DANCE! Activation Guide
Kids Heart Challenge Event Timeline

**BEFORE KICKOFF ASSEMBLY**
- Log into your website (your page has been created for you).
- Send home and/or email Save the Date.
- Hang gift and educational posters throughout the school with optimal visibility for parents 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. Begin collecting signed coupons and checking online/app regularly. Distribute characters and wristbands to students who have donations online and/or handed in coupon.
- 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 Online Headquarters for templates already created for you.

**WEEKS 2 AND 3:**
- Share Heart Facts and play Heart Hero videos during morning announcements.
- Send home tattoo as a reminder to students!
- Email parents from your Online Headquarters (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 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.
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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

Post, share and tag #kidsheartchallenge.