

Awkward Agent®

WEAR RED DAY (COMMUNITY)

Heart disease is the leading cause of death for Americans. In honor of National Heart Month, help increase heart health awareness by encouraging people to wear red on the first Friday in February. Ask folks to post their picture on Facebook and tag you. When they do this, make a donation on their behalf to the American Heart Association. Also consider giving away prizes for the craziest or most creative outfit. Provide giveaways yourself or ask local businesses to help support the cause. Spread the word by posting on social media and mailing flyers to your sphere. Ask sponsors to also promote to their customers.

WHO TO INVITE

Get the word out to everyone you know. This is all about showing your support for heart health and encouraging others to do the same. If you have sponsors, ask them to promote to their customers.

TIMING

"Wear Red Day" is the first Friday of February.

VENUE

No venue necessary.

AGENDA

This is a super simple event. Just spread the word and wear red.

WHAT YOU NEED

Supplies

The following are some suggestions for prize giveaways on Wear Red Day.

- ☐ Healthy restaurant gift cards
- ☐ Spa package
- ☐ Wine tasting
- ☐ Overnight hotel stay
- ☐ Theater or concert tickets (popular show)

Food & Drink

This is a virtual event. No food and drink necessary.

GOOD VIBES ONLY

Icebreaker

Here's an icebreaker that will spark conversation. Share a personal story on Facebook about how heart disease has impacted someone close to you and ask others to share their survivor stories. Start this about a week before "Wear Red Day.". Comment on everyone's posts.

Music

Did you know that music has a positive impact on heart health by improving mood and heart function? Create a playlist or pick one of your favorites on Spotify. Share this playlist on social media.

Also be sure to check out our [Party Planning Checklist](#) to make sure you have all your bases covered.

HELPFUL TIPS

Get the Word Out

We recommend advertising your event with the following:

- ☐ Personal phone calls
- ☐ Flyer
- ☐ Bulletin board poster (local businesses)
- ☐ Social media
- ☐ Email
- ☐ Text messages

Collateral

Further promote your personal brand with the following:

- ☐ Thank You cards
- ☐ Social media (post pictures, recap total donation, announce prize winners, give shout outs)