

# MAKE IT YOUR MISSION

TO FIGHT HEART DISEASE IN WOMEN



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2011 **National Wear Red Day**<sup>®</sup>

## Action Kit

Letter from Nancy Brown  
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# 2011 National Wear Red Day<sup>®</sup>

**Dear Friends,**

Heart disease is still the No. 1 killer of women, taking the life of 1 in 3 women each year. This means women just like you – mothers, sisters, friends – are dying at the rate of one per minute because they don't know what you know: heart disease kills.

On **National Wear Red Day<sup>®</sup>, February 4, 2011**, millions of Americans will join you in our fight against heart disease in women by wearing RED! I would like to take this opportunity to thank you for your support and share how the American Heart Association is leading the effort to stop heart disease in our lifetime.

Last year, the American Heart Association launched its 2020 Impact Goal, **to improve the cardiovascular health of all Americans by 20 percent while reducing deaths from cardiovascular diseases and stroke by 20 percent**. To achieve this goal, it is vital for Americans to understand their true health status. Currently, 39% of Americans think they are in ideal health when in reality less than 1 percent have an ideal health profile. That is why your support is imperative so we can continue to fund cutting-edge research, conduct lifesaving public and professional education programs and advocate to protect public health.

As we look to the future, **Go Red For Women<sup>®</sup>** will play a critically important role in reaching our 2020 Impact Goal. We're asking women to "Make It Your Mission" by bringing your network into our network. Tell 5 women you want them to live and, together, we can end this deadly disease.

On this **National Wear Red Day**, we can be proud of our progress in reducing women's risk for heart disease and stroke. Again, thank you for your dedication to helping women and their families live longer, stronger, healthier lives.



All my best,

A handwritten signature in black ink that reads "Nancy A. Brown".

**Nancy Brown**  
*Chief Executive Officer*  
*American Heart Association*

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



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# National Wear Red Day<sup>®</sup> is Friday, February 4: Make It Your Mission to Fight Heart Disease in Women

**Heart disease is still the No. 1 killer of women, taking the life of 1 in 3 women each year.** This means women you know — mothers, sisters, friends — are dying at the rate of one per minute. In fact, in the time it takes to read this, another woman will die from heart disease.

It simply does not have to be that way. At the American Heart Association, we work every day to fund research and fight this killer so that more women can be saved. But we need your help.

This **National Wear Red Day**, join our mission to ensure we never have to deny research that could save a woman's life. Help raise the funds needed for lifesaving educational programs and the development of new treatments to fight heart disease. **On Friday, February 4, Make It Your Mission To Save Lives.**

## It's easy to sign up and make a difference.

- Step One:** Visit [GoRedForWomen.org/WearRedDay](http://GoRedForWomen.org/WearRedDay) and click on "Start Now."
- Step Two:** Choose from Individuals and Groups, School or Workplace.
- Step Three:** Choose a fundraising goal and complete the simple registration form.
- Step Four:** Tell your friends and social network to donate.

*Please see next page for more info*



When you register we will set up your personalized fundraising page on [GoRedForWomen.org/WearRedDay](http://GoRedForWomen.org/WearRedDay).

*My father lost his battle with heart disease many years ago — it was devastating for me. Since then I have learned of my risk for heart disease. I want to help prevent this from happening to other women.*

*I have made it my mission to fight heart disease in women. Visit [GoRedForWomen.org/WearRedDay](http://GoRedForWomen.org/WearRedDay) to learn about this largely preventable disease and what you too can do to help.*

**Jennie Garth, Actress,**  
Go Red For Women National Spokesperson



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





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# Make It Your Mission To Give!

Once you're registered you'll receive a confirmation message on the website and an e-mail with everything you need to help you get the word out including:

To make sure our emails reach your inbox, please add [info@heart.org](mailto:info@heart.org) to your address book.

**Support Wear Red Day through your personal fundraising web page**

Dave Gallman:

We've created a personal fundraising page for you... **1**

<https://wearredday.kimbia.com/individual?kwoAdvocateId=WY7QPHCSNQQPWCS2NQQP>

Share this personal fundraising page with friends, family, and others and get credit for each individual gift you inspire! Your friends and family will see your name on the page and you'll receive a notification email every time you inspire a gift.

Get started today...

