



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 Up!

Event Date: \_\_\_\_\_

Envelopes Due By: \_\_\_\_\_

## 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 or Guardian,

Is your child ready? 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.

Here's how it works:

- Your child has received his or 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!

Heart disease is the leading cause of death in America, but 80% of the risk factors are preventable. **As part of Jump Rope 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!

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

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



Register—  
Get a free **WRISTBAND**



Protect Your Health



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



Help Others



First online donation—  
Get **CHARGER**



Avoid Sugary Beverages



Raise \$20—  
Get **FINSTER**



Be Physically Active



Raise \$35—  
Get **ROCKY**



Color Your Plate



Raise \$40 online—  
Get **DISCO**



Avoid Tobacco



Raise \$100—  
Get **PETUNIA**



Watch Out for Salt



Raise \$200—  
Get **BLASTER**



Register at [heart.org/jump](http://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](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)
- 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.

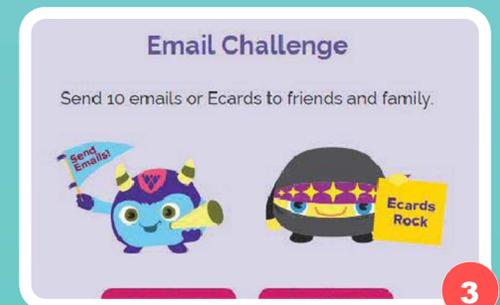
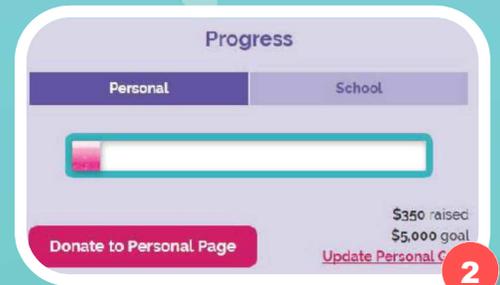
- Track your progress and kick things off with your own personal donation. (image 2)
- Send emails and ecards asking for donations. (image 3)
- Search “jump/hoops” in your app store to download the mobile app. You can fundraise with Facebook and unlock your monsters. (image 4)

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.**

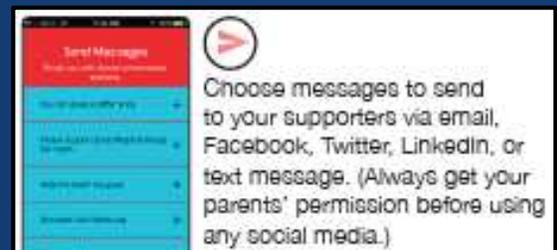
Please convert cash donations into checks payable to the American Heart Association.

Ask your donors if their employers match employees' contributions! [matchinggifts.com/aha](http://matchinggifts.com/aha)



## Register at [heart.org/jump](http://heart.org/jump)

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



Take Selfies with the Scare Squad!  
Look for this icon!

