



American Heart Association.
AMERICAN HEART CHALLENGE™



AMERICAN HEART CHALLENGE PLANNING GUIDE

1 SELECT AN ACTIVITY

- Basketball Dodgeball Open Gym Volleyball
 Dance Party Kickball Stations

2 CHOOSE YOUR FORMAT

- Open Gym Stations Team Tournament
 Skills Contest Student vs Faculty Other _____

3 CHOOSE A LOCATION

- Gym Outdoors Other _____

4 CHOOSE AN EVENT DATE & TIME

- Scheduled class time Each grade individually Bring together all students

Event Date: _____ Event Time/Periods: _____

5 WHO ATTENDS/PLAYS

- Students who fundraise \$_____ get to attend/play
 Students who complete Finn's Mission

6 RESOURCES YOU MAY NEED

- Sports equipment for activities Microphone/Megaphone
 Whistles, clock, scorecards Music
 Other _____

WHAT WILL YOUR AMERICAN HEART CHALLENGE LOOK LIKE?

LOG IN AT
HEART.ORG/SCHOOLS



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AMERICAN HEART CHALLENGE TIMELINE

USERNAME:
PASSWORD:
KICKOFF DATE:
DONATIONS DUE DATE:
FUNDRAISING GOAL:
Finn's Mission Completion Goal:
EVENT DATE:
FUNDRAISING LEVEL TO ATTEND: (OPTIONAL)
DEADLINE FOR DONATIONS:
PARTICIPANT GOAL:
STUDENT INCENTIVES:
NOTES:

BEFORE KICKOFF

- Confirm fundraising period and event date is posted on your school calendar.
- Login to your AHC website, download the app and personalize your school page.
- Send out digital Save the Date to families and staff.
- Hang posters around your school.
- Ask your school's communication/social media contact to share information via school newsletter, website, phone and/or emails. Communication Lead: _____
- (Optional) Identify community survivor to honor: _____

WEEK 1: KICKOFF DATE:

- Send all staff email, social media post, and robocall reminder about kickoff.
- Bring students together for a kickoff.
 - Distribute envelopes to students (if applicable).
 - Ask students to register at heart.org/schools at the kickoff.
- Send post-kickoff email to parents and students and post on social media.
- Distribute instant incentive wristband for students registered online.

WEEK 2 & 3: PROMOTE

- Send out digital mid-event reminder to families and staff.
- Continue promoting the AHC during morning announcements, sporting events, lunch, and class.
- Share updates with your school community via emails, calls, and social media.
- Recognize students along the way.
- Finalize your event details and confirm volunteers if needed. Distribute instant incentives once students raise \$10+.
- Continue to promote your individual and/or school incentives.

WEEK 4: EVENT DAY & BEYOND

- Last call promotions and donations due reminders.
- Hold your event, have FUN and CELEBRATE!
- Wrap up your event, count donations and convert cash and coins to money order and send in using your prepaid envelope.
- Order gifts online (they arrive 4-6 weeks after donations are received).
- Post videos and pictures of your event on social media.
- Apply for a wellness grant and remind high school juniors and seniors to apply for a scholarship.

Templates, videos, morning announcements and more can be found in the Teacher Resource section of your Headquarters.

HEART.ORG/SCHOOLS