IT TAKES HEART TO BE A HERO

Coordinator’s Guide

American Alliance for Health, Physical Education, Recreation and Dance

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American Heart Association®

JUMP ROPE FOR HEART

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My name is Dominick. I am in kindergarten this year and I am so excited about learning to read! When I was in my mom’s belly, she and my dad found out that I only had half of my heart. They were very scared and worried that I might not get to be born at all. Thankfully, they found some very smart doctors who knew they could help me once I was born. I had my first open-heart surgery when I was only 5 days old to help get all my blood where it was supposed to go to help my body grow. I had another surgery when I was 6 months old and then my last one when I was 2 years old. I don’t really remember any of my surgeries because I was so little. My heart works pretty good most of the time, even though I still have to go to the heart doctor often and get lots of tests done. I have to take heart medicine and asthma medicine every day to help keep me strong but I still get sick a lot. I also get tired easily especially if I am running around. I am glad there are doctors and hospitals that are smart enough to take care of kids with special hearts.

—Dominick, 6

My husband and I are so grateful for the advances in cardiac surgery for children like Dominick. Continued research in pediatric cardiothoracic care is essential. Right now children born with his type of defect are surviving into their late teens and early 20s only because of the research and advances in surgeries. Thirty years ago these children were left to die with no hope. Now there is hope, but only with continued research on ways to prolong and maintain their heart function over longer periods. We are so appreciative of all of the education and support from the American Heart Association.

—Trent and Richele, Dominick’s parents

WHAT IS JUMP ROPE FOR HEART?

Jump Rope For Heart is a community service learning program of the American Heart Association. It teaches kids:

• the importance of developing heart-healthy habits;
• that being physically active can be fun; and
• that by raising funds to support research and education they help save lives across the country and in their community.

Millions of students have learned jump-roping skills while learning how nutrition and physical activity can help them live longer, healthier lives. Jump Rope For Heart also promotes community service by teaching kids how they can help others.
THANK YOU for joining us in the fight against heart disease and stroke. You and your students are making a difference and are helping save lives in your own community and across the country.

Why is partnering with the American Heart Association so important?
- Heart disease is the nation’s No. 1 killer.
- Stroke is the third leading cause of death.
- Childhood obesity has reached epidemic proportions, with one out of every three children overweight or obese. More than 12 million U.S. children are considered obese.
- 52 percent of children ages 9–13 aren’t physically active outside of school.
- If current lifestyle trends continue, 75 percent of Americans will be overweight or obese by 2015.

What does the American Heart Association do for kids’ health?
- About 36,000 children are born with a heart defect each year. Since 2003, we’ve committed more than $44.1 million to research relating to children’s health. We are working on several other fronts to prevent and treat these devastating events.
- We advocate at the federal and state levels for physical education and nutrition wellness in schools. Through our participation in the Healthy School Beverage Guidelines & Alliance, calories from sodas and other beverages shipped to schools has declined 88 percent.
- We provide lifesaving CPR courses for middle school and high school students so they can react during emergencies.

What are the goals of Jump Rope For Heart?
- Increase students’ knowledge of how to take care of their hearts and how they work.
- Promote the value of living a heart-healthy lifestyle to help them feel better while having fun!
- Honor those in our community who have been affected by heart disease and stroke.
- Raise funds to support the American Heart Association’s efforts to create healthier lives, free of cardiovascular diseases and stroke. Since 1978, Jump Rope For Heart has raised more than $810 million for research and educational programs.

What is my role as the volunteer Jump Rope For Heart coordinator?
- Educate students about how to participate in this community service learning program.
- Encourage, motivate and inspire your whole school to get involved.
- Explain how students can be rewarded for their efforts.
- Bring the program to life! Use the tools and educational materials we provide to create an event where students have FUN while learning about heart health and raising lifesaving funds.

This Coordinator’s Guide will help you plan, promote and carry out your school’s Jump Rope For Heart event. HAVE FUN!
Learning how to take care of your heart, jumping rope and helping kids with special hearts.

**PLANNING AT A GLANCE**

**Planning**
- Meet Your Youth Market Director
- Determine Kickoff and Event Date
- Brainstorm Incentive Ideas

**Kickoff**
- Envelopes Out, Assembly/DVD
- Send Home Parent Letters and Online Information
- Create Excitement!

**Promotion**
- Use Posters, School Marquee, Website
- Encourage Incentives
- Communicate with Kids, Parents, Faculty and Staff

**OUR KICKOFF DATE:**

**OUR EVENT DATE:**

Our Mission: Building healthier lives, free of cardiovascular diseases and stroke.
### Online Fundraising
- Demonstrate Sign-Up and Email
- Encourage Facebook and eCard Tool
- Communicate and Encourage Progress!

