WEAR RED DAY & NATIONAL HEART MONTH PLANNING GUIDE
Wear Red & Give

It’s easy to make a difference—and have fun at the same time! All you need to do is:

1. **Wear Red** – To raise awareness, let’s turn the world red. Choose a red shirt, dress, pants, hat, tie, scarf, or even socks. Wear red alone or join together with friends and colleagues to make a statement for a great cause.

2. **Give** – Help raise awareness that heart disease is the greatest threat to women and encourage them to take action. Every dollar makes a difference in the fight against heart disease—the leading cause of death in the world.

3. **Open your heart** and contribute to the American Heart Association’s efforts to help build healthier lives, free of cardiovascular diseases and stroke. Your gift can change lives: Nearly 80 cents of every dollar donated is spent on research, education and community outreach.

Wear Red & Give
Get Involved

How do you get started?

1. **Choose A Time Frame**– Wear Red Day is always the first Friday in February, but we celebrate heart health victories and raise awareness all month long. Whether it’s one day, a weekly event, or a month-long affair, the American Heart Association can cater to your needs.

2. **Consider Company Culture** – Not every office is the same. Does your company like to get together in a lobby for a break? Do you work closely with offices outside your geographic location? What are the office demographics?

3. **Celebrate in a Fun Way**– There are many ways to participate. Hold a fun event and fundraise to help us save more lives. Decorate and light your building in RED to raise awareness. Get social with us and post pictures to social media using AHA hashtags to boost your visibility!

4. **Shout From The Rooftops**– Now that you have something fun up your sleeve, spread the good news with all your employees! Example ideas for promotion like lobby posters, desk drops, and more are included in this guide. Once the American Heart Association team dreams these up, we send them to you to use how you please!
Event Ideas

Here are some great tips and ideas for a great event:

• If you know a heart disease or stroke survivor, invite them to share their personal story.
• Ask employees to donate $5 for a “jeans day”.
• Host a healthy bake sale to raise funds and awareness using healthy recipes like the ones you find online at www.recipes.heart.org
• Serve a heart healthy breakfast or lunch with funds donated to the mission. Use red plates, napkins, and cups.
• Talk to a Go Red For Women team member about educational resources for your lobby or desk distribution.
• Feature employees touched by heart disease in weekly emails.
• Ask employees to show their support by wearing red. Hold a costume contest with minimal donation entry fee and award prizes for the most creative or craziest outfits.
• Hold a heart health fair and invite a volunteer to check your employees’ blood pressure.
• Make it FUN! Host an event that creates a social engagement. Previous events included:
  • “Pie in the face” event where employees donate for a chance to toss a whipped cream pie at colleagues
  • Happy hour mixers
  • Karaoke challenges with donations to encourage your favorite song sung by your colleague of choice
Customer Engagement

Create an impact externally by engaging customers:

- Use to point of sale system to request a $1 donation at check out.
- Ask your customers who donate to write the name of someone who inspires them to be healthy on an AHA provided paper heart. Display these hearts inside your business for decoration and to show your support of our community!
- Identify items that donate back a specified amount of each sale.
- Host an in-store event or class that donates its’ proceeds to the AHA.
Spread The News

We can do so much together!

Chances are we all know someone affected by heart disease and stroke because about 2,200 Americans die of cardiovascular disease each day. That’s an average of 1 death every 40 seconds. Together we can change that.

In preparation for American Heart Month, the American Heart Association releases resources for you to spread the news about Wear Red Day. Use these as inspiration for your own events, or ask a Go Red team member to help you create something special! Additional flyers and posters at WearRedDay.org

2019 Social Media Graphic Example

2019 Poster Example

2019 Facebook and Email Banner Example
Visible

Be A Show Off and Go All Out in RED

• Decorate desks, lobbies, and breakrooms
• Hang red string lights or streams
• Talk to Go Red team members about red hearts
• Light the exterior or lobby of your building red and post signs explaining why
• Additional decorations are available at ShopHeart.org
• Create red floral arrangements and place on the desks of employees who have survived or are living with heart disease

Social

Tell Others How Much You Care

• Take pictures of decorations and employees in their RED!
• Handles and hashtags to use:
  • Facebook: @ahadallas
  • Twitter: @aha_dallas
  • Instagram: @ahantx
  • Hashtag: #HeartMonth #NTXGoRed #DallasGoRed