IT TAKES HEART TO BE A HERO

Coordinator’s Guide
Jump Rope For Heart is a special event program that raises funds for the American Heart Association’s fight against heart disease and stroke. Millions of students have learned jump rope skills while learning about heart health and 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.

My name is Donnie. I am six years old. I live in Illinois with my mom, my dad, and my big sister Madison. I have two cats named Winnie and Tessie. My best friend’s name is also Winnie.

My heart is different than most kids’ hearts because I was born with a hole in my heart. When I was five, I got sick a lot! I had pneumonia twice; I still get pneumonia, just not as bad.

My doctor sent me to see a heart doctor at St. Louis Children’s Hospital because my heart looked really big when she did a chest x-ray on me. My heart doctor found my hole the first time I saw her. She was really nice. She scheduled me for open-heart surgery; it was the only way to fix my heart. My surgeon fixed my hole and also had to move parts on my heart around, as it was not connected like a normal heart.

I was scared at first, but all of my nurses and doctors were so nice and I feel much better now. My best friend Winnie came to see me in the hospital. She wasn’t even scared of all the wires I had hooked up to me. Thanks to the great job my doctors did, I can live a normal, healthy life but I will always have heart disease and my scar. I don’t even have to take any medicine for my heart!

I love playing outdoors, especially kicking the ball with my dad, playing catch with my grandpa and playing Wii with my sister.

My wish for other kids with sick hearts is that they all can have their hearts fixed too!

I Jump Rope For Heart to support the research of the American Heart Association. It is so much fun jumping with my friends. My sister jumps too! You can help other kids like me to get their hearts fixed by raising money to support the American Heart Association.
THANK YOU for joining us in the fight against heart disease and stroke. You and your students will make a difference and help save lives!

What are the goals of Jump Rope For Heart?

• Increase students’ knowledge of how their hearts work and how to take care of them.
• Promote the value of living a heart-healthy lifestyle — you’ll feel better and have fun!
• Honor those people in our community affected by heart disease.
• 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 does the American Heart Association do for kids’ health?

• Congenital heart defects are the most common form of infant death from birth defects. We fund research to discover how the heart develops before birth and look for new treatments.
• We advocate at the federal and state levels for physical education and nutrition wellness in schools.
• We provide training courses for middle and high school students in CPR to help with emergency situations.

What is my role as the volunteer Jump Rope For Heart coordinator?

• Educate students on how to participate. Encourage, motivate and inspire your whole school to get involved.
• Explain how students can be rewarded. (Please note the NEW Jump Rope For Heart Thank-You gift structure.)
• Bring the program to life! Use the tools and educational materials we provide to create an event focused on heart health that also allows students to raise life-saving funds.

This guide will help you organize, promote and execute your Jump Rope For Heart event.

Have fun!

Materials Included in Your Event Kit:

• Jump Ropes
• Jump Skills Banner
• Participant Event T-shirts
• Student Collection Envelopes
• Heart Hero Bookmarks
• Event Stickers
• Event Coordinator’s Folder (includes resources to help with promoting your event and ordering thank-you gifts)

Many thanks to Dr. Derrick Mears for his work on lesson plans.

Jump Rope For Heart promotes the value of healthy habits to elementary school children and empowers them to contribute to their community’s welfare.
QUICK STEPS TO SUCCESS

MY EVENT WILL BE HELD ON ________________.

My Kick-Off Day Is ____________.

My “SAVE THE EVENT DATE” Message Will Go Home On ____________.

My Student Online Sign Up Instructions Will Go Home On ____________.

My Parent Letter and Student Collection Envelopes Will Go Home on ____________.

Getting Started:

• Communicate! Let parents and students know about Jump Rope For Heart by promoting it throughout the school. In addition to hanging posters, spread the word about Jump Rope For Heart on your school’s marquee, website and in parent newsletters. Include event reminders in the morning announcements (see page 8 for promotion ideas).

• Send a “Save a Date” message to parents. Encourage students to go ahead and sign up online and join their online school team.

• Send the collection envelope with a parent letter that includes your event details (see Event Resource CD for sample parent letter).

• Show the “It Takes Heart To Be A Hero” short promotional video (included in your Coordinator Folder) on your kick-off day.

