

Walk & Roll to School Event Planner



1 IDENTIFY A DATE & COORDINATE WITH THE SCHOOL

(2-4 MONTHS BEFORE)

- Your event can be whenever it best fits with your school's schedule. Be sure to seek your principal's permission and input. Also, notify your local leaders and police department for support and suggestions. *Hint: If distance is an issue, suggest parents meet at a convenient location, at least five blocks from school.*

2 RECRUIT COMMUNITY PARTNERS AND VOLUNTEERS

(1-2 MONTHS BEFORE)

- Volunteers help build support and encourage students, distribute fliers and greet students on the big day. *Hint: Getting volunteers involved also helps build sustainability.*

Walking and biking to school is a great way to promote a healthy, active lifestyle. Students learn responsibility, good decision making, community awareness and traffic safety, while reducing traffic and pollution at your school.

5 STEPS TO SUCCESS:

Follow these simple steps to make your walk/bike to school event a success:

3 PLAN THE EVENT DAY LOGISTICS

3 WEEKS - 1 MONTH BEFORE

- Start with inviting students and parents to participate. Fliers, posters, banners, school newsletters/social media, and intercom announcements are all good places to promote. Start thinking about tracking participation. *Hint: Be your biggest fan. Students, volunteers and other parents will feed off your energy and enthusiasm.*

4 PROMOTE THE EVENT

STARTING 3 WEEKS BEFORE

- A few days before, check in with your volunteers to make sure everything is ready. The day before, make an intercom announcement to remind students to walk to school and one last email to parents. *Hint: Don't panic. whether you get 5 students or 500, you're on the right track.*

5 FOLLOW UP, TRACK PARTICIPATION, AND THANK VOLUNTEERS

- Instruct volunteers to get a count of student participants. After arriving at school, gather everyone at a common meeting place or in front of the school to congratulate them for participating. *Hint: Take photos of the students and parents (clear this with your principal first).*



For more information contact:

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