### Event
- Happens 2–4 Weeks After Kickoff
- Finalize Logistics, Music and Equipment
- Send Reminder, Request Staff and Parent Volunteers

### Wrap-Up
- Collect Envelopes, Send in SGOF and Donations
- Thank and Congratulate Student Body, Staff and Faculty
- Reward and Follow Through on Incentive Plans

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**JUMP ROPE FOR HEART 2011-12**

**Our Volunteer Team:**

**My School Mission:**
- Why Do We Jump?

**My School History:**
- 2010–2011:
- 2009–2010:
- 2008–2009:
- Top Year:

**Our Incentives:**

**Our Online Plan:**

**Grade Levels Participating:**

**My AHA Contact:**
- Name:
- Phone:
- Email:
LET'S GET STARTED!

We are excited about your school’s event this year! You and your students will have a direct impact on the lives of heart patients all over our nation through your support. You’ll also have fun learning how to live a heart-healthy life. We have a few recommendations to make sure your Jump Rope For Heart event is successful.

Check your materials

Materials included in your Event Kit:
- Jump Ropes and Double Dutch Ropes
- Jump Skills Banner
- Participant Event T-Shirts
- Student Collection Envelopes
- Heart Hero Bookmarks
- Event Stickers
- Ambassador Buttons
- Event Coordinator’s Folder (includes resources to help with promoting your event and ordering thank-you gifts)

Please check your Jump Rope For Heart boxes and verify the information below:

- Do you have enough student collection envelopes?
  - This is the time to decide what grades you will be including in your event. Be sure that you have enough envelopes. If you need more, we can send extras.
  - Do you need additional Spanish envelopes?
- Are your T-shirt sizes correct?
- Does your Coordinator’s Guide include an Event Resource CD and a Promotional DVD? Be sure both work correctly.

If anything is missing, please contact your local American Heart Association representative as soon as possible so we have enough time to provide more materials to you before your event kickoff.

Set a date

We want your Jump Rope For Heart event to run as smoothly as possible. One of the most important keys to your program’s success is the time of year it’s scheduled. Jump Rope For Heart takes about three weeks to complete so make sure you allow enough time. Here are a few tips:

- Check your calendar. When would the program work best for you and your school? Choose dates for the following:
  - Event Kickoff. Students will learn about Jump Rope For Heart, view the promotional video and receive their donation envelopes.
  - Jump Rope For Heart Event. Students jump in class, whether through stations, a jump-a-thon, jump routines or something else.
  - Donation Collection. Students bring their donation envelopes back to school (it can be the same date of your Jump Rope For Heart program).
  - Event Wrap-Up (after your event). Announce to your students how much was raised, celebrate their accomplishments, recognize top fundraisers, etc.
- Compare this time frame to your school’s master calendar. Be sure your program will not interfere with other fundraisers and school events, then add these dates to your calendar.

MY KICKOFF DATE

MY EVENT DATE

MY COLLECTION DATE
Step 1: Planning

Build your event team

Now that you know when your event is taking place, it’s time to get others in your school involved. Jump Rope For Heart shouldn’t take place in PE alone — it should be school-wide!

Here are a few people you might want to meet with to build enthusiasm and support of your event. It will help get more students and faculty involved, which will help raise awareness and save more lives.

Meet with:

- **Technology Teacher** about doing an online fundraising lesson for students to build their own Web page and send emails.
- **Art Teacher** about teaching an art lesson that will include heart facts or posters to put around the school.
- **Health Teacher** about incorporating CPR, heart facts, and heart lesson plans into his or her teaching plan during the time frame of Jump Rope For Heart.
- **Classroom Teachers** to incorporate lesson plans and heart facts into their teaching plans during the time frame of Jump Rope For Heart.
- **School Nurse** to discuss ways he or she can help by incorporating screenings, sending home heart-healthy nutrition tip sheets during your program or even helping you on the day of the event.
- **Counselors, Librarians and Other Staff Members** to help with promoting your program and invite them to participate or help with your event.

Set your school’s fundraising goal

When you meet with your American Heart Association representative, determine your school’s event goal. You will create a collaborative initiative where your students can learn the satisfaction of working together to reach their school’s fundraising goal, which will help save lives across the country and in their own community. They can also earn U.S. Games Certificates for new PE equipment for their school.

To create your best year ever, here are some key factors to consider:

- Including all grades at your school to participate in the event.
- Increasing the percentage of participation in each class.
- Increasing your students’ fundraising average through various incentive opportunities.
- Increasing the number of students using the online fundraising option.
- Promoting your event incentives to increase students’ enthusiasm to be a part of the event.

Online fundraising and other marquee fundraising strategies

To reach your event goal, consider the following fundraising strategies to help motivate your students:

- Encourage your students to register online and email often. Then, continue to check your school team’s online fundraising progress. As the event coordinator, you can update your school’s team Web page as often as you like with incentives, passion stories, and other motivational information. You can also email your team members to encourage and congratulate them as they reach significant milestones. See the Online Fundraising section of this guide for more ideas.
- Encourage your students to set a personal goal to reach before they begin asking for donations.
- Create promotional incentives that will motivate students at individual, class, and whole-school levels.
- Remind students daily about the upcoming Jump Rope For Heart event while also encouraging their fundraising efforts. If you are excited about the event, they will be too!