• Recruit parent volunteers to help with your event. Parents can count donations, help at an assigned jump rope station, sort thank-you gifts, etc.

During your event:

• Work with your American Heart Association representative to develop an event plan. Keep communicating with him/her between your kick-off and event day.

• Promote online fund raising often in the weeks leading up to your event. Recognize students who have registered to date and encourage others to join too.

• Make it meaningful to students and the school community. Invite a survivor to share their story, create a heart wall so students can jump in honor or in memory of a loved one or use a lesson plan from the Teacher Resource Guide to teach students more about heart health.

• Get creative to make jumping rope and fitness fun! Improve jump rope skills while teaching students about heart health. Visit americanheart.org/jump for great ideas on jump rope stations, games, activities, contests and more.

• Set a goal! Be sure to plan a participation incentive and a fund-raising incentive to excite the students. This Coordinator’s Guide and the Event Resource CD have additional ideas on how to make your event a success.

After your event:

• Be sure to inform your American Heart Association representative when your event is taking place and when students are expected to turn in their collection envelopes.

• Fill out the Participant Record Sheet(s) and Summary Gift Order Form to help determine what thank-you gifts to order. You can either use: the electronic version of the forms (Excel spreadsheet) located on the Event Resource CD that will automatically calculate your totals; OR fill out your totals on the pre-printed forms included in the Coordinator Folder.
  
  – PLEASE NOTE THE NEW FORMAT OF THE PRE-PRINTED SUMMARY GIFT ORDER FORM. YOU WILL NEED TO FILL OUT THE FRONT AND BACK.

  – Helpful hint: Sort your student envelopes by grade/teacher to make it easy to track.

• Convert all the cash to a check, money order or cashier’s check.

• Mail the Summary Gift Order Form and donations in the white pre-addressed envelope provided in your Coordinator’s Folder. Keep a copy of your Summary Gift Order Form for your records.

• Thank everyone who helped to make your event a success.

• CELEBRATE YOUR SUCCESS. You are saving lives!

Note (if applicable): Your school’s and students’ thank you gifts should arrive 4–6 weeks after mailing in your donations.
ENCOURAGE YOUR STUDENTS TO RAISE MONEY ONLINE AND SAVE LIVES!

Here’s WHY students should sign up TODAY to raise money online…

• It’s SAFE! Our website is secure and protected. Student and donor information is housed on a secure site and is not given out to any third-party entities. Plus, students do not need to handle any checks or cash since all 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 out 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 e-mailed a donation receipt.

• It’s EFFECTIVE! Students AND schools on average raise 3x more money online than through collecting checks or cash. By using online fundraising, your students can help raise more money to save more 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 own Web page by uploading their own photo and more!

• It’s FUN! Not only will students be able to see how they are progressing towards their personal fund-raising goal, they will be able to see how their school is progressing towards its team goal.

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

Fun ways to promote online fund raising!

• Encourage every student to sign up online! Include instructions on the back of your “Save the Event Date” notice or parent letter you send home.

• Work with your technology/classroom teachers to have students set up their Web pages during computer class. Send home a weekly online assignment (e.g., e-mail 5 people the warning signs of heart attack and stroke (see Event Resource CD for more ideas)).

• Promote americanheart.org/jump on bulletin boards. Remind students how easy it is to register online.

• Ask students to write about their personal motivation for Jump Rope For Heart and encourage them to include this in the e-mail they send to family and friends.

• Plan a fun incentive for students to sign up online and recognize top online fundraisers (see page 6 for ideas).

• Map it! Keep track of where donations are coming from. Put up a map and place push pins in donors’ locations, to show the kids how they are reaching beyond their city limits.

• Track how many e-mails are sent. Graph it or put it on a chart. This is a great visual that shows your students how many people they’ve reached across the country.

americanheart.org/jump
KICK OFF THE FUN!

DATE ___________________ (3–4 weeks before event)

- Send a Parent letter (template provided on the Event Resource CD) along with the collection envelopes home with every student.
- Ask students to set up their personal Web page to raise money online. Make it a homework assignment or have students set up their Web pages during computer class.
- Show the “It Takes Heart To Be A Hero” short promotional DVD (included in your Coordinator’s Folder).
- Introduce your students to our young heart disease survivors by handing out their collection envelopes and Heart Hero bookmarks. The money your students raise will help other kids with special hearts.
- Hang the posters that have been provided in your event folder to help build excitement and passion. YOU are the best motivator!

