



## **You Can Organize a Walk or Bike to School Event!**

If you're reading this, you've already recognized the health benefits of having your child walk or bike more often. Unfortunately, with limited resources, it's often up to teachers and parents to organize the events that can help get more children to walk and bike to school. Walk & Bike Mendocino has prepared these materials to help you put on a successful event. Here's how to proceed:

- 1. Assemble your team.**
- 2. Plan the event.**
- 3. Get the word out.**
- 4. Have FUN!**
- 5. Start preparations for next year.**

### **1. Assemble your team.**

1. Get the approval of your school's principal.
2. Contact your Parent Teacher Organization
3. Contact Walk & Bike Mendocino
  - a. Ask all these folks who in the community may be able to help
4. Talk to your friends and neighbors.
  - a. Explain why it's important (Check out our "Why Bother" List)
  - b. Ask for people to commit to volunteer for the event.
  - c. If they can't volunteer, ask them to commit to participate
5. Other Potential Partners include
  - a. Law Enforcement
  - b. School Staff
  - c. Businesses
  - d. Public Officials
  - e. Community Leaders

### **2. Plan the Event**

Pick a date.

Look at local calendars and ask your partners to find out if there are any conflicting events before you choose a date. No date is perfect, often it's best to choose one of the National or International Walk/Bike to School Days.

Create a timeline/task list

Use [our reverse timeline](#) to set deadlines so you know you are staying on track.

Decide what kind of activities you will include in your event.

There are a lot of alternatives. Check our [activity list](#) to see some of the things you can do. Don't be afraid to be creative. But be careful to not take on too much.



### **3. Get the Word Out!**

Make sure people know about your event.

Start publicizing early. As soon as you know when, consider sending out save the date notices.

Here are some of your options:

Newspaper announcements/calendars

Facebook

Flyers/posters/handouts

### **4. Have FUN!**

The number of participants is often considered the primary way we judge the success of an event. But for kids - and volunteers - it may be even more important that the event is fun. Putting on an event like this can be stressful, but even if you have a lot of people take part, they won't do it again if it's not FUN! If even one more child is walking or biking you've succeeded. If they have fun and do it again, you've doubled your success.

### **5. Start Preparations for next year.**

Don't let all your hard work go to waste.

Save your materials

Write down what went well, and what you would do differently next time. You may want to wait a day or two after the event to let things settle in, but try to do this in the week after the event when it's all fresh in your memory.