Send ‘Save the Date’ card

A great way to get your event jump-started is by sending out a Save the Date card. Parents can mark your event date on their calendar, register their children online and begin fundraising before the kickoff date. By distributing the Save the Date card for your students to take home, you are creating excitement for your event kickoff while also promoting the online fundraising option.
Determine promotional incentives for your students, classroom and school

Incentives are a great way to motivate your students, teachers and staff while building excitement about Jump Rope For Heart. In determining your incentives, consider four key areas:

- **Individual incentive** for the top fundraiser overall or per classroom.
- **Top class incentive** for the class or classroom raising the most money and/or having the highest level of participation.
- **Overall school goal incentive/principal or PE teacher challenge** when the student body as a whole reaches the school goal.
- **Online fundraising incentive** to encourage online registration and emails, and/or for the top online fundraiser.

The following are some incentive ideas you might want to try:

### Individual incentive ideas

- **Principal for the Day**. Top fundraising student gets to shadow the principal for a day or half day.
- **PE teacher for the Day**. Top fundraiser from each class gets to choose the PE activity for the day.
- **Water Balloon Challenge**. If students turn in their envelopes with a minimum amount (you decide), they receive one water balloon. If they turn in their envelope with a higher amount (again, you decide) they receive two water balloons. And for every additional $20 raised, students earn another water balloon to throw at pre-selected targets (e.g., teachers/staff/principals dressed in costume of their choice).
- **Free Homework Pass**
- **T-Shirt Club**. Students who raise $40 get to sign the PE teacher’s T-shirt.
- **$30 Club**. Raise $30 and earn an extra 30 minutes of recess.
- **Win the Gym**. Top fundraiser gets to pick a group of friends to join them for an activity in the gym for a designated period before or after school.

### Classroom/Grade-Level incentives

- **A special class party**. Some party ideas: Subway Party, Movie & Popcorn Party, Healthy Snack Party, Extra PE time, or a Dance Dance Revolution or Wii Party.
- **Jump Rope For Heart Banner**. The top class can hang the Jump Rope For Heart banner in the classroom for the first month and/or get to sign the banner.
- **Free choice during PE**. PE activity, games, movie or social hour.
- **Movie Day**. The class with 100 percent participation and/or the top fundraising class earns an extra recess or a movie afternoon.

### Overall school incentive/principal or PE teacher challenge

- **Pie in the face**.
- **Kiss an animal**. (pig, goat, donkey, snake, etc.)
- **Spend the day on the roof**.
- **Shave head** (or shave a heart shape) or get a Mohawk.
- **Get silly-stringed**.
- **Get duct-taped to the wall**.
- **Get slimed**.
- **Dye hair a different color**.
- **Dress in a red dress** for the Go Red For Women campaign (wig and lipstick are optional or can be added at different tiers of the school goal).
- **Principal Sundae**. Students who raise a specific dollar amount (you decide) get to help build an ice cream sundae on their principal/PE teacher’s head with their favorite toppings. Top fundraiser gets to top off the sundae with whipped cream and a cherry.
- **Whole school hat day**.
- **PE teacher wears a suit and tie for the day**.
- **Movie Day**. All participants get to enjoy an afternoon movie.
- **Extra recess time** for all participants.

### Online fundraising incentives

Students who register online and send out 10-plus emails can:

- Earn a free homework pass.
- Earn a denim day or dress-down day (for schools with uniforms).
- Earn extra recess time.
- Draw for an additional prize from the Mystery Box (a box of assorted prizes).
**STEP 2: EVENT KICKOFF**

*Step-by-step instructions to launch your Jump Rope For Heart program*

**Hang Jump Rope For Heart posters** (located in your coordinator’s folder).

**Introduce Jump Rope For Heart during PE or a school-wide assembly** (assembly script available on your Event Resource CD).
- Explain the purpose of Jump Rope For Heart.
- Tell the students that your school is going to host a service learning project to benefit the American Heart Association and that they will have an opportunity to jump rope, learn about heart health and volunteer for the American Heart Association by raising donations.

**Play the Jump Rope For Heart promotional DVD** (located in your coordinator’s folder).

**Explain how to collect donations.**
- Show donation collection envelope.
- Explain online fundraising option.
- Show website if possible.
- Tell when donations are due.

**Explain school’s goal and incentives.**

**Demonstrate how to ask someone for a donation** (sample script on the Event Resource CD).

**Distribute materials.**
- Make sure each student receives an envelope, parent letter and stickers and/or bookmarks as they leave class or the assembly.
- OR have the homeroom teachers distribute — whichever is the best fit for your school.

**Make announcements promoting Jump Rope For Heart** (sample announcements on the Event Resource CD).
Students, parents and staff will have the biggest impact on your Jump Rope For Heart event. Promote your event with all three groups to ensure they are all aware and engaged.