INCENTIVES

Incentives are a great way to motivate students and teachers, getting the whole school involved and excited about Jump Rope For Heart!

Ideas to reward students

- Join the Club: Create special “Clubs” to recognize different fundraising achievements or other special milestones. Assign fun “perks” to each Club level to motivate students to join.
- Heart Wall: Use heart templates included on the Event Resource CD for students to show their passion and commitment to raising life-saving funds. Or, create a wall banner for students to sign or add their pictures.
- PE Teacher/Principal for the Day.
- Pick a prize from the prize box, e.g., for raising money online.

Ideas to reward classrooms

- Class with the most dollars raised or most participants gets to sign the Jump Rope For Heart banner and hang it in their room for the rest of the school year.
- Top class gets an extra PE class or chooses the activities for the week.
- Healthy lunch with the PE teacher.
- Movie and popcorn party.

Ideas to reward the whole school

Set a school challenge based on your goal and reward all the students.

- Offer a fun, out-of-the-ordinary experience for your students and teachers.
- All staff and/or students wear a themed wardrobe to school (e.g., Pajama Day, Hat Day, Crazy-Tie Day).
- Obstacle course race between teachers and students.
**Brief Description:** Introduce the Jump Rope For Heart program and explain to students how they are being heroes. Additionally, help students articulate the importance of what they are doing when they ask for donations.

**Grade level(s):** Elementary grades

**Duration:** 30–40 minutes

**Lesson Objectives:** Demonstrate effective verbal and nonverbal communication skills to enhance health and seek donations.

- Encourage others to make positive health choices.

**AAHE Standards:** 2.5.4., 4.5.1., 8.5.2.

**Subject Standards:** NCTE/IRA Standards for the English Language Arts

1. Students adjust their use of spoken, written and visual language to communicate effectively with a variety of audiences and for different purposes.

12. Students use spoken, written and visual language to accomplish their own purposes.

**Materials:** Spiral notebook or paper, pencil or pen

**Procedure:**

**Introduce:** Talk with students about what Jump Rope For Heart is, and how by participating they are becoming heroes and helping to save lives. Here is some information you can use:

- Jump Rope For Heart is a program from the American Heart Association that teaches us about being physically active and how to take care of our hearts. It also lets us be a hero to someone who needs our help. By asking friends and family members to sponsor you in Jump Rope For Heart you raise money for the American Heart Association to help end heart disease. Did you know that heart disease affects kids? Every year, about 36,000 kids are born with a congenital heart defect.

- When you raise money for the American Heart Association it goes to invent new medicines, treatments and equipment that could help stop heart disease for someone, maybe even a kid your age.

Share a child survivor story with students to illustrate that children of all ages can be impacted by heart disease. Child survivor stories are available on americanheart.org. Continue to explain to students:

Because of research and new technology, kids like _______________ have been able to get help and live normal lives! Some of the treatments that help kids weren’t available even 10 years ago. You can be a hero. When you raise money to help people with heart disease, you’re saving lives!

**Journal:** Now ask students to write a paragraph (or more) about why they think participating in Jump Rope For Heart is important. Here are some writing prompts to help them if they get stuck:

- Jump Rope For Heart raises money to help kids by…

- Doing Jump Rope For Heart makes me a hero because…

**Discuss:** Once the students are done writing, have them break into small groups to start practicing how to explain Jump Rope For Heart to parents, friends and family and how their donations will help other kids (and adults too!). Their speeches should be about 2 minutes and include these elements:

- **Introduction** — Introduce yourself, your school name and grade; for example, “Hi, I’m Jane Smith and I’m in 3rd grade at Greenbriar Elementary School. I’m raising money for the American Heart Association by participating in Jump Rope For Heart.”

- **Body** — Clearly state what you are asking and describe why you want them to help you. Maybe someone you know has heart disease and you want to raise money for the American Heart Association to help them.

- **Conclusion** — Say “thank you!”