1) Share this link: **2**

[Facebook](#) | [LinkedIn](#) | [Twitter](#) | [Email](#)

2) Copy and paste the above link into emails, text messages, message boards, comments, or chats.

3) Place a copy of your personalized form directly on your blog or website.

Paste the code 'snippet' below into any page of your blog or website to display your personalized fundraising form.

`<script src="https://widgets.kimbia.com/widgets/form.js?channel=wearredday">` **3**

**Embed Instructions**

Using Blogger? [Add an HTML/Javascript Page Element](#)

Using Wordpress? [Add a Sidebar accessory](#)

Using Typepad? [Add a Notes TypeList](#)

**1**  
**Link to your Fundraising Page**

**2**  
**Facebook link**  
**Share your fundraising page with friends.**

**Twitter link**  
**Blast your network with a link to the fundraising page.**

**Linked In**  
**Invite your colleagues to participate.**

**3**  
**Embed Code**  
**Copy and paste this code to place it on your company, school or personal website or blog.**

Thank you for building awareness and raising funds to fight heart disease — the No. 1 killer of women.

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



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# National Wear Red Day<sup>®</sup> Fundraising Planning Ideas

## Heart disease is still the No. 1 killer of women, taking the life of 1 in 3 women each year.

This National Wear Red Day, join the American Heart Association's mission to ensure we never have to deny research that could save a woman's life. Use the following ideas or create your own fundraising plan. Each dollar raised helps with funds needed for lifesaving educational programs and the development of new treatments to fight heart disease.

### For The Workplace

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- 1. Casual days.** For a donation amount of your choice, workers can purchase a day to wear jeans to the office. Be sure to give everyone that donates a red dress pin as a thank you. Buy pins at [ShopGoRed.org](http://ShopGoRed.org).
- 2. Make a calendar.** Individuals, departments, families or offices can make a donation to "purchase" a month on the calendar. Donors can design their calendar page with facts on heart disease, personal stories, words of encouragement or heart-healthy habits. Further fundraising can be achieved by selling the calendar to the community.
- 3. Sell extended lunch hours.** In the workplace, sell an extra 30 minutes of lunchtime for a \$5 donation.
- 4. Costume contest.** On **National Wear Red Day**, hold a costume contest for the most creative or craziest red outfits. For a donation, employees gain admittance to the contest. Award prizes, like an extra casual day.
- 5. Healthy bake sale.** Items to sell could include fiber-rich whole-grain bagels, oatmeal, fruit salad, veggie sticks, water bottles and other heart-smart snacks. Promote heart disease awareness by passing out flyers. Use our **Top 10 Foods in Red** flyer for ideas, or use one of our **Go Red Cookbooks** available on [ShopGoRed.org](http://ShopGoRed.org).
- 6. Lunch-and-learns.** Invite local experts on heart disease (physicians, health educators, physical therapists) to give a lunch hour lecture for employees. Ask for a donation for employees to attend and receive free red dress pin or healthy foods.
- 7. Heart-healthy cookbook.** Ask neighbors, coworkers or students to submit their favorite healthy recipe or favorite "Red" recipe to be in the cookbook. Include facts about women and heart disease with the recipes and sell the book to community members schools and offices.
- 8. Water-ade stand.** Set up a table or stand and provide water bottles for donations. Include stickers on the water bottles with facts on heart disease or tips for being heart healthy.
- 9. Hold a Red Raffle.** Ideas for items include heart-healthy recipes, flowers, casual days or paraphernalia.
- 10. Paper Red Dresses.** Use the **Red Dress** silhouette found on the **National Wear Red Day** web site for individuals to write their personal stories, heart disease facts, or names of loved ones and then hang in the office school or neighborhood.

*Please see next page for more great fundraising ideas*



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

# National Wear Red Day<sup>®</sup> Fundraising Ideas (Cont.)



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## For Individuals and Groups

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- 1. Support letters.** Send out letters to family and friends with the mission of **National Wear Red Day** and ask them for donations to support the cause.
- 2. Garage sale.** Rummage through your garage or attic and have a neighborhood garage sale. Create signs and flyers letting your customers know that all of the proceeds will benefit **National Wear Red Day**. See if any of your neighbors would like to throw a garage sale with you!
- 3. Coffee fast.** For the two weeks before **National Wear Red Day** place the money you would normally spend on going out for coffee in a donation jar. Not a coffee drinker? Bring your lunch to work or school and donate your lunch money to fight heart disease in women.
- 4. Provide a service.** Ask your neighbors and friends if there are any chores they need done like mowing the lawn, cleaning the gutter or babysitting their kids. Instead of being paid for the service, ask them to make a donation to **National Wear Red Day** in exchange for your service.
- 5. Water-ade stand.** Set up a table or stand and provide water bottles for donations. Include stickers on the water bottles with facts on heart disease or tips for being heart healthy.

