

[10] Ways to Make Your Walk to School a Success!



1. **PLAN A "PARK AND WALK"** Identify a central meeting location, such as a park, church or library, where parents and students can meet up.
2. **CREATE A ROUTE** Map out your route(s) and attach the map to your flyer. This way, parents and students can find out about locations and meeting times.
3. **GET YOUR PRINCIPAL ON BOARD** Approval and support from your principal is vital to the success of your event. Approach him/her with an outline of your ideas as early as possible.
4. **RECRUIT VOLUNTEERS** Use flyers, social media and word of mouth to encourage other adults, students and school staff to help out.
5. **COMMUNICATE** Put together a contact list for easy emailing and texting. Send out weekly notices and updates.
6. **COORDINATE** Have regular scheduled meetings with volunteers at your school, local coffee shop, library or anywhere that's convenient for everyone to sit down and plan your event.
7. **PROMOTE** Make fun, decorative flyers, posters and/or banners to promote your event. Send home flyers, announce the event at meetings, ask the principal to promote on the school marquee and parent auto-dialer. Post your event on social media.
8. **INCENTIVISE** Provide incentives for students who walk such as stickers, certificates, wrist bands, "school cash" and raffle tickets for donated prizes.
9. **INVOLVE YOUR COMMUNITY** Invite your local fire station, police department, bicycle advocates, green team and other community organizations to participate. Ask local businesses to sponsor your event and/or donate prizes.
10. **SHOW YOUR SCHOOL SPIRIT** Coordinate with your volunteers to wear school colors or bright colors on the day of the event.