



Change My Heart Toolkit



A SCHOOL PROGRAM TO PROMOTE FUNDRAISING
AND ENGAGE CHILDREN USING COIN JARS.

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PROGRAM GOALS



Raise Funds:

Collect donations to support congenital heart defects (CHDs)

'Change My Heart' supports The Children's Heart Foundation in funding groundbreaking research to advance the diagnosis, treatment, and prevention of congenital heart defects. Your contribution helps make life-changing discoveries possible.



Raise Awareness:

Educate students, staff, and the community about CHDs.



Engage Students:

Inspire children to raise awareness and funds for The Children's Heart Foundation while teaching them compassion and the power of helping others.

ChildrensHeartFoundation.org | info@childrensheartfoundation.org



ELEMENTARY SCHOOL CAMPAIGN IDEAS



Coin Drive:

Encourage students to bring in spare change to donate. Use decorated collection boxes around the school or in classrooms. You can call this the “Change My Heart” Coin Drive.



Heart Art Contest:

Have students create heart-themed artwork to display around the school. Students can vote for their favorite pieces, with the winning class receiving a special reward. Charge a small fee to vote and include a donation portion to fundraise.



Buddy Walk/Run:

Organize a fun walk or run event where students and their families can participate. Each participant contributes through donations, earning rewards like certificates or small prizes for fundraising milestones.



Heart Health Lessons:

Incorporate heart-health lessons into physical education or science classes. Have students learn about the heart and healthy habits, reinforcing the importance of the foundation’s mission.

MIDDLE SCHOOL CAMPAIGN IDEAS



Heart Challenge:

Challenge students to get creative and come up with their own fundraising ideas—such as bake sales, craft sales, or talent shows—and ask them to form fundraising teams.



Pledge Drive:

Set up a pledge system where students can get sponsors for certain activities, such as running laps, doing jumping jacks, or even a talent showcase. Sponsors pledge a specific amount of money for every activity completed.



Awareness Posters & Social Media:

Have middle school students design awareness posters that can be posted around the school. If your school allows it, encourage students to share campaign messages or videos on social media using a specific hashtag, like #ChangeMyHeart.



Heart Healthy Challenge:

Partner with your PE department for a “Heart Healthy Challenge,” where students participate in physical activities throughout the week, and donors can sponsor students per completed challenge.

HIGH SCHOOL CAMPAIGN IDEAS



Heart Challenge:

Challenge students to get creative and come up with their own fundraising ideas—such as bake sales, craft sales, or talent shows—and ask them to form fundraising teams.



Peer-to-Peer Fundraising:

Encourage high school students to join a local walk and create a fundraising team. They can ask friends and family to donate to their page to support The Children's Heart Foundation. Visit CHFWalk.org to find a walk near you.



Charity Auction or Raffle:

Organize an auction or raffle event with items donated by local businesses or the school community. Students can donate items, and all proceeds go toward the foundation.



Concert/Talent Show:

Host a school talent show or concert where students perform and the ticket proceeds are donated to the Children's Heart Foundation. Consider involving local performers, if possible.



Heart Health Day:

Have a Heart Health Day where students can participate in activities that raise awareness of heart health, such as a CPR demonstration, heart disease prevention workshops, or a fitness challenge. Charge an entry fee and offer additional ways to donate during the event.



Corporate Sponsorship:

High school students could reach out to local businesses for sponsorships or donations, helping to build connections within the community. These businesses can be acknowledged during events or in marketing materials.

ENGAGING THE WHOLE SCHOOL COMMUNITY

Campaign Website or Social Media Page:

Create a website or social media page for the campaign to keep students, parents, and the wider school community updated. Post daily/weekly challenges, success stories, and milestones to keep the momentum going.

Fundraising Goal and Milestones:

Set a school-wide fundraising goal and break it down into smaller, achievable milestones. For example, if the goal is \$5,000, you could set intermediate goals like \$1,000, \$2,500, and \$4,000 to encourage progress. Offer incentives for hitting these milestones (e.g., a “dress down day” for students, or a pie-in-the-face contest for teachers).

Reward System:

Create a reward system for different fundraising levels—whether it’s prizes, recognition during morning announcements, or special privileges for the top fundraisers in each grade.

COLLABORATION WITH THE CHILDREN’S HEART FOUNDATION

Educational Resources:

Work closely with the Children’s Heart Foundation to get educational materials, video content, and suggested activities for the students.

Matching Donations:

Ask local businesses or school alumni if they’d be willing to match donations raised by students to encourage larger donations.

Post-Campaign Impact Report:

After the campaign ends, share with the students the total amount raised and how it will help children with heart conditions. This reinforces the importance of their contributions.

