Alternative Ideas for a Jump Rope for Heart Event

In order to have a successful event, think of things students on your campus would enjoy doing. Last year a coordinator up north held a Hockey for Heart event because that was what was popular with his community. Not all colleges in Kansas will value the same things, but EVERYONE will benefit from hearing the heart healthy message your event should share. **Be creative and HAVE FUN!**

Keys to a Successful Event:\*

Key #1 – Answer the “Why”-- What is your reason for doing this? What do you hope to gain? What do you hope those participating will gain?

Key #2 – Choose the Right Fundraiser-- Keep in mind with all of the suggestions listed below, you will need to determine the policies for your institution. This is part of the process of learning to put on an event.

Key #3 – Organization-- Do you have a goal? What is your budget? What is the timeline? Who is responsible for what--Promotion and Publicity, Securing the facility, Supplies, Keeping track of the money, etc.?

Key #4 – Teamwork is Essential-- Who will be a part of this event? Will it be your club or a class? How will you communicate the details to everyone involved? How can you combine your resources and talents? How will you ensure that everyone involved feels needed and valued?

Key #5 – Action and Follow Through-Keep track of what you do in a notebook. When you are finished evaluate how the event went and what you would do different. Who do you need to thank when the event is over?

\* <http://www.stepbystepfundraising.com/5keys/5KeysFundraising.pdf>

Suggested Fund Raising Ideas

Auctions: What will you auction off and how will you obtain the items

o Auction of Promises-“I promise to do your laundry.” “I promise to buy the next round”

o Live Auction-most challenging to get everyone in one place at one time

o Silent Auction-easy to do over a period of time as long as you have enough people to monitor the bid sheets

o Raffle-similar to an auction, but sell tickets instead. Double check local rules.

Sales: Make sure you have a system of delivery in place if you are selling, ordering and then delivering. Easier to have whatever the item may be on hand at the time of the sale.

o Food-Pancake Feed, Tailgate Party, Late Night Homemade Cookies and Milk

o Drinks-Super Smart Smoothies during Finals

o Merchandise-“Heart Disease Sucks” Lollipop Sales, T-Shirts, Ponchos on a Rainy Day

Contests: These can work as an event on a specific day or specific time or as “Pop Up” events in the Union or somewhere on campus where people gather. Make Tuesday at 10:00 Contest Day for a month!

o Jump Rope-easy because equipment travels. Get a clicker counter to help.

o Free Throws-Need a portable goal, but is big and unusual so attracts a crowd

o Juggling-scarves, balls, etc. Notice how you are also promoting a variety of physical activity which is great for your heart.

o Biggest Bubble-gum is cheap! 

Let’s Party!

o Trivia Night-easy and low cost to create

o Barn Dance-make sure you cover all your legal bases

o Karaoke-“Sing Your Heart Out”

o Speed Dating-I’m old, you are in college. You are on your own with this one!

o Bingo Night- check gambling rules

Physical Activity Events

o Scavenger Hunt

o Dance Competition

o Tournaments-Basketball, Kan-Jam, Badminton…whatever is FUN on your campus

o Field Day-everyone needs a Physical Activity Break before Finals and who doesn’t miss Field Day. (This one gives you the double benefit of planning a Heart Event and a Field Day!) Don’t forget to include Tug-of-War! I have a regular or Four-Way I will share.

o Celebrity Golf Tournament-You could use SNAG equipment on campus or I have a 9 hole Putt-Putt course you could use indoors.

o Fun Run-make it your own! They just did a Zombie Run in Kansas City where the runners would get about a five minute lead and then Zombies started chasing them!

o Triathlon-One Junior High in Olathe does a Triathlon in PE and sells T-shirts for the event

Information Sharing

o Prize Wheel-pay to spin the wheel and then have healthy snacks or drinks as prizes on the wheel in addition to negative heart disease side effects. Focus on college relevant issues—“Too many energy drinks damaged your heart” no winner or “Took a Physical Activity break when studying” winner Smart Pop popcorn.

o Health Fair-Traditional fair focusing on heart healthy information and take donations for the American Heart Association.

o Healthy Child Care Event-Offer a child care event for two-three hours where kids rotate to different stations—Nutrition to learn/make/eat heart healthy snacks; Physical Activity-jump rope skills, basketball, etc.; Not Smoking-utilize resources from your local health department; Crafts-make heart that say “I love you, take care of your heart!” with signs of a heart attack on the back

Activities with Big Culminating Events

o Rubber Duck Derby-do you have a place they can swim or will you build a ‘river’

o Ball Roll-Does your campus have a big hill?

o Pink Flamingos-“You’ve Been Flocked!” Get donations to either ‘Flock your Friends’ or sell Anti-Flocking Insurance to those who don’t want a flock of pink flamingos to end up in their front yard. Make sure you have people who will be willing to move the birds.

Holiday Events

o Have a Glow in the Dark Monster’s Living Room in one of the Gyms for Halloween

o Festive Photo Booth for Holiday pictures

o Offer a ‘Noon’ Year’s Eve Child Care Event during the day and Designated Drivers to the parents at night

o Super Bowl Watch Party with a giant screen, heart healthy snacks and games\

o Valentine’s Day Kiss-a-thon-have community businesses donate items for the winners.

White Out/Black Out/Red Out-Purchase shirts from AHA or make your own and have a ‘Heart Appreciation Night” at a basketball game. Or consider finding a donor who would be willing to purchase the shirts for the first 500 fans and then pass heart buckets during the game to collect donations for AHA. Pass our cards with signs of a heart attack or stroke information to those who attend.

M&M’s Tube Fundraiser-Give away Tubes of M&M’s and ask people to return them to you with money inside. Perfect size for quarters or rolled up dollars or checks. Would probably be more successful with Adults (Faculty/ Finance Office/ Admissions). Make it a contest between the different departments to see who can raise the most money.