



SOCIAL MEDIA

Copy and paste the following messages onto your school's social media page. Make sure to include the kickoff date and direct link to your school's Kids Heart Challenge website. Watch for **[YOUR SCHOOL'S FRIENDLY URL]** and **[KICK OFF DATE]** to insert your details.

PRE-KICKOFF



Hello, Heart Heroes! Are you ready?! Kids Heart Challenge is coming to our school soon! We have exciting things planned this year to get us moving, help others and have fun. Get a head start by signing up today and join the NFL PLAY 60 Family Challenge by getting active together as a family for 60 minutes a day! Visit our school page at **[YOUR SCHOOL'S FRIENDLY URL]** or download the AHA Schools app!



Save the Date! We're kicking off the Kids Heart Challenge on **[KICKOFF DATE]**! Be the first one at your school to sign up and start earning cool thank-you gifts! **[YOUR SCHOOL'S FRIENDLY URL]**

[OPTIONAL: ENTER PRE-KICKOFF INCENTIVE DETAILS]



Kids Heart Challenge kickoff is on **[KICKOFF DATE]**! Complete Finn's Mission to earn a chance to win two tickets to Super Bowl LXI in 2027. For every 18 participants who complete Finn's Mission, our school will also be entered to win a \$10,000 fitness equipment makeover. **[OPTIONAL: ENTER PRE-KICKOFF INCENTIVE DETAILS]**



Just three more days until the Kids Heart Challenge kickoff! How many families can sign up before our kickoff? Sign up today at **[YOUR SCHOOL'S FRIENDLY URL]** or download the AHA Schools app.



Two days until heart, health, and heroism come together! Students will learn about taking care of their hearts while helping others. Download the AHA Schools app and sign up today! **[YOUR SCHOOL'S FRIENDLY URL]**



Getting healthy and helping others takes on a WHOLE new level! Sign up today to get a sneak peek! **[YOUR SCHOOL'S FRIENDLY URL]** or download the AHA schools app.

DAY OF KICKOFF



We had a blast kicking off this year's Kids Heart Challenge at **[SCHOOL NAME]**! With help from this year's Heart Heroes, we're learning all about keeping our hearts healthy through movement, kindness, rest, and knowing when to ask for help.

Visit **[YOUR SCHOOL'S FRIENDLY URL]** or download the AHA Schools app to join the fun. Bonus: Students get a free wristband just for signing up!

ANYTIME DURING CHALLENGE



[YOUR SCHOOL'S NAME] is helping kids with special hearts through Kids Heart Challenge. We want as many families as possible to learn about heart health and the lifesaving skill of Hands-Only CPR.

You can help by completing Finn's Mission. When your student completes all the steps, they'll earn a Lifesavers Cape and earn a chance to win two tickets to Super Bowl LXI in 2027! Sign up today at **[YOUR SCHOOL'S FRIENDLY URL]** or using the AHA Schools app.



Who's ready for a mystery?! The Kids Heart Challenge mystery gift is back by popular demand! Students earn one for every \$50 raised, up to 20 total. Each one is a surprise, and they're perfect for collecting and trading with friends.

Can you collect them all? Sign up today at **[YOUR SCHOOL'S FRIENDLY URL]** or on the AHA Schools app to get started!



Hello **[SCHOOL NAME]** families! We've set a goal to create a community of lifesavers by getting everyone to complete Finn's Mission and learn Hands-Only CPR. When given immediately, Hands-Only CPR can double (or even triple) a person's chance of surviving cardiac arrest. If you haven't done it yet, complete Finn's Mission today to learn this lifesaving skill and earn special thank-you gifts. **[YOUR SCHOOL'S FRIENDLY URL]**



[YOUR SCHOOL NAME] is on a mission to help families stay active and learn lifesaving skills through the Kids Heart Challenge! Complete Finn's Mission to learn Hands-Only CPR and your student will earn a Lifesavers Cape, plus a chance to win two tickets to Super Bowl LXI in 2027! Sign up today at **[YOUR SCHOOL'S FRIENDLY URL]** or on the AHA Schools app to get started.



Let's get moving, **[YOUR SCHOOL NAME]** families! We've joined the NFL PLAY 60 Family Challenge! Commit to being active together for 60 minutes a day and complete Finn's Mission to learn Hands-Only CPR. Every 18 students who finish Finn's Mission earn our school a chance to win a \$10,000 fitness equipment makeover—and each student is entered for two tickets to Super Bowl LXI! Sign up today at **[YOUR SCHOOL'S FRIENDLY URL]** or on the AHA Schools app.