Students:
- Hold a kickoff assembly (school-wide, by grade level or in PE class).
- Hang thank-you gift posters, Heart Ambassador posters and goal posters throughout the school.
- Develop incentives for your event. Create posters detailing those incentives and hang them in high-traffic areas around the building.
- Show the Promotion DVD (in your coordinator’s folder) at the beginning of your campaign (if there wasn’t a kickoff assembly) or midway through the campaign to keep momentum going.
- Read daily PA announcements.
- Spend several minutes during each class period talking about the American Heart Association, heart nutrition and why you are doing Jump Rope For Heart.
- Designate days for students to register online during the school day. Work with your technology teacher to set this schedule.
- Create an area of the gym/hallway for a Dedication Wall.
- Create an area outside of the main office for a Heart Hero Club Wall.
- Create bulletin boards or Jump Rope For Heart showcases.
- Have a survivor share his or her story.

Parents:
- Send home a Save the Date notice at least two months before the event.
- Include event information in the school newsletter and on the school website and marquee.
- Send home a parent letter with each collection envelope. Make sure the online fundraising instructions appear on the back of the parent letter.
- Communicate with parents via email blast or all-call phone system.
- Involve the PTA. At a meeting, make parents aware of the benefits to the school and encourage a family online fundraising activity.
- Assign homework encouraging online fundraising.
- Send home a reminder halfway through the campaign with a Dedication Heart that should be filled out and returned to school. Heart templates can be found on your Event Resource CD.
- Hang event posters in and around the main office.
- Display dry erase board or banner promoting the event in the bus and car lines.

Staff:
- All event information should appear on all school calendars.
- Distribute a staff letter the same day as kickoff explaining how the event will be run, dates of event and envelope collection, and how they can participate.
- Before the event starts, talk to the staff and see if anyone would like to be the school’s Heart Ambassador and share their personal story about heart disease or stroke.
- Set a separate staff goal.
- Send a news release to local media about your school’s event participation. A sample news release is available on your Event Resource CD.
- Encourage staff to register for online fundraising and send emails to their family and friends.
- Hold a Wear Red Day. Ask your local American Heart Association representative for more information about Wear Red Day.
- Hang posters about the event and about heart attack warning signs in the staff lounge.
- Ask staff if they would be willing to help register their students online during their class time.
STEP 4: ONLINE FUNDRAISING

Why should students sign up today to raise money online?

• It’s SAFE! Our website is secure and protected. Student and donor information is not given out to any third parties. Plus, students don’t need to handle any checks or cash because donations are made online.

• It SAVES TIME! Raising money online makes the money-counting experience faster and easier for you! Instead of collecting cash and checks to sort through, students print their online Gift History Report, which states how much money they raised, and enclose that in their collection envelopes. Plus, donors who make their contributions online are automatically emailed a donation receipt.

• It’s EFFECTIVE! Students AND schools on average raise three times more money online than through collecting checks or cash. By using online fundraising, your students can help raise more money to save lives.

• It’s EASY! It takes just a few simple clicks for students to join their school’s online team (which has already been set up for you by the American Heart Association). After joining, students will have fun personalizing their Web page by uploading their photo and more!

• It’s FUN! Not only will students be able to see how they are progressing toward their personal fundraising goals, they will be able to see how their school is progressing toward its team goal.

• It SAVES LIVES! Students can select email templates that include lifesaving information, including warning signs for heart attack and stroke, to educate family and friends.

Check out our new features

• Personalized Video
  – Students can send a personalized video to their family and friends to tell them about their Jump Rope For Heart website. Their parents can also link to the video on Facebook to share with their friends.

• Photo ECARD
  – Students can email a personalized eCard to family and friends to ask them to help the American Heart Association. Their parents can also share this eCard on Facebook.

• Facebook Fundraising
  – Parents can spread the word about Jump Rope For Heart on their Facebook profiles. A link included on their profile allows their friends to donate.

Need help with your website? Call Charity Dynamics at (877) 824-8531.
Spread the word about online fundraising

The No. 1 way to get the word out to families about your upcoming Jump Rope For Heart event — and to remind them to sign up for online fundraising — is to send them a Save the Date note. It reminds parents of your Jump Rope For Heart event date and to get their students signed up for online fundraising. A Save the Date note is available on your Event Resource CD.

How can you ask parents to Save the Date?

- Send the Save the Date note home in parent communication folders.
- Have the principal email the parent distribution list.
- Feature it on your school website.

In-class demos

Work with your technology or homeroom teachers to have students register and set up their Web pages during computer class, or arrange to use the computer lab during PE. Once your students are registered, help them send out emails to their friends and family. Once their emails are sent, show your students how to personalize their fundraising video and send photo Ecards.