Once speeches are complete, have your students practice for homework and talk to their family about Jump Rope For Heart and making a donation.
BUILD ENTHUSIASM!

DATE ___________________ (2 weeks before event)

• Check your school team’s online fund-raising progress! As the event coordinator, you can update your School Team Web page as often as you like with incentives, passion stories and other motivational information.
• Promote fun incentives to reward top performers and fund-raising successes.
• Encourage faculty to motivate students to register online. Recognize classrooms that have the highest number of students registered online.
• Finalize your celebration/event day activities: station ideas, decorations, volunteers, etc.
• Remind students and teachers about the event day and when the collection envelopes are due via morning PA announcements, bulletin board updates, etc. (see Event Resource CD for sample heart-healthy morning PA announcements).
• Teach your students about how their hearts work and how to take care of them by using the lesson plan activities included in this guide and on the Event Resource CD. These activities can be done by any teacher in your school every week leading up to the event!

STATION IDEAS

There are several ways to set up your event, but the most popular is setting up heart-health or jump skills stations. For jump skills, use your new skills banner or visit americanheart.org/jump for more ideas. You can download various single rope, partner jump and long rope skills. Jumpers can rotate to another station every 3–5 minutes.

• Toss to the Heart (K–2): Trace a person on a sheet of paper or use a poster with a person on it. Make a large heart on that person. Draw a line 6–8 feet away and have students throw bean bags to try and hit the heart on the drawn person. Once they hit the heart they can pick up the bean bag and say “I love my heart.” Let each student throw 2–3 bean bags per turn.
• Animal Broad Jump (K–6): Place the starting line near a wall to prevent students from doing a running start. From a standing position, students should jump with both legs to see who can reach the longest distance. Place markers at intervals away from the starting line to see which animal they can get to: chameleon (1), spider (2), bullfrog (3), flea (4), penguin (5), jackrabbit (6), kangaroo rat (7), polar bear (8).
• Knock out Tobacco (Bowling) (1–6): Once students knock the pins over, they make the pledge, “I will never smoke.” Another variation is Human Bowling: Set up bowling pins at the far edge of a low mat and tie a knot at the end of a climbing rope. Students sit on the knot and swing out from the near side of the mat, kicking their feet out to try and knock over the pins.
• Fill the Food Pyramid (3–6): A relay race with 2–3 teams. Each team has a bucket at the starting line with pictures of food items. Each team must correctly fill the pyramid with the correct foods in the correct section and end up with the right number of servings.

KEEPING EVERYONE IN THE ‘JUMP’ LOOP...

COMMUNICATING WITH ENTHUSIASM IS KEY!

Promoting your event should be a three-way conversation with your school’s key audiences: students, parents and staff. When you include everyone, the whole school is more apt to embrace the event. Ready to create your communications plan? Remember to think about the best way to communicate to each of these groups. Below are some ideas to consider.

<table>
<thead>
<tr>
<th>Students</th>
<th>Parents and Families</th>
<th>Faculty and Staff</th>
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<tr>
<td>• Introduce Jump Rope For Heart and explain the importance of the program. Discuss how students can make a difference and save lives.</td>
<td>• Send donation packets home with a parent letter.</td>
<td>• Make sure Jump Rope For Heart (including your Kick-Off and Event Day) is marked on school calendar.</td>
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<td>• Spend 10 minutes walking through the steps to register on the online donation site.</td>
<td>• Direct traffic to the online donation site by copying the step-by-step instructions onto the back of your parent letter.</td>
<td>• Right before you kick off Jump Rope For Heart to students, send out a “Who/What/Where/When” e-mail or share info at your faculty meeting to educate staff on program details and volunteer opportunities.</td>
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<td>• Provide reminders to students each day leading up to the big event day.</td>
<td>• Include information about the event and reminders in all newsletters and on your school website.</td>
<td>• Ask teachers to encourage their students to sign up online and send out e-mails.</td>
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<td>• Put up posters around the hallways, cafeteria, media center and office.</td>
<td>• Use e-mail or call-home features when available.</td>
<td>• Visit americanheart.org to access more heart-health information to share with colleagues.</td>
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<td>• Show the promotional video a few times leading up to the big day.</td>
<td>• Make sure you have a flyer or poster in your front office.</td>
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<td>• Go on morning announcements for 2–3 weeks leading up to the event with heart-healthy tips and reminders.</td>
<td>• Announce event on the school marquee the week of the event.</td>
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<td>• Hang a sign or banner in student pick-up area for parents to see.</td>
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Brief Description: Allows students to visualize the beating of their hearts with the concept of sound.

