FUNDRAISING

- Partner with a language arts teacher and have the students write official business letters to area businesses, requesting that they assist their local school in raising funds for education and research in heart disease. They will learn how to write a business letter and how to request a response. They should also find the name of the appropriate person to address the letter. (Good for grades 5-12)

- Tell your students about the opportunity to obtain matching donations. Many companies will double employee donations to charitable organizations. Ask your American Heart Association Youth Market Representative for a list of companies in your area that have matching donations so that you can pass this information on to your students.

- Search for local sponsors for your event who can provide nutritious snacks for your students or other incentives. Many national chains have provisions to provide donations to support local events.

- Get sponsors from area businesses and put their logo on the back of the Jump Rope For Heart or Hoops For Heart t-shirts.

- Use the “Fifty Dollars Saves a Life” as a goal setting plan. The American Heart Association can train a person in CPR for $50. A school can use this formula to compute how many persons are “saved” by the total school donations.

- Another way to earn funds towards your program is to charge admission to an annual student vs. staff Hoops For Heart championship game.

- Raffle donated items, selling American Heart Association T-shirts, hosting a Parents’ Day Out, and school-wide dances.

- Sell t-shirts Students can create a design for a shirt, and then you or a parent can find a local printer to create the shirts. Add $2 or more to the cost, sell them to the school and community, and wear them with pride on Fridays.

- Sell jump ropes. Purchase with PTO money or a grant, and sell them for extra dollars.

- Host a 5k ($15 for 1k, $20 for 5k) Get sponsors for shirts, fruit, water, and numbers. Get volunteers to bring tables, music, a starter’s pistol, timer, golf cart, etc. Find friends, family, and community members who have been affected by heart disease and showcase their stories.
Coin Drive

- Have a coin drive coin jars in the classroom. Encourage students to donate coins; count them at the end of each week and promote each class’s progress.
- Competition between students in sixth, seventh and eighth grade during Spirit Week.

Students vs. Faculty Basketball Game Students pay $2 to get out of class last period to watch the game. Must have space for event, sponsors, insurance, t-shirts/awards, door prizes, volunteers, registration forms, and an entry fee.

Get others involved in your State Association — Recognize top coordinators, everyone who hosts an event receives a free state membership, or raffle items at your State convention.

INCENTIVE IDEAS

Ideas for Class/School

- Some examples of the rewards for meeting these challenges are extra physical education time, having the physical education teachers trade places with the principal and assistant principal for a day, receiving a prize donated by a local business, or having the gym named in your honor for a year. Our students take on these challenges and work hard to earn their extra rewards.

- Movie Night (Family Fitness Night) at school Students donate $5, jump for 1 hour, and watch a sport-themed movie (Space Jam, Jump In, etc.). Parents get a night out and you promote physical activity and JRFH. Serve drinks and snacks, collect donations from teachers or the community. Ask for volunteers (teachers, parents, college students) to help with sign-in, turning ropes, serving snacks, and clean-up.

- “Hat Day” or “Jeans Week” to encourage student and staff participation. Staff and students donate funds to the program to be eligible to wear jeans/hats to school. Ask teachers to pay $5-$10 to wear jeans for a week. Testing week is always a good idea.

- Hoops For Heart Collegiate Champions — A traveling trophy goes to the college or university that raises the most money in their Hoops For Heart event. For the past four years, Arkansas TECH, which uses Hoops For Heart as a class project (organization and administration), has won the title. The cost involved is approximately $100 plus printing and postage/mailing of the information.


- Water Parties at the end of the day when nice out. All students at certain level get to get out of class and bring water balloons, super soakers, etc and have water fight.

©2016, American Heart Association. Also known as the Heart Fund. 2/16DS9880
Field trips for top fundraising levels: tour of Life Flight (helicopter rescue)

“Healthy Food Buffet” (I bring in tons of different foods for them to try and we talk about eating healthy and trying new things!)

Students who raise donations get to attend a dance during school hours on a later date.

Have students make and sell heart healthy food during the event, with proceeds going into our total.

Ideas for Individual Students

- Participation-based competition: (1) banner competition—classroom with highest participation gets to hang the JRFH/HFH banners on their classroom door (and students sign banner), or (2) extra PE time

- Be careful to not make too many rewards for top $ participant, as there are usually 1-2 students who will be on top every year. If the other participants know they can’t raise as much as the star, they won’t even try and the school will not reach its goal. It’s better to make most incentives a “raffle” style to win (Ex. for every $50 you collect, you get your name in a drawing once for whatever reward).

- John Hancock — Have the top 5 fundraisers autograph the event banner. Or you can have the top fundraiser from each class sign.

- John Hancock II — Have every student who collects $50 or more autograph your t-shirt

- John Hancock III — Have teachers autograph a sample shirt, then have students enter a drawing to win it.

- Pup Awards — Have a special ceremony or recognition each day (in class) for all students who receive Soccer Pup and the lanyard and the online pups. This will be a great way to create a spirit of competition.

- Take me to Lunch — Draw 5 names from those collecting $50 or more. These students go to lunch with principal, PE teacher, mayor, superintendent, school board member, radio DJ, PTO President, etc.

- May I Take Your Order? — At lunch PE teacher or principal acts as waiter for top fundraiser from each class. The top student can even pick 3-5 of his/her friends to join them. Make it special with a tablecloth, nice dishes or fresh flowers.

- PE Teacher for a Day — Fundraising students choose the activity for the day. Only students who collect the designated amount of money get to vote. Example, if Mary and Jane are the only two who raise money and they want to play Ring Around the Rosie, then that’s what we will all be doing!