Let parents know they can use their Facebook pages to help their children raise money for Jump Rope For Heart. All they have to do is log in to their child’s HeartQuarters and click on the “Fundraise with Facebook” button. From there, parents can change their profile picture, update their status and donate. Instructions for parents can be found on your Event Resource CD.
Check your progress

When it’s time to count your school’s donations, pull your School Participant Report so you can make sure all students’ online donations are recorded. Log in to your HeartQuarters and click the “Check Your Team’s Fundraising Progress” link in the center of the page. Click on “Print School Participant Report” and you’re all set. If you’d like to have a copy of your report in an Excel spreadsheet, click on “View Detail School Participant Report” and save the spreadsheet.

These reports will also give you some interesting statistics about your event. You can see how many students registered, when they registered and how many emails each student sent. Use this information to figure out how your students used online fundraising and which incentives were most successful.

Check student progress

When it’s time to turn in their envelopes, students can log in to their HeartQuarters and click on the “Print Your Gift History Report” link. Their report will open up on their Web browser. After they print their Gift History report, they can enclose it in their collection envelope and turn the envelope in at school.

Recognize alumni students

Take the opportunity to thank all of your “alumni” students, the kids who created Jump Rope For Heart Web pages last year. These are the kids who drove your event last year, so thank them! Ask these students to tell their classmates what they liked about online fundraising and what they did to ask for donations. Since your alumni are already familiar with online fundraising, encourage them to use all of our new features: our personalized video, personalized eCard and Facebook fundraising for their parents.

Promotion Ideas

Encourage every student to sign up online. Instructions are on the back of their parent letters. Consider sending the instructions home on the back of every letter you send home about Jump Rope For Heart. Instructions are also available on your Event Resource CD.

- Work with your technology teacher and/or classroom teachers to have students set up their pages during class. Send home weekly assignments that encourage the students to use their Web pages, such as emailing the warning signs of heart attacks and stroke. See your Event Resource CD for more info.
- Promote heart.org/jump on bulletin boards, your school’s website and emails to parents. Remind students how easy it is to register online.
- Have students track how many emails they send and how many people donate. Create a chart or graph that you and your students can update on a regular basis.
- Chart on a map where donations are coming from. Offer a prize to the students who get donations from the farthest locations.
- See the “Planning” section for more incentive ideas.
Brief Description: Excite students that they can make a difference in helping kids with special hearts and how online donations will help the American Heart Association. They will see how easy it is to raise funds.

Grade level(s): Elementary (K–5)

Duration: 30 minutes

Lesson Objectives: Learn how to register online, join a school team, create emails and check progress of online campaign.

Materials Needed:
- “It Takes Heart To Be A Hero” Jump Rope For Heart Promo DVD (located in your Coordinator’s Folder)
- Student Instructions for Online Sign-Up (refer to Online instructions on Student Collection Envelope or download instructions at heart.org/jump)
- Computer
- LCD Projector (hook up to the teacher’s computer so students can see the live demo)

Procedure:
1. Discuss Jump Rope For Heart with students and why it’s important.
2. Play the online fundraising instruction chapter of the “It Takes Heart To Be A Hero” Jump Rope For Heart Promo DVD.
3. Discuss how online fundraising is a safe, effective and easy way to raise lifesaving funds (see page 11 for talking points).
4. Demonstrate to students how to use online fundraising:
   Step 1: Show students how to join their school team and enter in the required information.
   Step 2: Show how students can set up and personalize their own donation Web page.
   Step 3: Show students how they can send out emails to friends and family.

Homework: Have students go home and register. Create a prize for the student who sends the most emails that evening.

Note: You can also perform this activity in class. See your Resource CD for a Parent Letter/Waiver to allow students to sign up online during class time.
Your planning is done, your kickoff has been held, you’ve promoted the event and introduced online fundraising. There are only three things on your checklist for your event:

- Make sure the kids have fun!
- Keep the students moving. Music is key!
- Have fun and relax — stress is bad for your heart!

Here are some ideas for jump rope skills and games to use at your Jump Rope For Heart event.

- **Single Ropes**
  - Contests
  - Speed Jumping — highest number of jumps in 30 seconds
  - Most number of jumps without error
  - Tricks: Backward, one foot, criss-cross, heel-to-heel, skier, etc.
  - Try to jump in a single rope with a partner

- **Long Ropes and Double-Dutch**

- **Chinese Jump Ropes**

- **Skip-Its**

- **Jumping Jacks**

- **Pogo Sticks or Pogo Balls**

- **Donut Ring — Lazy Cowboy — Helicopter — Turning Wands (called different things)**
  - Person in middle twirls rope around with donut ring at end and students jump over it

- **High jump or long jump — mark placements with masking tape**

- **Jump Rope Monopoly**
  - Using a large piece of square plastic such as a tablecloth, draw squares around perimeter and label each square with a jump rope skill. Have large dice available. Each student has a bean bag and places it on a starting point. Each student rolls dice and has to move that number of spaces and do that many of the jump skill indicated.

