**Innovative Event Ideas: JRFH & HFH**

1. Encourage On-line fundraising
2. Search for companies that match donor’s gifts [www.matchinggifts.com/AHA](http://www.matchinggifts.com/AHA)
3. Establish Club Memberships (examples)

$30 – Lifesaver Club (receive roll of Lifesaver candy)

$50 – T-Shirt Club (sign coordinator’s shirt)

$100 – Century Club (sign gym banner)

$200 – Pace Setter Club (receive Subway gift card)

1. Ask students to bring change (coins) – “Change Changes Lives”

Eliminate the envelopes and the thank you gifts

Concentrate on theme of helping others / community service

1. Establish School / Classroom Goal with rewards

Playtime at the park

Teachers’ Talent Show

Movie & Popcorn Night

Extra Recess

Free day in physical education

Top student(s) become “PE Teacher for the Day”

1. Invite Local Celebrities

High school players

College players

Mayor

School Board Members

Heart Survivors

1. Incorporate a Teacher’s With Heart program to involve staff
2. Sell AHA’s t-shirts to raise awareness of heart disease and boost your event’s total
3. Create a partnership with a local college

Provides additional support and exposes future professionals to JRFH/HFH

1. Conduct events prior to your JRFH / HFH

Pop-A-Shot at Open House, family fun night, sporting event, school carnival… Musical Hoops at halftime

Parent’s Day Out (great pre-Christmas event for parents)

1. Establish contests

Kansas University vs. K-State

Top Class

Top Grade Level

Top Students

Teachers vs. Students

Most On-Line Funds

Greatest Distance = “Distance Counts”

1. Establish a Fundraising Record Board

Top Fundraiser/amount/year

Top Class/amount/year

Top Teacher/student participation/year (Top Teachers receive JRFH/HFH t-shirts)

