



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

# Jump Rope For Heart/ Hoops For Heart is coming

Dear Parent or Guardian,

It's time for Jump Rope For Heart/Hoops For Heart! Did you know that heart disease is the No. 1 killer of all Americans, 80% of it may be preventable through lifestyle changes? Jump Rope For Heart/Hoops For Heart will teach your child the importance of heart-healthy habits – a foundation for the rest of his/her life. This service-learning program will also share with your child the inspirational stories of children who have been touched by this disease while they raise funds to help kids like them, and save and improve all lives.

Here's how it works:

- Your child has received his/her fundraising envelope. Start by setting up a personal fundraising page—easy directions are on the back of this letter.
- Ask family and friends if they'd like to donate. Not sure what to say? Your child can use the simple script on the collection envelope.
- Encourage your child to get ready to jump, shoot hoops and have fun at his or her school event!

**As part of Jump Rope For Heart and Hoops For Heart, your child will choose a heart-healthy message and share lifesaving tips.** There is even a parent corner with tips on keeping your children healthy at home!

Through Jump Rope For Heart and Hoops For Heart, your school can earn money for PE equipment and your child earns fun prizes that encourage him/her to keep up the good work for heart health. And that's something to jump up and down about!

## This year's fun theme is The Scare Squad: On the Prowl for Heart Health.

SCARE SQUAD MEMBER

Register—  
Get a free  
**WRISTBAND**

**GLOW**

Get it now!

Protect  
Your  
Health



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

**NINJA  
POWER**

Get it now!

Help  
Others



First online  
donation—  
Get **CHARGER**

**GLOW**

Get it now!

Avoid  
Sugary  
Beverages



Raise \$20—  
Get **FINSTER**

**"FIN-  
TASTIC"**

Get it after  
the event

Be  
Physically  
Active



Raise \$35—  
Get **ROCKY**

**CRAZY  
HAIR**

Get it after  
the event

Color  
Your  
Plate



Raise \$40  
online—  
Get **DISCO**

**PLUSH**

Get it now!

Avoid  
Tobacco



Raise \$100—  
Get **PETUNIA**

**PLUSH**

Get it after  
the event

Watch  
Out for  
Salt



Raise \$200—  
Get **BLASTER**

**PLUSH**

Get it after  
the event

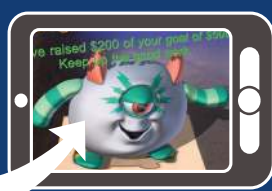
Register at [heart.org/jump](http://heart.org/jump)  
or [heart.org/hoops](http://heart.org/hoops)  
OR, on your app. Find it by searching  
"jump/hoops" in your app store.



**NEW!**

### Make 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 your tattoo to life with your app.

Turn this page over for simple  
directions on setting up a personal  
fundraising page and sending  
heart-healthy messages.



# 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](http://heart.org/jump) or [heart.org/hoops](http://heart.org/hoops), 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)
- Select 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/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!

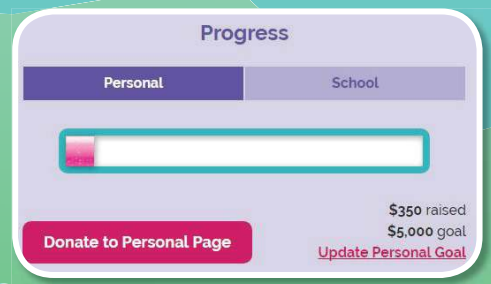
[www.matchinggifts.com/aha](http://www.matchinggifts.com/aha)

Register at [heart.org/jump](http://heart.org/jump) or [heart.org/hoops](http://heart.org/hoops) OR, on your app. Find it by searching “jump/hoops” in your app store.

1



2



3



4

