



SHAPE America and the American Heart Association collaborate on the Jump Rope For Heart and Hoops For Heart programs.

This year's fun theme is **Welcome to the Scare Squad: On the Prowl for Heart Health.**

Jump Rope For Heart is coming! Have fun and save lives!

NEW! See the Scare Squad Monsters come to life!

Search "jump/hoops" in your app store to download the **free mobile app** and see your wristband, tattoo, and monsters juggle, dance, jump, and play!



Bring this tattoo to life with your app.

Dear Parent/Guardian,

It's time for Jump Rope For Heart! This program teaches heart-healthy habits and helps the American Heart Association raise money for research and education that saves lives.

Students will learn about the importance of taking care of their hearts. Heart disease is the leading cause of death in America, but 80% of the risk factors are preventable. As part of our program, your child can choose a heart-healthy message and share lifesaving tips. There is also a parent corner online with tips on keeping your child healthy at home.

Students will help others through this educational community service project. Your child has received his/her fundraising envelope. Start by setting up a personal fundraising page.

Students will make a difference in people's lives! Ask family and friends if they'd like to donate. **Also, their donations can help us earn certificates for PE equipment so we can keep our students moving!**

Thank you for your support!



Register—
Get a free
WRISTBAND

GLOW

Protect Your Health



Raise \$5—
Get **JAX**
PLUS a monster clasp to clip to your backpack

NINJA POWER

Help Others



First online donation—
Get **CHARGER**

GLOW

Avoid Sugary Beverages



Raise \$20—
Get **FINSTER**

"FIN-TASTIC"

Be Physically Active



Raise \$35—
Get **ROCKY**

CRAZY HAIR

Color Your Plate



Raise \$40 online—
Get **DISCO**

PLUSH

Avoid Tobacco



Raise \$100—
Get **PETUNIA**

PLUSH

Watch Out for Salt



Raise \$200—
Get **BLASTER**

PLUSH

Register at heart.org/jump or in your app store, search for "jump/hoops".



Here's *Your* Homework

Help your child set up a personal fundraising page. They will **earn a fun glow-in-the-dark wristband just for registering!**



Here's what to do:

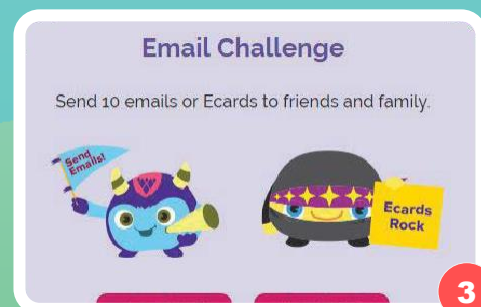
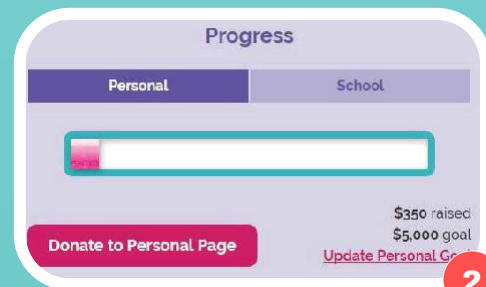
- Visit heart.org/jump or search “jump/hoops” in your app store and download the app.
- Find your school and join the team. (Even if you've participated before, you'll need to start by finding your school.) (image 1)
- Choose whether you're a new or returning participant. If you're new, fill out the form to set up your account. If you're returning, enter your user name and password and update your information. (Hint: Make sure your username and password are easy to remember since you'll be able to use them again next year.)

Now you and your child are ready to have some fun by customizing his or her personal fundraising page.

- Track your progress and kick things off with your own personal donation. (image 2)
- Send emails and ecards asking for donations. (image 3)
- Search “jump/hoops” in your app store to download the mobile app. You can fundraise with Facebook and unlock your monsters. (image 4)

Plus each time your child visits the headquarters, he or she will see badges earned and have a chance to unlock special surprises. More visits mean more chances to share messages about heart health and raise funds for the American Heart Association.

PS: Always fundraise the smart and safe way. **Do not go door-to-door or ask strangers for donations.** Please convert cash donations into checks payable to the American Heart Association and ask your donors if their employers match employees' contributions! matchinggifts.com/aha



Register at heart.org/jump

OR, in your app store, search
“jump/hoops”.