



# SOCIAL MEDIA

Copy and paste the following messages and post onto your school's Facebook page. Make sure to include the kickoff date and direct link to your school's Kids Heart Challenge website. Watch for **[YOUR SCHOOL'S FRIENDLY URL]** and **[KICK OFF DATE]** to replace with your event details.

## PRE-KICKOFF



Hello, Heart Heroes! Are you ready?! Kids Heart Challenge is coming to our school soon! We have exciting things planned this year to get us moving, helping others and having fun. Get a head start by signing up today and helping your student choose a daily health challenge. Visit our school page at **[YOUR SCHOOL'S FRIENDLY URL]** or download the AHA Schools app!



Save the Date! We're kicking off Kids Heart Challenge on **[KICKOFF DATE]!** #KidsHeartChallenge #hearthero



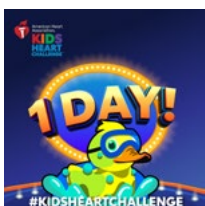
Kids Heart Challenge Kickoff is on **[KICKOFF DATE]!**  
**[YOUR SCHOOL'S FRIENDLY URL]**



Just three more days until the Kids Heart Challenge kickoff! Remember to join us on **[KICKOFF DATE]!** **[YOUR SCHOOL'S FRIENDLY URL]**



Two Days ... **[YOUR SCHOOL'S FRIENDLY URL]**



Getting healthy and helping others takes on a WHOLE new level! Find out more on **[KICKOFF DATE]!** **[YOUR SCHOOL'S FRIENDLY URL]**

## DAY OF KICKOFF:



Join us today at **[KICKOFF TIME]!** **[YOUR SCHOOL'S FRIENDLY URL]**



Today our school had so much fun kicking off this year's Kids Heart Challenge! Alongside this year's heart heroes, we're learning about healthy hearts and life lessons like getting active, asking for help, resting well and being kind. **BONUS:** your student will get a free wristband for joining at **[YOUR SCHOOL'S FRIENDLY URL]** or using the AHA Schools app.

## ANYTIME DURING CHALLENGE:



Have you met heart hero, Finn? He's sharing Finn's Mission so we can all help kids with special hearts -- kids like him! He's also set a goal to get as many families as possible to learn about heart health and the lifesaving skill of Hands-Only CPR. You can help by taking Finn's Mission. When your student completes all the missions, they'll earn Lifesavers Cape!



Who doesn't love a good mystery?! Back by popular demand is a new Kids Heart Challenge mystery gift! Students earn one for every \$50 donation collected (up to 20) and love to trade with friends. Can you collect them all?



Hello **[SCHOOL NAME]** families! We've set a goal to create a community of lifesavers by getting everyone to take Finn's Mission and learn Hands-Only CPR. When given immediately, it can double (even triple) a person's chance of surviving cardiac arrest. If you haven't done it yet, take Finn's Mission today to learn this lifesaving skill. **[YOUR SCHOOL'S FRIENDLY URL]**

## SCHOOL UPDATES:



**[SCHOOL NAME]** KHC UPDATE! **[NUMBER]** students have joined our school's team already. **TEACHER NAME's** class is in the lead with **NUMBER** students registered online. Way to go! Visit our school page at **[YOUR SCHOOL'S FRIENDLY URL]** or download the AHA Schools app to join today.

Coach is challenging us all: if we have **[NUMBER]** students registered by **[DATE]**, Coach **[NAME]** will **[INSERT INCENTIVE]** (e.g. slime, color blast, pie, dress up like Finn, etc.)!



**[SCHOOL NAME]** KHC UPDATE! Our event is **[DATE AND TIME]** - wear your sneakers and be ready for FUN! **[NUMBER]**% of our families have learned about healthy hearts so far. Help us reach our goal of 100% by joining the Heart Hero team today!

Your student's envelope will need to go back to school by **[DATE]**, so now is a great time to make one last call for donations so you can get them in on time. Thank you to all who have joined in to make our event a huge success! **[YOUR SCHOOL'S FRIENDLY URL]**

## MEET HEART HEROES:



Meet this year's Heart Hero Team! Introducing Wynn, Rain, Dakota, Pepper, Riley, Ace, Wylie and Bingo. Each heart hero will teach us how to keep our hearts and minds healthy--and your student can collect them all! Download the AHA Schools app to learn more about each hero, unlock your collection envelope's virtual experience and take Finn's Mission! **[YOUR SCHOOL'S FRIENDLY URL]**



Our Heart Hero team leader, Ace! Ace is leading the flock to make sure all the ducks learn Hands-Only CPR. You and your friends can learn it, too, and be ready to save a life! **[YOUR SCHOOL'S FRIENDLY URL]**



Dakota loves to swim, and paddles away every day to stay healthy. Find something active you like to do each day so you can stay strong and feel great, too! **[YOUR SCHOOL'S FRIENDLY URL]**



Avoiding vaping and tobacco keeps Wynn’s lungs healthy and strong so soaring through the clean air is a breeze. Wynn is in it to win it! [\[YOUR SCHOOL’S FRIENDLY URL\]](#)



Pepper loves color and adds delicious fresh fruits and veggies to every meal. These colorful feasts give boosts of flavor, energy and fun! [\[YOUR SCHOOL’S FRIENDLY URL\]](#)



Did you know that doing nice things for others can make you feel good, too? Wylie and Bingo know that! So they spread kindness wherever they go. [\[YOUR SCHOOL’S FRIENDLY URL\]](#)



Riley snoozes while floating in the pond and — like all ducks — can even catch some ZZZs while flying! Riley knows you’ll feel your best too if you get plenty of sleep every day. [\[YOUR SCHOOL’S FRIENDLY URL\]](#)



Rain and other ducks need plenty of water — not just to swim in, but to be healthy from their bills to their tail feathers. Drinking water helps keep your whole body healthy, too! [\[YOUR SCHOOL’S FRIENDLY URL\]](#)

## DONATIONS DUE:



Kids Heart Challenge donations are due tomorrow! Please remember to send your students to school with their collection envelopes or make your final online donations. Make one more push for donations tonight and ask donors if their companies match donations. We’re having a blast getting healthier and helping kids with special hearts!