



American Heart Association.

KIDS HEART CHALLENGE™



Track the total number of students registered per teacher, pod or grade.



Offer fun rewards along the way for students, such as letting the class with the most students registered that week lead the school in a cheer.



Offer a prize for the winning class/group.

CLASSROOM CHALLENGE!

Get your fellow teachers in on the fun with a friendly competition to see who can get the most students registered.

- 1 Track total registrants by classroom, pod or grade.
- 2 Hold a raffle and reward one entry for every 10 students registered.
- 3 Keep the competition going by posting the leaderboard in a visible place and celebrating the leaders in morning announcements.
- 4 Share the following tools and tips with teachers to help them get their students motivated to register!

Tips for Teachers

- 1 **POST A DAILY COUNTDOWN.** If students know how many days are left before the Kids Heart Challenge, they'll be less likely to let the date sneak up on them and more likely to register.
- 2 **OFFER FREE AND FUN INCENTIVES.** For example, as students register, invite them to join you for lunch. Each time the class has five new registrants, give kids five extra minutes of recess or free time.
- 3 **CHALLENGE THE TEACHER ACROSS THE HALL.** Make a deal that the class with the most registrants each week gets to go first in the lunch line or gets homework passes. Feeling daring? The winning teacher can agree to dye their hair in school colors or come to school in PJs.
- 4 **DAILY REMINDERS.** Keep kids engaged with daily reminders on the importance of healthy habits and helping others.
- 5 **KEEP PARENTS UP TO DATE.** Deadlines often sneak up on busy families. As you create your weekly class emails or newsletters or update your web page, remind parents of the Kids Heart Challenge date and update them on the number of students registered.

Sample Parent Messages

- 1 **GETTING READY: SEND ON _____**
Mark your calendar! The **American Heart Association's Kids Heart Challenge** will be on [DATE] starting at [TIME]. To get started, download the **AHA Schools** app in your app store or visit heart.org/Schools. Your student will earn a free KHC wristband just for registering!
- 2 **TWO WEEKS AWAY: SEND ON _____**
Our annual **American Heart Association's Kids Heart Challenge** event is just two weeks away! If you haven't done so already, help your student sign up by downloading our **AHA Schools** app in your app store or visiting heart.org/Schools. Our class is competing to get the most students registered.
- 3 **ONE WEEK AWAY: SEND ON _____**
Has your student completed Finn's Mission yet? The annual **American Heart Association's Kids Heart Challenge** event is next week! If they haven't done so already, help your student register and complete Finn's Mission by downloading the **AHA Schools** app or visiting heart.org/Schools.
- 4 **TOMORROW: SEND ON _____**
Tomorrow is the big day! We'll have a blast in the annual **American Heart Association's Kids Heart Challenge**. It's not too late to sign up, complete Finn's Mission and learn Hands-Only CPR! Go to heart.org/Schools or search "**AHA Schools app**" in your app store to download the app and register. We're looking forward to a fun-filled event!
- 5 **AFTER THE EVENT: SEND ON _____**
We did it! This year [Number] students registered for the **American Heart Association's Kids Heart Challenge** and had a blast learning about heart and emotional health. Thank you for supporting us! If you didn't get a chance to register, it's not too late to get in on the fun. Simply download the **AHA Schools** app in your app store or visit heart.org/Schools to register, take Finn's Mission and learn Hands-Only CPR. We can all be ready to save a life!

For nearly 100 years, the American Heart Association has been fighting heart disease and stroke, helping families and communities live happier, healthier and longer lives.