- **Have each team develop a routine. After each team demonstration, let the others try to do the routine. The class can vote on which team had the best (hardest to perform) routine.**

**Games**

- **Banana Split:** You need one long rope. The jumpers form one line perpendicular to the rope. The turners turn the rope one time toward the line of jumpers, and then one time away from the line of jumpers. The jumpers never jump the rope, they just run under it and as the rope is reversed, come back under it, never letting the rope touch them. The idea of the game is to start with one jumper going under and back again, then adding another jumper to go under and back again together. Continue adding another jumper with each pass. The game ends when a miss, or a touch, of the rope has happened. The entire group goes to the end of the line, and the one left in front of the line begins the game again.

- **Stack’em Up:** You need one long rope. Jumpers form one line to enter the rope near one of the turners. With each turn of the rope, another jumper is added. The jumpers must crowd together to make room for yet another jumper. The game is over when there is a miss. The idea is to call out the number of jumpers as each new one is added, trying to beat that number each class time.

- **Cat and Mouse:** Children get into groups of four with one long rope for each group. Two children turn the rope and two play the game. As one is “out,” he or she takes the rope of one turner, who becomes the challenging player, i.e., the “Cat.” The jumper who wins each bout is the “Mouse.” The Cat advances to Mouse if the Mouse misses jumping the rope, or is tagged by the Cat.

The game is played with the Mouse entering the rope and jumping one time and exiting on the diagonal, going around the turner and entering the rope on the other side and again exiting on the diagonal (figure 8 formation). The Cat may enter the rope after the Mouse has jumped once and the chase is on. They each go in the figure 8 formation jumping the rope once each time they enter. The Cat is trying to tag the Mouse out.
• **Catch Me**: Children get in groups of three with one long rope for each group. Two children turn the rope as one child jumps inside. The idea of the game is to have the jumper jump anywhere he or she wishes, and the turners must follow to keep the jumper jumping inside the rope. If the jumper can continue to jump, the turners are doing a great job of keeping their eyes on the jumper, and making sure the rope goes around them. This game develops concentration, endurance and turning skills for the turners and endurance and agility for the jumper. They love challenging one another!

• **Follow Me**: You need one long rope. Jumpers form one line to enter the rope near one of the turners. The first jumper enters the rope, jumps once and exits on the diagonal going around the turner to form a new line. As the first jumper is exiting the rope the next jumper in line must enter and jump the rope once in a follow the leader fashion, taking his or her place behind the leader. This continues until all the jumpers are in the new line.

As the last jumper is exiting the rope, the “Leader” must enter the rope and repeat the process making a figure 8. This is an elimination game, but as jumpers are eliminated they should be given a single rope to practice jumping while the game continues.

The idea of the game is to follow the leader without missing or not getting in on time. See who can last the longest. As the line gets shorter and shorter, the jumping gets faster and faster. The last three jumping are the winners. Remember, each turn of the rope must have a jumper jumping it one time, and exiting while the next jumper is entering.

• **Collision (or Weave)**: You need one long rope. This game is very similar to Follow Me. The jumpers form two lines, one by each turner, on the same side of the rope. With each turn of the rope, one jumper enters the rope, jumps once and exits on the diagonal going to the end of the other line. As that jumper is exiting the rope, the first jumper in the opposite line must enter, jump once and exit on the diagonal going to the end of the line on that side. As the rope turns, the jumpers are crisscrossing through the middle, one jumper per turn of the rope. The idea of the game is the same as in Follow Me. The last three jumpers are the winners.

**Group Challenges**

• See if you can get all students to jump together inside a long rope.

• See how many students can run under a continuously turning rope. One student runs with each turn of rope without jumping through the rope turn. Count the number before someone misses or doesn’t go through and try to set a class and school record.

• Use pedometers and count all jumps.

• Have a rest station where kids do workbook sheets from the Teacher’s Resource Guide, create posters to promote heart-healthy living, check their heart rates, watch the demo team tape, etc. You could also have a tribute station where students fill in hearts or trace hearts onto a banner and fill in who they are jumping for.

• Have a refreshment station, e.g., water bottles, sports drinks, juice, pretzels or sliced oranges donated by cafeteria, local grocery stores or PTO.

• **Jump Rope For Heart** is for all ages! Do you work with students who can’t quite turn the rope and jump it? Try these ideas to keep the kids moving:
  
  – Jump over a rope on the floor, or a rope held a few inches off the floor
  – Hopscotch
  – Hula Hoops
  – Rope hurdles
  – Bunny Hop
  – Dots in circle — jump from dot to dot
  – Limbo
  – Hippity-Hop obstacle course or relay
  – Snake: Wiggle rope back and forth or up and down while kids jump over it
  – Skier and side-to-side jumping over ropes that are placed on the ground
  – Baby’s Cradle — long rope sways side to side instead of making a full turn, student jumps over it
  – Turn rope at side while jumping to get the rhythm, increasing eye hand coordination

  – Be very quiet and listen to their hearts, perhaps using stethoscopes
  – Jump up and down a lot and put their hand on their heart to feel the beats
  – Trace their outlines onto construction paper and locate the heart on the drawing
  – Learn some jumping rhymes
  – Alphabet Soup: have the students form letters, numbers and shapes with their jump ropes and their bodies

