

## PLANNING GUIDE

# Wear Red and Give

Change the future for women's health.

This February—for American Heart Month—let's join together to help prevent heart disease and stroke.





# Wear Red & Give

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## Making an impact can be easy...and fun!

- 1. Wear Red** - If we can turn the world red, we can change the future. Choose the iconic Red Dress pin, pants, hat, tie, scarf, or even socks. Style yourself red or join together with friends and colleagues to make a bold statement for a great cause. To get your iconic Red Dress pin or other Go Red gear, visit [ShopHeart.org](http://ShopHeart.org) today!
- 2. Give** - Help raise awareness that cardiovascular disease is the No. 1 killer of women and encourage everyone to wear red and give. Every dollar makes a difference in the fight against heart disease and stroke.
- 3. Open your heart** and contribute to the American Heart Association's efforts to help build longer, healthier lives, free of cardiovascular diseases. Your gift can change lives: Nearly 80 cents of every dollar donated is spent on research, education and community outreach helping to save the lives of mothers, daughters, sisters, friends and all the women we can't bear to live without.

# Rally A Squad

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Chances are we all know someone affected by heart disease and stroke because cardiovascular disease claims the lives of 1 in 3 women - that's about one woman every 80 seconds. Together we can change this because there is nothing women united with purpose cannot achieve.

Bring people together at work, school, your place of worship, in your community or at your social clubs and events. There are lots of ways to be a part of Wear Red Day and American Heart Month. It's easy to do anywhere and with everyone.



# Get Red-y for Change

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- Go to **WearRedDay.org** and pick resources to help spread the word. There are fliers, posters and more you can easily download and print.
- Ask friends and family for their commitment to wear red on Wear Red Day and make a gift to support the lifesaving work of Go Red for Women and the American Heart Association.
- Host a Wear Red Day party at work, home, school or anywhere else.
- Advertise your event using the posters and fliers at **WearRedDay.org**, or create your own.
- Create your own donation page before your event by following the simple instructions on **WearRedDay.org**. Then ask friends, family and co-workers to Wear Red and Give anytime in February.





# Plans for a Change

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## Tips for a great event:

- Invite a guest speaker, such as a cardiologist or nurse, from a local hospital or community clinic. If you know a female heart disease or stroke survivor, invite them to share their personal story.
- Offer free blood pressure checks with an optional donation “tip” jar to raise funds.
- Host a healthy bake sale to raise funds and awareness using **healthy recipes**.
- Heart-healthy cooking demonstrations are always fun. Feature heart-healthy foods and foods that are red, and check out these **healthy cooking tips**.
- Serve red heart-healthy fruit trays with apples and strawberries, or veggie trays with red peppers and radishes. Use red plates, napkins and cups.
- Hand out educational resources at your event. You can find heart-healthy documents to download for free on our Wear Red Day site.
- Ask those who can't attend to support the cause by donating online and asking your donors to share your cause with others.
- Share your fundraising page link on your social media accounts and ask your friends to share it for a ripple effect.



# Plans for a Change

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## Tips for a great event at work:

- Organize a company fundraiser to sell or plant red roses honoring employees affected by heart disease or stroke.
- Find a few friends or family members to join you for a walk or other physical activity on Wear Red Day. Or lead a group at work in a **heart-healthy exercise**.
- Ask employees to show their support by wearing red. Hold a contest for the most creative or craziest red outfits.
- Light the exterior or lobby of your building red and hang up signs explaining why.
- Hang red streamers and red string lights or cover cubicle panels with red paper or balloons.
- Visit **ShopHeart.org** to purchase red items for prizes or to decorate the workplace.
- Feature an infographic about heart health in your employee newsletter.
- Host an open house or luncheon with heart-healthy foods and tips.



# Get Social

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## Tips to turn your social networks red:

- Follow the American Heart Association and Go Red for Women on Facebook, Twitter and Instagram, and don't forget to tag us using @GoRedforWomen and @American\_Heart.
- Use #WearRedAndGive throughout February on all your social media accounts.
- Share how cardiovascular diseases have impacted your life and ask others to do the same. Be sure to like, share and comment on one another's posts for the biggest impact.
- Post a picture of yourself wearing red and encourage others to do the same.
- Turn your Facebook profile red and encourage friends and family to do the same.
- Share the link to your fundraising page on Facebook and Twitter.
- Plan a fun group photo wearing red and share on social media to raise awareness. Don't forget to tag everyone in the photo so they can share it too!
- Engage your company's social media team and ask if they can create or share #WearRedAndGive posts for an even bigger audience.





American  
Heart  
Association.

American Heart Association.



# Questions?

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We've got the answers at  
[GoRedforWomen.org/wearredday](https://www.GoRedforWomen.org/wearredday)