses in the area who you can connect with!
2. If different committees will be approaching businesses, avoid overlapping or missed asks!
3. Keep a record of all contacts and outcomes.

### ✓ THE REQUEST

1. Find out who the business decision maker is and go straight to that person!
2. Send an introductory letter or email and follow up with a phone call (it's much easier to get a "yes" in person or on the phone versus an email).
3. If one exists, have the individual with the connection to the business introduce you.
4. When requesting a sponsorship, lead with the mission and impact of the American Heart Association! Your "event speech" will come handy here! Make it personal!

### ✓ THE SPONSORSHIP

1. You could offer the business benefits like their logo on your school website or event signage. Keep a record of agreed-upon benefits!
2. Send a thank you note, even if they say no to sponsorship!
3. Invite all potential sponsors to see your event (even if they said no). This can create sponsors for future years!
4. Keep all promises you make. And take photos to show sponsors what they helped bring to life!

### ✓ POST EVENT

1. Send sponsors an event recap. Share the impact they made! Share photos!
2. Keep records and notes of sponsorship relationships. Pass them along to next year's group that will be leading your event!

## OTHER FUNDRAISING IDEAS:

Effective fundraisers are simple and fun! Here are some ideas. Can you come up with more?

- |   |  |
|---|--|
| ✓ Change war  | ✓ 50/50 raffle at school sporting events   |
| ✓ Car wash  | ✓ Heart-healthy bake sale  |
| ✓ "Miracle Minute" where buckets are passed in the stands for donations       | ✓ Percentage Nights – this could be from your school concession stand proceeds or asking a local store to host a fundraising night where a percentage of sales go back to your event. Keep it healthy! |
| ✓ Red Out - sell red American Heart Association t-shirt to students and staff |  |



## PROMOTIONAL TEMPLATES

### FACEBOOK ANNOUNCEMENT POST :

Our school is participating in a program called the American Heart Challenge sponsored by the [insert club name] in support of the @AmericanHeart.

This is your chance to show us you have heart by helping others. Your generosity will help scientists develop technology and treatments that literally save lives. To sign up, visit [insert school link].






### FACEBOOK REMINDER POST :

It's almost here! #AmericanHeartChallenge event benefiting the @AmericanHeart is on [insert date]. There's still time to sign up, visit [insert school link].

### TWITTER ANNOUNCEMENT POST :

Get ready for #AmericanHeartChallenge! Our school has kicked off our event to benefit the @American\_Heart. Register today [insert school link].

### SOCIALLY SPEAKING!

-  @AmericanHeart
-  @American\_Heart
-  @American\_Heart
-  American Heart Association
-  @AmericanHeartAssociation

- #AmericanHeartChallenge
- #AmericanHeartAssociation
- #WereTheGenerationWithHeart

- #HaveAHeart
- #GetActive
- #HealthyHearts

# EMAIL & PHONE TEMPLATES

## STAFF ANNOUNCEMENT EMAIL (FROM PRINCIPAL):

Dear Staff,

In the spirit of giving back, I'm excited to announce that our school will be participating in a program sponsored by the [insert club name] for the American Heart Association.

With your help, we can continue to support the American Heart Association's fight against heart disease and stroke, which are the No. 1 and No. 5 causes of death in the United States, as well as congenital heart defects, which are the No. 1 birth defect of all babies. Their mission is to change the course of heart disease and stroke through healthy habits and critical research. Nearly everyone knows someone who has been touched by their work.

On [insert date] an American Heart Challenge event will take place from [insert time] in the [insert location] for participating students.

Registration has begun, and I would like to invite you to join the effort as part of our school team at [www.heart.org/AmericanHeartChallenge](http://www.heart.org/AmericanHeartChallenge).

I greatly appreciate your support in this endeavor and look forward to kicking this off with our students as we make a difference in the health of our community.

[insert name]

## FAMILY EMAIL :

Hello families!

It's almost here! The American Heart Challenge event benefiting the American Heart Association will take place on [insert date].

We're closing in on our service-learning goals, so keep up the good work! We can't wait for next week.

Please register for the American Heart Challenge at [insert custom school link].

## ROBOCALL SCRIPT :

Hello families!

This is a friendly reminder that the American Heart Challenge event benefiting the American Heart Association will take place next week, on [insert date].

Be sure to register online at [www.heart.org/AHC](http://www.heart.org/AHC) today!

Thank you and have a great evening!



## EVENT WRAP-UP

Way to go! You just nailed the American Heart Challenge!

Thank you for inspiring your school and helping your community. Not to mention raising funds that will help fight heart disease and stroke! The American Heart Association is so grateful!

All that's left now is to wrap up your event. Here's how to do that:

### WRAP UP CHECKLIST:

- ✓ Count cash and check donations and mail in with your pre-paid envelope.
- ✓ Tell the world how much you raised! Hit social media, morning show, school website, etc.
- ✓ Let your American Heart Association partner know your official total so they can celebrate with you!
- ✓ Order thank-you gifts in your online headquarters.
- ✓ Have a committee meeting to note what went well and what you'd do differently next year.
- ✓ Send thank you notes to top fundraising students, any volunteers or supporters and any sponsors.



American Heart  
Association®  
**AMERICAN  
HEART  
CHALLENGE™**

# SCHOLARSHIP OPPORTUNITY

The American Heart Association is working with high school students in a nationwide movement to finally and forever change the course of heart disease, stroke and congenital heart defects.

## The American Heart Challenge Creates:

- ✓ Leadership development opportunities
- ✓ Community service hours
- ✓ Experience for college applications
- ✓ A positive cultural experience
- ✓ Physically & emotionally well-rounded students
- ✓ Community minded students

## Eligibility:

- ✓ Must be a current high school junior or senior
- ✓ Demonstrate leadership skills at your school's American Heart Challenge event
- ✓ Have a passion for impacting the health of your community
- ✓ A letter of support by your American Heart Challenge advisor

**\$1,000**  
**COLLEGE SCHOLARSHIPS!**

TO APPLY  
**HEART.ORG/SCHOLARSHIP**

DEADLINE IS  
**JUNE 30, 2021**





American Heart  
Association®

**AMERICAN  
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The American Heart Association's Mission:

**TO BE A RELENTLESS  
FORCE FOR A  
WORLD OF LONGER,  
HEALTHIER LIVES.**