**EVENT**
You’ve held your event. Now it’s time to count your donations and celebrate a job well done!

Count and process the donations
1. Refer to the banking materials in your Coordinator’s Folder (paper documents) or on your Event Resource CD (electronic) for the forms and detailed instructions on how to tally your funds and order your students’ and school’s Thank-you Gifts.
2. Convert any cash to a check or money order.
3. Print out your Online Participant Report to ensure that all students who used online fundraising are accounted for. Include this report in your envelope.
4. Mail the completed Summary Gift Order Form along with all of your checks and money orders in one of the white postage paid envelopes provided. The second envelope is included for late donations that come in after you’ve mailed off your original donations.
5. Keep the Participant Record Sheets for your records so that you know how to distribute the Thank-you Gifts when they arrive.

Announce and celebrate what you raised
After all that hard work and effort, it is important to let the school know the outcome and to thank all those involved. Here are a few ideas:

• Announce the total raised at your event on the morning announcements.
• Send out an all-staff email announcing the total donations raised, plus highlights from your event.
• Post your event results and photos on your school website or monthly newsletter for parents and families.
• Post your event total on your school marquee for parents and families.
• Work with your students to create thank-you cards for any special volunteers, sponsors or donors.

Follow through on your incentives and challenges
Did you set school challenges or student incentives that were tied to specific goals? Try to honor these challenges within a few weeks of the event so they stay fresh in students’ minds.

Hand out the thank-you gifts
• The student thank-you gifts should arrive 4–6 weeks after you send off your donations.
• Try to distribute the gifts as soon as you receive them. If you have any issues with sizes or quantities, contact your Youth Market Director.

Evaluate! Take a moment to jot down what worked well and what could be improved for next year. The notes will come in handy when you start planning again!
**SCIENCE LESSON PLAN — HOW YOUR HEART WORKS**

**Brief Description:** Use this information to teach your students about the heart and how it works. Learning the importance of their hearts to their bodies will motivate students to keep their hearts healthy and strong. Students will also learn about the history of the stethoscope, how to listen to their hearts, and about congenital heart defects.

**Grade level(s):** Elementary Grades (2–5)

**Duration:** 45–50 minutes

**Lesson Objectives:** Students will learn about how the heart works and the effect exercise has on their heart

**AAHE Standards:** 1.5.1, 7.5.2

**Subject Standards:**
- NS.K-4.6: Personal and Social Perspectives, Personal health
- NS.K-4.7: History and Nature of Science, Science as a human endeavor

**Materials:** One cardboard paper towel tube per every two students

**Procedure:**

Introduce: Use the information in the Teacher’s Resource Guide to review how the heart works with students. Next, explain that when your heart pumps, you can hear it beating. Here is some information to guide you:

When your heart beats, it is pumping blood through the body. Sometimes, you can feel it too. Especially after you’ve been running or playing hard, your heart beats harder and faster to keep up — that’s probably when you can feel it beating in your chest. How fast or slow your heart is beating is called your **pulse** or **pulse rate**.

Did you know when your heart beats it also makes a sound? It does! What you hear sounds like “lub-dub.” The two sounds together (lub and dub) is one heart beat. The lub sound is made when the valves in the top two chambers of the heart close and the blood, which is moving very fast, hits against them. The second sound, the dub, is made when the blood exits the heart (leaving the lower two chambers) and new blood pours into the two bottom chambers and slams against the closed valves.

You can’t hear the sound your heart makes with the naked ear; you need a device to help you hear it. Does anyone know what the device doctors use to listen to your heart is called? (**stethoscope**).

The stethoscope was invented in 1816 by a French doctor named René Laennec. It was a simple tube with an ear piece on the end. Now, we’re going to use a simple stethoscope to listen to our hearts.

( NOTE: Search René Laennec on the Internet to show the class a picture of an early stethoscope).

**Activity:**

Have students break into pairs. Give one paper towel tube to each pair of students. Ask each student to take turns listening to their partner’s heart by holding one end of the tube to their ear, and the other to their partner’s chest. Make sure the room is quiet so they can hear.

Next, have students perform 2 minutes of activity (running in place, hoping, etc), and listen to their hearts again.

**Discuss:**

What did you notice about your heart beats after the activity?

Why is daily physical activity important to your heart?
VISUAL ARTS LESSON PLAN — DESIGN NEXT YEAR’S T-SHIRT

Brief Description: Encourage students to reflect on what they have learned about their hearts over the past few weeks. Have them create work that represents what they’ve learned or why they are participating. Then submit your favorite artwork to the American Heart Association. It might be used as the Jump Rope For Heart T-shirt design for 2012–13!

Grade level(s): Elementary (K–5)

Duration: 45 minutes

Lesson Objectives: Create a work of art that celebrates what students have learned over the past weeks or captures the spirit of Jump Rope For Heart.