Grade level(s): Elementary Grades

Duration: 45 minutes

Lesson Objectives: Students will:

• Practice beat and rhythm.
• Apply the sound of a heart beat to music.

AAHE Standards: 4.5.1, 7.5.2

Subject Standards:

NA-M.K-4.2 Performing on instruments, alone and with others, a varied repertoire of music

• Students perform easy rhythmic, melodic and choral patterns accurately and independently on rhythmic, melodic and harmonic classroom instruments.
• Students echo short rhythms and melodic patterns.

Materials: Variety of un-pitched rhythm instruments (hand drum, conga drum, bongo drum, temple block, cabasa, claves, rhythm sticks, tone block, cow bell, wood block, etc.), metronome (optional)

Procedure:

1. Begin clapping a steady beat to mimic that of a heartbeat. (NOTE: the average resting heart rate for kids 6 to 15 is 70–100 beats per minute. If you are using a metronome set it in the adagio-andante range). Ask students to join in, clapping the steady beat.

2. Ask students to remember your discussion about how the heart works. They learned about the pumping heart and how it beats continuously. (This lesson can be found in the Teacher’s Resource Guide if students have not done this exercise.)
   • As an alternative, consider downloading a heartbeat sound file from the Internet to play for the class.

3. As students listen to their hearts, or the recording, have them determine if the heartbeat is a steady beat, or a rhythm.
   • It is a rhythm: two beats and a rest.
   Have students clap the rhythm (still within an adagio-andante range).

4. Listen again to the heartbeat. Is one beat accented?
   • The second beat is accented.
   Resume clapping the rhythm at an adagio-andante beat. Have students incorporate the accent into their clapping.

5. Have students perform 2 minutes of physical activity (jumping in place, running in place, marching, etc.) and listen to their hearts again (or speed up the recording of the heartbeat).

6. Clap the rhythm of the heart now (active heart rates for children will be allegro-presto, in the range of 120–200 beats per minute).

7. Distribute the rhythm instruments to students and lead them in arrangements and improvisation based on the heartbeat rhythm.

8. Instead of conducting them as normal, have students take turns performing physical activities, and adjust the tempo of the arrangements based on the intensity of the student’s activity.

Closure and Discussion

1. Ask students to put away instruments.

2. Consider asking students how different tempos affect their mood or desire to be active. Does faster-paced music make them want to be active? Does soft, slow music make them want to rest?

Optional Activities: Have the class perform their arrangement at the Jump Rope For Heart event.

Recommended Resources:
For free online metronome or heartbeat sound files, search “metronome” or “heartbeat sounds” in your Web browser.
REACH FOR YOUR GOAL!

DATE ___________________ (1 week before event)

• Update your school’s fund-raising goal posters with the amount raised to date to show your school’s online fund-raising progress!
• Announce how much has been raised to date on the morning PA announcements.
• Refresh your communications to students, parents and teachers the last week before your event. Remind families of the event during student drop-off and pick-up. This is a great way to motivate and excite students and families as the event approaches.
• Recognize classrooms with the highest number of students who have collected donations so far.
• Remind students of the upcoming event and ask teachers to remind classes when the collection envelopes are due. If you have not done so already, send home the Heart Hero Bookmark and Jump Rope For Heart sticker to help remind parents and volunteers.

A THANK-YOU GIFT FOR YOUR SCHOOL

Students are not the only ones who can earn thank-you gifts by participating in Jump Rope For Heart! Based on the total amount your school raises, you can earn a U.S. Games gift certificate from the American Heart Association. Use this gift certificate to purchase new equipment for your school. Visit us-games.com/aha or call 1-800-327-0484 ext. 4326 to request a free catalog!

If your school raises $55,000 or more, you will earn more in U.S. Games Gift Certificates! Contact your local American Heart Association representative for more details.

