AMERICAN HEART CHALLENGE
Middle School Dance Activation Guide

1. Engage Your School
Set a vision for the event and identify fun ways to challenge students to learn the dance and fundraise to save lives:
• Will the event occur during a special time that students earn access to? Or will it take place during scheduled class time?
• How much do students need to fundraise to earn access?
• What equipment might you need to execute the event? (speakers, playlist, glow sticks, video screen or TV to play YouTube videos, etc.)
• Set a fundraising goal and brainstorm incentives
• How can you incentivize students who reach a certain fundraising level and/or when your school reaches their goal?

2. Spread the Word
Share that your school has heart around campus and on social media. Don’t forget the fundraising link!
• Promote a three to four-week period to learn the dance, promote heart health, and fundraise!
• Encourage students to register on heart.org/AmericanHeartChallenge to take the challenge and fundraise by sending emails, texts and sharing on social media! (Students on average will raise $70-$400 online via fundraising platform provided by the AHA.)
• Post the American Heart Challenge dance video to your school website/app so students can learn the dance.

3. Hit Your Goal and Celebrate
At the end of your promotion period, show off those dancing skills in a fun and unique school-wide celebration:
• Competition or talent show!
• Glow in the dark dance party in your school’s gym!
• Film students coming together to do the American Heart Challenge dance “the Wave” and post on social media!

heart.org/americaneheartchallenge

Simple. Fun. Impactful. The American Heart Challenge, Dance is designed to be implemented over a three to four week period and engage students in making an impact in their community while learning heart-healthy habits.
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Activation Timeline

BEFORE KICKOFF
- Work with your AHA staff partner to identify what kind of event you will have at your school and how you will kick off (kick-off can be a school-wide assembly, pep rally or in individual classes).
- Share with faculty, recruit staff volunteers and brainstorm creative ways to get the entire school involved
- Invite parent volunteers to your event day if needed
- Log in to your website (your page has already been created for you) at www.heart.org/AmericanHeartChallenge and personalize your school page

KICKOFF
- Bring all students together or kick-off in class, be sure they bring their phones!
- Share the mission of the American Heart Association
- Have students register on your school’s fundraising page and send texts, emails and post on social media to ask for support

PROMOTE
- Share information with parents and students using the school newsletter, website, marquee, school Facebook and Twitter page, email and phone message
- Post dance video to your school’s website with your school’s fundraising link
- Hang up promotional posters
- Promote your upcoming event during morning announcements and during class
- Finalize your event day details

EVENT DAY AND BEYOND
- Grab your speakers, playlist, glow sticks 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 on social media and tag us!

Online Info:  heart.org/americanheartchallenge
Username:  
Password:  
Kick off Date:  
Fundraising Goal:  
Event Date:  
Fundraising Level to Attend (optional):  
Deadline for Donations:  

#AmericanHeartChallenge  #AmericanHeartAssociation  #DanceChallenge