Subject Standards:
- NA-VA.K-4.1 Understanding and applying media, techniques and processes
  - Students use different media, techniques and processes to communicate ideas, experiences and stories.
- NA-VA.K-4.3 Choosing and evaluating a range of subject matter, symbols and ideas
  - Students select and use subject matter, symbols and ideas to communicate meaning.

Materials: Art supplies (media of your choosing)

Procedure:

Motivation: Explain that the purpose of today’s class is to create a visual representation of what students have learned over the past few weeks about their hearts or about why they are participating in Jump Rope For Heart. Here are a few words and phrases that might help inspire students:

- Helping others
- Heart
- Strong
- Saving lives
- Hero
- Jump rope

Demonstration: If needed, demonstrate or provide brief instruction to introduce students to the media you have selected for the project.

Clean up: Be sure to leave ample time for students to clean up.

Please visit [heart.org/jump](http://heart.org/jump) for information on how to submit your best work for consideration as the 2012–13 T-shirt design for Jump Rope For Heart. The winning student and school will be recognized in the 2012–13 materials.

Jump Rope For Heart 2011–12 Winning Design
by Sara, Age 10, Ohio

“I love Jump Rope For Heart because I love to jump rope and make up jump routines and learn tricks with my friends. We also get to learn a lot about our hearts and how to keep them healthy. My grandpa had angioplasty, which is a surgery that helped his heart. He had plaque built up in an artery. The surgery widened his artery so he wouldn’t have a heart attack. I am so happy that they were able to help him. Now my grandpa exercises to keep his heart healthy.”
2011–12 NATIONAL JUMP AND HOOPS AWARDS

- Top 10 Jump Rope For Heart Schools based on highest fundraising total
- Top 10 Hoops For Heart Schools based on highest fundraising total
- Top 10 Jump Rope For Heart/Hoops For Heart (combo events) Schools based on highest fundraising total
- Top Jump Rope For Heart School Rookie of the Year (first-time participating school with highest fundraising total)
- Top Hoops For Heart School Rookie of the Year (first-time participating school with highest fundraising total)
- Top Online Fundraising School based on total online dollars raised
- Top Fundraising Student based on overall total dollars raised

- Outstanding Jump Rope For Heart (JRFH) Volunteer Event Coordinator: Recognizes a JRFH coordinator who has seen significant growth with the JRFH program, number of years implementing JRFH, creativity of event, passion of event, community involvement, faculty/staff/PTA/PTO involvement, demonstrates team involvement and has overcome any unique challenges that other JRFH coordinators can learn from.

- Outstanding Hoops For Heart (HFH) Volunteer Event Coordinator: Recognizes a HFH coordinator who has seen significant growth with their HFH program, number of years implementing HFH, creativity of event, passion of event, community involvement, faculty/staff/PTA/PTO involvement and has overcome any unique challenges that other HFH coordinators can learn from.

- Administrator of the Year Award: For a superintendent, coordinator or instructional specialist of PE who has been instrumental in growing the Jump Rope For Heart and/or Hoops For Heart program(s) in his/her school.

- Principal of the Year Award: For a principal who has been instrumental in growing the Jump Rope For Heart and/or Hoops For Heart program(s) in his/her school.

- “Open-Door” Award: Recognizes a Jump Rope For Heart and/or Hoops For Heart volunteer who has helped bring peers into the program by opening doors to American Heart Association staff and/or helping the American Heart Association recruit new customers by referring staff to other coordinators who have successfully completed an event.

- Faye Biles Educational Award (individual award): Faye Biles was an early pioneer with Jump Rope For Heart who focused on the event’s educational aspects. This award recognizes a Jump Rope For Heart and/or Hoops For Heart coordinator who has been instrumental in implementing the American Heart Association’s school-related programs. (Teacher’s Resource Guides, skills resources, HeartPower! Online, CPR in Schools, Healthy Schools Program, What Moves UI, etc.)

- Heart-Healthy School Award: Recognizes a Jump Rope For Heart and/or Hoops For Heart school that has implemented American Heart Association programs within the entire school. (Teacher’s Resource Guides, skills resources, HeartPower! Online, CPR in Schools, Healthy Schools Program, What Moves UI, etc.)

- Outstanding Team of the Year: Recognizes a team of two or more that has seen significant growth with their Jump Rope For Heart or Hoops For Heart program, number of years implementing JRFH or HFH, creativity of event, passion of event, community involvement, faculty/staff/PTA/PTO involvement, Jump or Hoops demonstration team involvement and has overcome any unique challenges that other coordinators can learn from.

- Young Heart Leadership: Recognizes a person under age 21 who has demonstrated the highest levels of leadership in action that contributed to the growth in Jump Rope For Heart or Hoops For Heart.

AAHPERD or state AHPERD membership is not an eligibility requirement for these awards. All winners will be notified by Oct. 30, 2012. Winners’ names will be published in the Winter issue of AAHPERD’s newsletter, The Pulse, and on heart.org/jump and heart.org/hoops.

For questions about the national awards, please contact your local American Heart Association office or call (800) 242-8721.