- $50 Club, $100 Club — Take a group photo of the students who raise the set amount each year. Have a “Wall of Fame” in your school hallway displaying the photos. Put the photo in the local paper for extra recognition.
Treasure Chest of Prizes — Ask local merchants to donate small dollar value coupons or passes (bowling passes, restaurant certificates, water park passes). Anyone who raises the set amount gets name in drawing to claim a prize.

Middle School or Junior High “No Dress Day” — Students who raise set amount gets one “No Dress Day” for gym. Instead you could offer music, dancing or other activities for those who don’t have to participate with the class activity.

Tournament Time (HFH Only) — Top 5 students in fundraising are a team. Ask 5 faculty members to form a team-then the teachers play the students. Additional faculty and students should be cheerleaders for their representative team. If players aren’t that skilled, they can do a shoot-out game like H-O-R-S-E instead. The winners must defend their titles next year!

Front of the line Pass — Students who raise $50 or more can go first in the lunch line.

Extra raffle tickets for most money raised for raffle baskets donated by PTA

Come Back for More — The top class (or just top students) receive an extra PE class or additional time to jump rope or shoot hoops. To implement, the PE teacher has to give up their planning period to do this. However, the classroom teachers will love promoting this because they gain an extra planning period if their class wins.

Ice Cream Social — Top class gets ice cream at lunch or during an afternoon break—or popsicles, or popcorn and a movie, or pizza. Don’t forget that we are trying to promote heart health, so be choosy.

Suggestion Box — Have a suggestion box in the office where students can submit their ideas. Pick one or two of their suggestions to do. Give an extra “prize” for those who submitted

Door Decoration — Decorate the door of each class that reaches their goal.

Kids in Charge — Top Class or top student in each class can pick the PE activity for 1 class period.

“Puppy Party” — sort of a field day for all students who raise at least $5. The party is held in May, after the thank you gifts have arrived. Distribute the gifts there, and provide popcorn and water. Stations like “pin the tail on the pup, and puppy bean bag toss, parachute puppy toss, etc” are part of the fun along with bubble — making, a craft booth (something simple), and chalk. The students in each grade level come outside behind our gym for this event during their regular block time instead of attending Music, computer, PE, library, or Science block on the special day.

Pizza parties, picnic style, in the gym, for the most class participation/ most money raised
**Principal/Teacher/Staff Involvement**

- Rent dunk tank for any student to dunk principal or PE teacher for all students who raise $100 or more.

- Lunch with principal for top fundraiser

- Camp Night — If school raises goal, coordinator/principal will camp on front lawn, football field or roof top. If students raise $50 or more they can BRING A PARENT and join the camp out! If on roof you can have a bucket/rope rig to have student “visitation hour” for snack provisions.

- Principal for the Day — Top fundraiser gets to be the official principal for the day. One school that did this had the little boy dress like a principal, they made him a name tag, made some appointment that he had to do and a few disciplinary issues he had to work on. They now do this each year and the school takes a photo to add to the wall that now displays the top fundraiser/principal for the day.

- Have a school assembly to end the Jump/Hoops event and the class (es) with most funds raised gets to pie/silly string teacher/parent/principal in the face.

- PE Teacher for the Day — Top Fundraising Student is PE teacher for the day. They get a whistle, hat, and T-shirt that say “PE Teacher” and they spend the day in the gym and help pick/explain activities for classes. It’s a great leadership opportunity for them!

- Bad Hair Day — Shave your head, mustache, eyebrows or dye them school colors. Get the principal, janitor, secretary, class teacher.

- Switcheroo — Dress like an old man, old woman, baby, Spongebob, Superman, etc. This is fun if you act like that character all day — as a baby, cry and whine, put a big diaper around your pants and carry a pacifier. As an old man, use a cane and hunch over, need help getting up, etc.

- Pie in the Face — Get a list of teachers willing to take a pie in the face if the school reaches their goal. Kids who collected $50 or more have their name put in a drawing. Pull 5 names and they get to GENTLY throw the pies — it’s messy but easy to clean up.

- Kiss a Pig (or animal of choice — frog, snake) — If the school reaches goal a school staffer must kiss a pig. This can be you, the principal, janitor or willing classroom teachers.

- Duct Tape Anyone? — If the school reaches goal you let students duct tape a school staffer to the wall. Anyone who raises $50 or more (or set your own amount) gets to line up and stick on a piece of the duct tape. If all who qualify get one turn and the subject still isn’t stuck tight, they get to go again with another piece of tape. (Wear long sleeves and pants to keep from hurting skin!) Variation: Toilet Paper Anyone? — Same as above but less messy.
Principal/Teacher/Staff Involvement (continued)

❤ Slime Me/Decorate with Food — PE teacher gets pie in face, made into a sundae, whip cream put in the hair, silly stringed, put into pool of Jell-O, etc.

❤ The Best Gets the Best — If school raises goal, all teachers and school personnel will dress up in their best formal wear (gowns, tuxes, old wedding dresses, etc.)

❤ Fear Factor — Have teachers declare one of their fears. If their class raises the most money, they have to face their fear and do the activity (hold a spider, dig for worms, pet a class snake, etc.).

❤ Everyone Celebrate — Ask ALL teachers to join in. Put a note in all teachers’ mailboxes or ask at a staff meeting what incentive they will do either as an individual incentive (free homework pass, extra credit) or class incentive (extra recess) if the school reaches their goal.

❤ Bandit — Class with most dollars raised has their teacher kidnapped by the principal. The class must go find the teacher and ends up with popcorn/movie party or some celebratory party at the end of the day.

❤ Create competition and high-level recognition between schools in territory (e.g., countywide traveling trophies, newsletter recognition)