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**SCIENCE LESSON PLAN — FIND YOUR BALANCE**

**Brief Description:** Students will learn how to identify healthy foods.

**Grade level(s):** Elementary Grades

**Duration:** 40 minutes

**Lesson Objectives:** Students will:
- Identify healthy selections from within each food group.
- Understand how to balance nutritious foods with occasional treats.

**AAHE Standards:** 1.5.1., 5.5.3.

**Subject Standards:** National Science Education Standards
- Personal Health

**Materials:** pen or pencil, copies of *What Should I Eat?* and *My Weekly Schedule* from Event Resource CD. Optional materials: measuring cups, baseball, computer and free online videos from AmericanHeart.org/FaceTheFats.

**Procedure:**

As a class, review the information found in the *What Should I Eat?* handout. Discuss some healthy selections for each food group. Pose the following questions for large-group discussion:

- What do you think it means to have moderation in the foods you eat? Does moderation mean NEVER having certain foods?
- What is a portion size? What is a serving size?

A serving size is a standardized amount of food, such as a cup or an ounce. A portion size is how much you put on your plate and eat or drink in one meal. So a serving is the recommended amount that you eat or drink, and a portion is what you actually eat or drink. Servings and portions are not always the same, sometimes a portion can be 2 or even 3 servings.

Pose the following questions for large-group discussion and record key points on the board:

- What do you think of when you hear the word “balance”?
- What are some things you try to balance in your everyday life? Possible Answers: getting ready for school, homework, hobbies, chores.

One of the biggest challenges about keeping balance is finding **time** for all the things that we think are important in our lives.

- What are some things we have to do? Possible Answers: Eat breakfast, go to school, finish our homework.
- Some things we like to do? Possible Answers: Hang out with friends, try new hobbies, play video games.
- Is being healthy a priority? What are some things you do to be healthy? Possible Answers: Walk or ride bike to school, eat fruits and vegetables, drink lots of water, participate in sports.

Focus on the importance of making a schedule and prioritizing to fit in the things you have to do and the things you want to do. Making and sticking to a schedule is one of the best ways to organize your time so you have time for all the things you need and WANT to do.

**Activity:**

Have students complete the *My Weekly Schedule* worksheet with everything they need and want to do in the coming week.

- Ask students to think about overall trends in their schedule. Are they spending a large amount of their time doing a certain activity? Is there anything missing from their calendars?
- How can making a schedule help them plan head to make healthy decisions?

Next, have the students add 3–5 things for the week that will improve their health and mark them with a star. Possible Answers: Get 9 hours of sleep, go for a walk, cook dinner with a family member, eat as a family, go to the grocery store.

Stress that it’s perfectly OK to do things we like (such as watching TV or going to the movies) as long as we balance these habits with healthy ones.

**Homework:**

Encourage students to take the *Rate your Kitchen* worksheet home and evaluate their own kitchens.
CELEBRATE BEING A HEART HERO!

DATE ________________ (event week)

• Students turn in collection envelopes. Have teachers or parents help count the money so you can report a running total throughout the day of how much has been raised by each class.
• HAVE FUN and enjoy your event with your students! Your event should be fun, easy to coordinate and get hearts pumping!
• Have students share what they enjoyed most about volunteering for the American Heart Association.
• Include parents, faculty and the local community in event activities.

YOUR DONATIONS MAKE A DIFFERENCE

Jump Rope For Heart schools like yours have raised more than $810 million in the past 32 years to help fund research, education and advocacy efforts leading to many lifesaving breakthroughs and important health milestones.

The American Heart Association is proud to have funded research that has led to these and other important breakthroughs.

Interested in sharing these life-saving breakthroughs with your students’ families and faculty? Please see your Event Resource CD to print out this timeline.
WRAP UP YOUR EVENT!

DATE __________________ (1 week after event)

• Announce the official grand total on the donations made. Make sure to share your school’s success via morning PA announcements, the school website, newsletter and in other visible areas.

• Refer to the banking materials included in your Event Coordinator Folder and Event Resource CD for detailed instructions on how to tally your funds and order your students’ and school’s thank-you gifts.

• Convert any cash to check or money order. Complete Participant Record Sheets and the Summary Gift Order Form. PLEASE NOTE THE NEW FORMAT OF THE PRE-PRINTED SUMMARY GIFT ORDER FORM. YOU WILL NEED TO FILL OUT THE FRONT AND BACK.