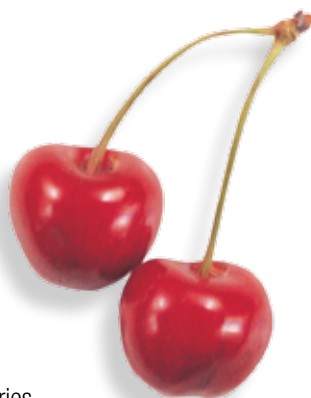
## For Schools

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- 1. Healthy bake sale.** Items to sell could include fiber-rich whole-grain bagels, oatmeal, fruit salad, veggie sticks, water bottles and other heart-smart snacks. Promote heart disease awareness by passing out flyers. Use our **Top 10 Foods in Red** flyer for ideas.
- 2. Class competition.** Provide each class with a red bucket for collecting donations. Have students solicit donations from their family and neighbors as well. Throw a **National Wear Red Day** party for the classroom that raises the most money.
- 3. Red Raffle.** Ask teachers, classrooms, students and parents to donate red items for a **National Wear Red Day** raffle.
- 4. Profit share.** Find a local restaurant or food chain and ask if students, teachers and parents can help serve food for a day in exchange for a portion of the proceeds or a donation to **National Wear Red Day**.
- 5. Car wash.** Clear out the school's parking lot on a Saturday and hold a car wash. Customers can make a donation in exchange for a clean car.

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

# 10 Foods in Red



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On **National Wear Red Day**<sup>®</sup>, make every part of your celebration “Red” by enjoying these red foods and drinks too!

**Red Berry Squares:** Make strawberry-flavored gelatin mixed with fresh strawberries and raspberries. Cut into squares before serving.

**Frozen Watermelon Bites:** Alternate frozen cubes of watermelon and mint leaves on a skewer and serve cold.

**Ravin' Red Smoothie:** Blend 1 cup low-fat yogurt, ½ cup frozen strawberries, ½ cup frozen raspberries and 1 frozen banana.

**Red Pasta:** Cook whole-wheat spaghetti and top with low sodium marinara sauce, diced tomatoes, and sun-dried tomatoes.

**Baked Red Apple Dessert:** Fill 1 whole red apple (cored) with ¼ cup chopped almonds, ¼ cup dried cranberries, 1 tsp. honey, and 1 tsp. brown sugar. Bake for 15 minutes at 350°F or until sugar bubbles.

**Perfect Polenta:** Cook polenta and mix with roasted cherry tomatoes, roasted red bell pepper, and sun-dried tomato.

**Stuffed Red Bell Peppers:** Stuff 1 red bell pepper (cored) with ½ cup cooked brown rice, ¼ diced red onion, ¼ cup ground turkey (browned), 1 tbsp. parsley, salt and pepper. Bake at 350°F for 15 minutes or until pepper is heated through.

**Roasted Red Cabbage Salad:** In a large bowl, combine 2 cups chopped red cabbage (roasted), ½ cup red onion (thinly sliced and sautéed), ¼ cup red wine vinegar, 1 tbsp. olive oil, and sea salt.

**Red Bean Salsa:** Combine 2 cups red beans, ½ cup diced red onions, 1 cup diced red tomato, ¼ cup diced jalapeño (remove seeds), ¼ cup chopped parsley, 2 tbsp. lemon juice, salt and pepper.

For more heart-healthy recipes visit [GoRedForWomen.org/betterU](http://GoRedForWomen.org/betterU) or visit [ShopGoRed.org](http://ShopGoRed.org)





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# Show your support Shop Go Red

Make It Your Mission to fight heart disease and look good at the same time by visiting [ShopGoRed.org](http://ShopGoRed.org). It's an online store where you can shop for **Go Red For Women**® accessories, clothing and educational items. Best of all, net proceeds from each purchase support the American Heart Association.

