

This Is How We Do It

Constant positive messaging is key

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For the past two years, our school has raised an average of \$13,000 through the Jump Rope For Heart program, which is 10 times greater than what we raised in the 10 years prior to 2016. Why, you ask? The answer is simple: **motivation and persistence**

Therefore, our PE department works diligently to motivate students to participate in Jump Rope For Heart. We begin by showing the JRFH DVD to each class during PE.



Next, we have students share personal stories of loved ones who have been affected by heart disease. Additionally, we teach jump rope lessons that are heart-healthy and fun. One of our priorities is to distribute instant gifts to students as soon as the donations come in, and finally, we generate excitement by showing the video of our previous year's JRFH party.



Our school community is awesome when it comes to supporting worthwhile causes. However, students, parents and staff need frequent reminders to keep the event on their mind.

Constant positive messaging is key! Every day in PE, we ask students if they have sent out emails to their friends and family and we give "shout outs" to those who have raised money. We also send friendly reminders to parents in our weekly online newsletter. Last and perhaps most important, we have our student council members perform a skit about heart health or deliver a message about JRFH during our morning televised announcements. We truly believe that motivation and persistence are the key to a successful JRFH event!

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