JRFH & HFH Ideas for Success

Ways to Promote your Event

TIPS AND TRICKS

♥ Start planning the next event as soon as the last is over.
♥ Take notes on what worked and what needs to be improved for the next year.
♥ Utilize parents and other volunteers but always send a thank you from you or have the students make them.
♥ Involve the entire community in the event. Even local community groups can come and jump in your event, including city police, county sheriff’s department, community veterans, local snowmobile groups, the rotary club, and local fire department, with each group making a donation and jumping with the kids!

♥ Posters in Gym
  ▪ Use student council to make homemade JRFH posters.
  ▪ Ask your students to make Jump or Hoop posters to place around the school or gym. These posters will be reminders to them to seek out donations.

♥ Never throw an idea out. It can always be revised into a new idea.

♥ Utilize all of the stores and local restaurants in town for extra prizes.

♥ Use the PTA, PTO, PTSA to your full advantage ask them how they think they can help and have a list of ideas ready.

♥ Advertise at your open house night at the beginning of the school year with what the events will be and have info about heart disease and the dates of the events.

♥ Create teams of six students for your Jump event and take their pictures. Post a picture of them and a thermometer of funds collected, as they are turned in. Or add a link to a jump rope for every specific amount that they raise. This visual should be posted throughout the school, so that all can see.

♥ Put up a bulletin board where most of the school can see it. By the main entrance is a great place. Include the date/time of your event and any other information you think the school should know. When parents come into the school they will see the board. You can use the extra JRFH stickers as the border for the board. This bulletin board is on P.E. Central Bulletin Board site.
♥ You can also put up a board in the gym and refer to it throughout our Jump unit. That board can be titled “Which Heart Would You Choose”. This board has a big heart on it — 1/2 red, 1/2 black — for healthy and unhealthy. You can discuss the things people do to their heart by the pictures you put on the board. This bulletin board is on P.E. Central Bulletin Board site.

♥ In Memory/Honor

- Have your students collect donations “In Memory” or “In Honor” of someone who has had a heart attack or stroke.
- Hall of Hearts - students place paper hearts on wall in memory or in honor of a loved one
- T-shirt sale In Memory of/In Honor of hearts and basketballs.

♥ When sending home the Jump Rope for Heart information letter, begin to spend more time on jumping skills in class. Encourage your students to “prepare” for their upcoming event.

♥ Bring in high school students to help run Jump Rope For Heart activity stations. This can become a service learning event for the older students, extend the memory of Jump Rope For Heart into high school, and raise additional revenue if high schoolers participate in fundraising efforts. Promoting the service-learning aspect of JRFH and HFH leads to school communities forgoing the traditional Thank You gifts, or encouraging students to donate their Thank You gifts to less fortunate families. Schools can work with local agencies — like children’s hospitals — to receive these gifts. Some schools donate their U.S. Games certificates to schools in need, such as those devastated by natural disasters.

♥ Formulate a wish list for equipment to purchase with funds from US Games.

♥ Have kids attend the evening 3 on 3 teachers vs. 5th graders games, with kids having pom poms to be cheerleaders; have 3 on 3 student teams make matching t-shirts for their teams. Have past students run the stations for the younger kids, and referee the teacher games.

♥ Set up an area for disc jockey and play music for the event.

♥ Use a collection of hats and wigs to put on and act silly.

♥ Give out random prizes by drawing out names throughout the event time.

♥ The homerooms that show the best JRFH/HFH spirit get to choose their field day station to start at on Field Day

♥ Recognize retiring teachers in the beginning of the event.

♥ Do a countdown to start JRFH/HFH for each of the 3 groups.

♥ Celebrities show up to shake hands and jump.
  • professional football, soccer, arena football, roller hockey
  • mascots — minor league sports, local colleges

♥ Jump Day

  - Students jump as long as they can with a counter.
  - For every jump, they get a little smiley-face sticker to wear.

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