SETTING UP A SUCCESSFUL SCHOOL EVENT



Planning and Preparation

- Define your school goals
- Create a timeline for activities



Materials

- Use a large jar(s) to hold your coins and/or bills
- Download the customized label for your jars



Partnerships

- Partner with local businesses for matching donations
- Partner to donate pizza or snacks for the winning class or grade level that fundraises the highest amount



Program Launch

- Introduce The Children's Heart Foundation and the "Change My Heart" initiative through school assembly or make an announcement
- Letter to parents can be customized (see letter on page 12)



Fundraising Activities

- Coin Jar Placement: Place in high-traffic areas such as classrooms, the front office, and the lunchroom
- Clearly label the jars with the "Change My Heart" label (see page 11)



Engagement Activities

- Organize classroom competitions to see which class can raise the most funds. (see ideas on page 7)



Change My Heart Wrap-Up

- Collect the coin jars and count the donations
- Host a celebration event to announce the total funds raised
- Recognize top fundraisers and award certificates

TIPS FOR SUCCESS



Engage students:

Make the program fun and interactive to keep students motivated.



Celebrate Achievements:

Recognize and reward students' efforts to encourage participation



Involve the Community:

Extend the program's reach by involving parents, local businesses, and community groups.



INCENTIVE IDEAS



1

Pizza Party:

Host a pizza party for the classroom or grade that raises the most funds.

6

Dress Down Day:

Allow the winning class or grade to have a dress-down day or wear themed costumes.

2

Ice Cream Social:

Treat the top fundraising class to an ice cream social with various toppings.

7

Game Day:

Host a game day during which the winning class plays board games, video games, or outdoor games.

3

Classroom Trophy or Banner:

Award a traveling trophy or banner to the top fundraising class to display in their room.

8

Extra Recess Time:

Allow the winning class to enjoy additional recess time.

4

Movie Day:

Arrange for the winning class to have a movie day complete with popcorn and drinks.

9

School Dance or Party:

Organize a special dance or party for the grade that raises the most money.

5

No Homework Passes:

Give out no homework passes to the students in the top fundraising class.

10

Special Guest Speaker:

Arrange for a special guest speaker or entertainer to visit the winning class.

LABEL FOR JARS



Change My Heart



Every coin counts! Your donation helps fund vital research for congenital heart defects, the most common birth defect in America. Thank you for supporting our mission to save and improve the lives of children with CHDs.

Thank You for Your Support!

SCHOOL LETTER TEMPLATE



Hello (MASCOT) parents,

(SCHOOL NAME) has proudly chosen to participate in a fundraiser to benefit The Children's Heart Foundation called **Change My Heart**. Congenital heart defects are America's most common birth defect. Nearly 40,000 babies are born with a CHD each year in the United States; this equates to 1 child every 15 minutes. The Children's Heart Foundation is the nation's leading organization solely dedicated to funding CHD research. Since 1996, The Children's Heart Foundation has funded nearly \$20 million in research and scientific collaborations. You can learn more about The Children's Heart Foundation by visiting www.childrensheartfoundation.org. This fundraiser is a fun and easy way to raise funds and awareness for congenital heart defect (CHD) research at your school, and we are grateful for your support!

We would love for your (MASCOT) to participate with us! This is a great way to encourage kids to give back and contribute to a very important mission.

Participating in this fundraiser is as simple as dropping a coin in a jar. We will have 2 coin jars set up at (SCHOOL) during the week of (INSERT DATES). Your student can find these marked coin jars located at the front office and in the lunch room. On their way to class or at lunch, they can easily drop their donation (extra coins) in the jar. It's that simple. We are excited for your children to help us raise funds for this worthy cause.

Where: Right here at (SCHOOL NAME AND LOCATION)

When: (ADD DATE(S)/MONTH OF FUNDRAISER)

How: Students can drop their donation (extra coins) in the jars located at (LOCATION OF JARS)

We are so grateful for you and your support! We can't wait to report back with the final donation they helped make, so stay tuned. We are eagerly anticipating the impact we can make together.

COLORING PAGES FOR ACTIVITIES

Hearty: Champion of Hearts!



The Children's
Heart
Foundation™

Hearty: Champion of Hearts!



The Children's
Heart
Foundation™

Hearty: Champion of Hearts!



The Children's
Heart
Foundation™

CERTIFICATE OF PARTICIPATION

Certificate OF PARTICIPATION

WE PROUDLY PRESENT THIS TO

In recognition of their valuable contribution to our efforts to advance the diagnosis, treatment, and prevention of congenital heart defects by funding the most promising research.

Your commitment and dedication have played a vital role in our mission to improve the lives of those affected by congenital heart defects. Together, we are making strides towards a healthier future.

AWARDED BY:



APPRECIATION CARDS



Change My Heart, Change Their Future

I'm Making A Difference

STUDENTS NAME

GRADE

Helping support research to help kids with special hearts.

CHANGE MY HEART THERMOMETER



Change My Heart

CLASS FUNDRAISING GOAL

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GRADE: _____

NAMES:

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