• Mail the Summary Gift Order Form with event proceeds (checks) to the American Heart Association in the postage-paid envelope. (A second envelope is provided for donations that come in later. You can find the Additional Money Banking & Gift Order Form to order additional thank-you gifts on the Event Resource CD.)

• Distribute gifts as soon as you receive them. They usually arrive 4–6 weeks after you mail the banking envelope. Thank every participant.

• Record what worked well this year and what changes you would like to make for next year’s event.

SAY THANK YOU!

Encourage students to thank their donors! Here are some creative ways for them to show their appreciation and to share what they learned from their Jump Rope For Heart experience.

• Phone call or e-mail from principal thanking parents and teachers for their support.

• Recognize students who raised funds with a “heart award/certificate” at a year-end awards ceremony.

• Create a video montage of the event to play in the school morning news show.

• Have a heart-healthy after-school lunch for students, parents and teachers who donated and helped with the event.

• Post your event fund-raising total and event pictures/video on the school website and in the newsletter.

• Post your event fund-raising total and recognize outstanding individuals, along with a thank-you message to the community, on the outdoor school marquee.

• Submit photos from the event to the local newspaper.

• Create a heart-shaped thank-you note (or use the template on the Event Resource CD) that students can use to write a personal thank-you statement, share what they learned about helping kids with special hearts and how to take care of their hearts. Include a photo from their Jump Rope For Heart event.

THANKS FOR HELPING ME BE A HEART HERO!

Dear _______________________________________________________,

Thanks so much for helping me help kids with special hearts by donating to my Jump Rope For Heart event.

My favorite part of Jump Rope For Heart was __________________________________________________________________________

______________________________________________________________________________

Thanks so much for helping me be a heart hero!

From ________________________________
**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 2011–12 or on future Jump Rope For Heart materials like the website or calendar!

**Grade level(s):** Elementary (K–4)

**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.

**AAHE Standards:** 1.5.1, 4.5.1

**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 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 [americanheart.org/jump](http://americanheart.org/jump) for information on how to submit your strongest work for consideration as the 2011–12 T-shirt design for Jump Rope For Heart. The winning student will be recognized in the 2011–12 materials.

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**Jump Rope For Heart 2010–11 Winning Design**

“Heart Hero,” by Nicholas, Age 9

“*I liked doing Jump Rope For Heart because I like helping people who are sick. My grandma and grandpa had heart disease. I feel it is important to help other people with heart disease because you can’t live without a heart. The more money we raise for heart disease the more people it would help to get better and live long lives.*”
2010–11 National Jump and Hoops Awards

• Top 10 Jump Rope For Heart Schools based on highest fund-raising total
• Top 10 Hoops For Heart Schools based on highest fund-raising total
• Top 10 Jump Rope For Heart/Hoops For Heart (combo events) Schools based on highest fund-raising total
• Top Jump Rope For Heart School Rookie of the Year (first-time participating school with highest fund-raising total)
• Top Hoops For Heart School Rookie of the Year (first-time participating school with highest fund-raising total)
• Top Online Fund-raising School based on total online dollars raised
• Top Fund-raising 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 their JRFH program, number of years implementing JRFH, creativity of event, passion of event, community involvement, faculty/staff/PTA/PTO involvement, Demo 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 Principal, Superintendent, Coordinator or Instructional Specialist of PE who has been instrumental in growing the Jump Rope and/or Hoops For Heart program(s) in his/her school.

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

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

• Young Heart Leadership: Recognizes a young person, under the age of 21, who has demonstrated the highest levels of leadership in action that contributed to growth in JRFH or HFH.

AAHPERD or state AHPERD membership is not an eligibility requirement for these awards. All winners will be notified by Oct. 30, 2011. Winners’ names will be published in the Winter issue of AAHPERD’s newsletter, The Pulse, and on americanheart.org/jump and americanheart.org/hoops.

For questions about the national awards, please contact your local American Heart Association office or call 1-800-242-8721.

This seal signifies that the American Heart Association - National meets the BBB Wise Giving Alliance’s Standards for Charity Accountability.