



Before Kickoff Assembly

- Log in to your website at heart.org/KHC.
- Send Save the Date email.
- Hang gift and educational posters throughout the school with optimal visibility for parent 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.



Templates, videos, heart facts and more can be found in your Teacher Resources on the coordinator's website.

Setting Up a Successful SCHOOL EVENT

In school event timeline:

1 WEEK ONE:

- Kickoff Assembly — face to face or video.
- Send home Envelopes or Parent Letter (in your box).
- Establish a distribution management plan for your Heart Hero characters and wristbands.
- Check online/app regularly.
- Promote **Kids Heart Challenge** by engaging a Parent Ambassador and your school's communications/social media leads. Ask them to share information with parents using school newsletters, website, outdoor marquee, Facebook, Twitter, text, phone and/or emails.
- Visit heart.org/EducationalResources for additional ideas, and your online headquarters for templates already created for you.

2-3 WEEK TWO AND THREE

- Share Heart Facts and Heart Hero videos during morning announcements.
- Email parents from your Online HQ and/or all school communication, using templates provided to you.
- Promote the Classroom Challenge and Family Challenge.
- Finalize your event day details.
- Invite parents to your event day.

4+ WEEK FOUR 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 thank-you gifts online (they arrive 4-6 weeks after donations are received).
- Share your successes, videos, photos and student stories in our social media communities. **#KidsHeartChallenge**

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.