SCHOOL UPDATES



[SCHOOL NAME] KHC UPDATE! [NUMBER] students have already joined our school's team. **[TEACHER NAME]'s** class is in the lead with **[NUMBER] students** registered online. Way to go!

Visit our school page at **[YOUR SCHOOL'S FRIENDLY URL]** or download the AHA Schools app to join today.

CHALLENGE ALERT: If we have **[NUMBER] students** registered by **[DATE]**, Coach **[NAME]** will **[INSERT INCENTIVE]** (e.g. slime, color blast, pie, etc.)!



[SCHOOL NAME] KHC UPDATE! Our event is **[DATE AND TIME]** - wear your sneakers and be ready for FUN! **[NUMBER]%** of our families have learned about healthy hearts so far. Help us reach our goal of 100% by joining the team today!

Your student's donations are due by **[DATE]**, so now is a great time to make one last call for support. You can scan any check donations through the AHA Schools app to get instant credit!

Thank you to all who have joined in to make our event a huge success! **[YOUR SCHOOL'S FRIENDLY URL]**

MEET HEART HEROES

Meet the Lifesavers League! Each hero has their own special powers to help keep hearts healthy and help others.



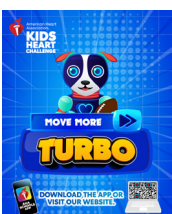
Kids Heart Challenge is coming to **[SCHOOL NAME]**, and we're inviting every student and family to join the mission to keep hearts healthy and help others.

By signing up, you'll learn all about our Heart Hero characters, each with a special message about health, kindness, and taking care of yourself and others.

Join our school's Heart Hero team! Visit **[YOUR SCHOOL'S FRIENDLY URL]** or download the AHA Schools app to sign up. Let's build a community of lifesavers together!



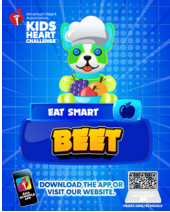
Hey **[SCHOOL NAME]** - Meet Rescue! This Kids Heart Challenge Heart Hero is always ready to help, and so can you! Learn Hands-Only CPR by completing Finn's Mission and be prepared to save a life. Join Rescue and sign up at **[YOUR SCHOOL'S FRIENDLY URL]** to get started. Together, we're building a community of lifesavers!



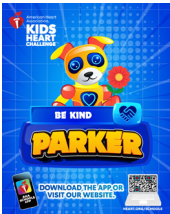
Hey **[SCHOOL NAME]** - Meet Turbo! This Heart Hero helps us get moving! Daily activity boosts your energy, mood, and sleep. Join Turbo and sign up at **[YOUR SCHOOL'S FRIENDLY URL]**.



Hey **[SCHOOL NAME]** – Meet Aspen! Aspen knows clean air is the best air. By avoiding vaping and tobacco, you keep your lungs strong and your heart healthy. Join Aspen and sign up at **[YOUR SCHOOL'S FRIENDLY URL]** and make healthy choices for life!



Hey **[SCHOOL NAME]** – Meet Beet! Beet loves fresh fruits and veggies! Colorful meals help fuel your body with the energy and nutrients it needs. Join Beet and sign up at **[YOUR SCHOOL'S FRIENDLY URL]** to learn how to power up your plate while helping others by raising lifesaving funds for the American Heart Association.



Hey **[SCHOOL NAME]** – Meet Parker! Parker believes kindness is powerful! Being kind to others helps their hearts, and yours, feel better too. Join Parker and sign up at **[YOUR SCHOOL'S FRIENDLY URL]**. Let your kind heart shine and help others through the Kids Heart Challenge!



Hey **[SCHOOL NAME]** – Meet Zee! Zee knows that sleep is a big deal! Getting 9–12 hours of sleep each night helps your body stay strong and ready to fight off germs. Join Zee and sign up at **[YOUR SCHOOL'S FRIENDLY URL]** to learn more about how getting enough “Zees” can help keep your body healthy.



Hey **[SCHOOL NAME]** – Meet River! River reminds us to choose water over sugary drinks to stay sharp and strong. It's good for your heart, muscles, and memory! Join River and sign up at **[YOUR SCHOOL'S FRIENDLY URL]** and remember to choose water every day!

DONATIONS DUE



Kids Heart Challenge donations are due tomorrow! Please remember to send your students to school with their collection envelopes or make your final online donations. Make one more push for donations tonight and ask donors if their companies match donations. We're having a blast getting healthier and helping kids with special hearts!