



American Heart Association®



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# WEAR RED DAY CHALLENGE ROLL OUT YOUR RED!

## How-to Guide



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[GoRedForWomen.org](http://GoRedForWomen.org)

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# READY, SET, ROLL OUT YOUR RED!

## JOIN THE EXCITEMENT AND PASSION OF OUR FIRST-EVER WEAR RED DAY CHALLENGE.

National Wear Red Day® is Feb. 3, 2012

Each year, the first Friday in February is designated **National Wear Red Day**. It's a day when individuals, groups and companies show their support in the fight against heart disease, the No. 1 killer of women, by rallying in red.

Are you up for the challenge? It's easy!

Are you part of a group that goes red — and beyond? Is your cubicle a sea of red? Do you even plaster your pooch in red? Show us! **The Wear Red Day Challenge** is a simple, fun competition to find the most spirited supporters from across the country.



*Los Angeles City Hall Goes Red*



*Ocoee High School Goes Red  
Ocoee, FL*

[GoRedForWomen.org/WearRedDay](http://GoRedForWomen.org/WearRedDay)

# HOW DOES THE CHALLENGE WORK?

## IT'S EASY!

1. Go to [Facebook.com/GoRed](https://www.facebook.com/GoRed) to review the 13 **Wear Red Day** Award categories (or see them below) and to check out the friendly competition.
2. **Start planning your submission.** You can get ideas from [GoRedForWomen.org/WearRedDay](https://www.GoRedForWomen.org/WearRedDay). Get colleagues and friends involved in the planning with the “Wear Red Day Challenge Invitation and Instructions” template on page 3 of this guide. Print it out and use as a desk drop or an email attachment to encourage potential teammates to share their ideas and creativity. Remember: The more spirit you show, the better the chance you have to win top ranking on our Facebook page. So don't hold back!
3. **Record a video or take photos** of your efforts and submit on the **Wear Red Day Challenge** tab on our Facebook page ([Facebook.com/GoRed](https://www.facebook.com/GoRed)) from Jan. 23 through Feb. 23. The earlier you get them in, the more time you'll have to promote your submission and get more votes.
4. **Share with colleagues, friends and family** and ask them to vote by liking your picture or video! Use our message templates on pages 4 and 5 to get the word out.
5. **On Feb. 25, Go Red For Women** will announce winners for each category on Facebook and our website.

## THERE'S A CATEGORY FOR EVERYONE, AND YOU CAN COMPETE IN MORE THAN ONE!

- Most Spirited Office/Cube to **GO RED**
- Most Spirited News Anchor/Team to **GO RED**
- Most Spirited **GO RED** Group Photo
- Most Spirited Men in Red
- Most Spirited Fitness Enthusiasts to **GO RED**
- Most Spirited Building/Monument to **GO RED**
- Most Spirited School to **GO RED**
- Most Spirited Military Group to **GO RED**
- Most Spirited Pet to **GO RED**
- Most Spirited Church Group to **GO RED**
- Most Spirited **GO RED** Soap Opera/Telenovela
- Most Spirited **GO RED** Song or Dance [video]
- Most Creative **Go Red For Women** Fundraiser

**Don't want to compete? That's OK.** The important thing is to participate in **National Wear Red Day** and help drive awareness about the importance of fighting heart disease, the No. 1 killer of women. Remember to use the materials you've downloaded or visit [GoRedForWomen.org/WearRedDay](https://www.GoRedForWomen.org/WearRedDay) for more. Feel free to have your own competition with friends and family!



[GoRedForWomen.org/WearRedDay](https://www.GoRedForWomen.org/WearRedDay)

# READY, SET, ROLL OUT YOUR RED!

## NATIONAL **WEAR RED DAY**<sup>®</sup> IS ALMOST HERE! LET'S JOIN THE EXCITEMENT BY PARTICIPATING IN GO RED FOR WOMEN'S FIRST-EVER **WEAR RED DAY CHALLENGE**.

The challenge is simple. It's a fun, friendly competition to find the most spirited supporters from across the country. We'll be picking one of the categories below for us to get involved. Then we need *your* help to help *us* be the most spirited!



### HOW DOES THE CHALLENGE WORK? IT'S EASY.

1. Once we choose our category and take our video or picture, we'll submit to **Go Red For Women's** Facebook page.
2. Then the voting begins! We have until the end of day Feb. 23 to get as many votes as possible, just by liking our video or picture.
3. Share our video or picture with friends and family and ask them to vote by liking our post!
4. **Go Red For Women** will announce winners for each category Feb. 25.