To place an order, visit [ShopGoRed.org](http://ShopGoRed.org)



### Laptop Skin \$20

Express yourself uniquely and show your support boldly with a Go Red For Women skin for your laptop. Made of premium 3M vinyl, the skin is easily applied and removed, allowing users to personalize their notebooks as often as they choose. Size of skin 8 x 10.5 inches for a 15-inch laptop. Made in USA.



### Red Dress Wish Necklace \$22

With this beautiful 18" sterling silver necklace and red dress pendant around your neck, you will have a constant reminder of the power of your own voice to stomp out this disease.



### Business Card Holder \$11

In passionate red color, this case comes embossed with the symbol of the movement, the red dress. You can display it proudly to show your passion for the movement.

### BetterU Fitness Tank \$30

Women's red v-neck colorblock moisture wicking fitness shirt with contrast white side panels. Features the classic red dress embroidery on the front left hemline.



### Speak Up Latte Mug \$10

Make It Your Mission to Speak up against heart disease with this 12-ounce glossy mug. Dishwasher and microwave safe, 3 inches high and 3 7/8 in diameter.



### Eco-Friendly Tote \$12

Whether you are picking up groceries or toting papers back and forth, this tote is reusable and durable. The eco-friendly tote is high quality, tear resistant, water repellent and long lasting! Set of 4.



### Red Dress Twist Pen \$20

Express your support of Go Red For Women with this elegant etched red and silver writing pen that features the classic red dress in a repeating pattern. Packaged in a gift box.



### Rhinestone Red Dress Brooch \$27

This vintage style brooch is made of multisized, garnet-colored rhinestones. It looks great on a denim jacket, scarf or coat. This dress adds a fun and colorful touch to any casual or dressy occasion while showing your support for women and heart disease.



### Red Dress Charms \$12

A charming way to raise awareness for the Go Red movement. Use this versatile new charm as a zipper pull or on a charm bracelet (each sold separately, includes 12mm lobster clasp).



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



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# National Wear Red Day<sup>®</sup> Action Materials Checklist

**Go Red For Women** has created a number of materials to help you in planning your own **National Wear Red Day** event. The following materials can be downloaded free at [GoRedForWomen.org/WearRedDay](http://GoRedForWomen.org/WearRedDay):

**National Wear Red Day Flyer** Use this two-sided poster to get the word out. Print copies as handouts at your event, or e-mail the flyer to your contact list. Everything you need to know about **National Wear Red Day** and fundraising for research and education is here!

**Wear Red Day Posters** Print these posters and write the day and date of your event in the open space on each poster. Then hang at your event, in the break room, cafeteria, student lounge or anywhere you wish to promote the day and date of your event.

**Donation Delivery Instructions** Are you collecting cash donations and can't use the online fundraising tool? This document provides the information you need to get your donations mailed to your local American Heart Association office.

**Tax Certificates** Provide this receipt to everyone who donates money to remind them of their contribution at tax preparation time.

**Sample Messaging Content** **Go Red For Women** has provided sample messaging for you to copy and paste into your communications – e-mails and letters – encouraging others to participate in **National Wear Red Day**.

**Brown Bag Passion Presentation** Use this simple-to-use Power Point presentation at a luncheon, meeting or other event to educate your guests on the issue of heart disease in women and to introduce **Go Red For Women** and how they can Make It Their Mission to help fight heart disease.

**Web Banners and Badges** Upload these Web banners to your company website, your blog site, your Facebook page or as a signature to your e-mail template to build awareness about **National Wear Red Day** and **Go Red For Women**.

**Tribute Card** Print these cards out for those who donate to the cause. Have them write the name of the person for whom they "**Go Red**" and post the cards on a bulletin board, wall or other visible area.

**Heart Health Card** Hand these out to guests at your event to remind them about the mission to fight heart disease in women. The ten tips on the back will remind them of simple but effective ways to take care of their hearts.

**Thank you for participating in National Wear Red Day!**

**Please join us on Facebook and share your experiences, tips and ideas about how and why you Go Red!**

[GoRedForWomen.org/WearRedDay](http://GoRedForWomen.org/WearRedDay)  
[www.facebook.org/GoRed](http://www.facebook.org/GoRed)