#### Categories are:

- Most Spirited Office/Cube to **GO RED**
- Most Spirited News Anchor/Team to **GO RED**
- Most Spirited **GO RED** Group Photo
- Most Spirited Men **IN RED**
- Most Spirited Fitness Enthusiasts to **GO RED**
- Most Spirited Building/Monument to **GO RED**
- Most Spirited School to **GO RED**
- Most Spirited Military Group to **GO RED**
- Most Spirited Pet to **GO RED**
- Most Spirited Church Group to **GO RED**
- Most Spirited **GO RED** Soap Opera/Telenovela
- Most Spirited **GO RED** Song or Dance Video
- Most Creative **Go Red For Women** Fundraiser



**LET'S ROLL OUT YOUR RED! LOOK FOR MORE DETAILS TO COME.**

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# EMAIL AND SOCIAL MEDIA TEMPLATES: SHARE YOUR SPIRIT WITH FRIENDS AND FAMILY!

Copy, paste and edit these message templates to spread the word about the Challenge to colleagues, friends and family via Facebook, Twitter, email or any other social media channel.

## Use in your company or group email to introduce the competition

### Ready, Set, Roll Out Your Red!

**National Wear Red Day**® is almost here and [insert company/group name] will join the excitement by taking part in **Go Red For Women's** first-ever **Wear Red Day Challenge**.

The Challenge is simple! It's a fun, friendly competition to find the most spirited supporters from across the country. We'll be picking one of the categories below for [company/group] to get involved. Then we need *your* help to help *us* be the most spirited!

### How does Roll Out Your Red work? It's easy.

1. Once we choose our category and take our [video/picture], we'll submit it to **Go Red For Women's** Facebook page.
2. Then the voting begins! We have until the end of day Feb. 23 to get as many votes as possible, just by liking our [video/picture] on Facebook.
3. Share our [video/picture] with friends and family and ask them to vote by liking our picture or video!
4. **Go Red For Women** will announce winners for each category Feb. 25.

### Categories are

- Most Spirited Office/Cube to **Go Red**
- Most Spirited News Anchor/Team to **Go Red**
- Most Spirited **Go Red** Group Photo
- Most Spirited **Men in Red**
- Most Spirited Fitness Enthusiasts to **Go Red**
- Most Spirited Building/Monument to **Go Red**
- Most Spirited School to **Go Red**
- Most Spirited Military Group to **Go Red**
- Most Spirited Pet to **Go Red**
- Most Spirited Church Group to **Go Red**
- Most Spirited **Go Red** Telenovela
- Most Spirited **Go Red** Song or Dance [video]
- Most Creative **Go Red For Women** Fundraiser

Start thinking about which category we can participate in — we'll send more details soon.



**SEE NEXT PAGE FOR MORE EMAIL TEMPLATES ...**

[GoRedForWomen.org/WearRedDay](http://GoRedForWomen.org/WearRedDay)

## Use in your company and group email to encourage voting

### Ready! Set! Roll out Your Red!

Did you know that heart disease is the No. 1 killer of women? That's why we're participating in **Go Red For Women's Wear Red Day Challenge**, which is hosted by the American Heart Association.

WE NEED YOUR HELP. This year, our company is taking part in this friendly competition by entering the [insert category]. Help us win by voting for our submission. Just visit the Facebook link below (**Facebook.com/GoRed**) and like **Go Red For Women**. Share the link with friends and family to help us take top honors!

Voting ends Feb. 23, so be sure to vote soon.

Check out our picture [video] here. [insert hyperlink]

## Use in your email to individuals to encourage them to vote

Did you know that heart disease is the No. 1 killer of women? That's why I'm participating in **Go Red For Women's Wear Red Day Challenge**, which is hosted by the American Heart Association.

I NEED YOUR HELP. This year I'm going to join the friendly competition by entering the [insert category]. I really want to win! Please vote for my submission. Just visit the Facebook link below and like **Go Red For Women**. Feel free to share the link with your friends and family to help drive awareness of heart disease. (And help me take top honors!)

Voting ends Feb. 23, so be sure to vote soon.

Check out my picture [video] here. [insert hyperlink]

Thanks for your support!



## Use for Social Media Messages

Use the messages below to promote your picture or video on Facebook, Twitter or other social media channels to your friends, family or co-workers. Be sure to use the hashtags, so you can see others participating too!

- We're rallying in red! Vote for our [Most spirited...insert category] as part of the **#GoRed #WearRedDay Challenge**.
- I'm participating in the **#GoRed #WearRedDay Challenge**! It's a friendly competition in the spirit of doing something good. Will you vote for me?

[insert link]



[GoRedForWomen.org/WearRedDay](http://GoRedForWomen.org/WearRedDay)



American Heart Association®

Go Red™  
for women

Thank You

Name

For participating in the

Company, Organization or Group Name

In celebration of **National Wear Red Day**™ on

And for the commitment you've shown to fighting heart disease – women's No. 1 killer

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