



Up to 4 weeks from event date

Step 1: Explore Event Ideas

- Review Walk to School Day **Overview**
- Complete **Sample Activities Worksheet**
- Review **Frequently Asked Questions** handout

Step 2: Get Approval from the Principal

- Brief meeting with principal (or send letter); use **Principal Request Worksheet**
- Bring **Sample Activities Worksheet** to brainstorm with partners
- Put your event date on school calendar
- Put your event in school newsletter using sample **Community Newsletter Text**

Step 3: Register Your Event

- Register event at walktoschoolday-la.org before September 18, 2014
- Attend **Event Organizer Training** (online or in person)

Step 4: Recruit Volunteers

- Distribute **Parent Outreach Flyer** and **Parent Outreach Text/Community Newsletter Text**
- Recruit volunteers and assign tasks (hold meeting); use **Volunteer Contact Form**
- Notify PTA
- Approach sponsors for incentive donations, if desired

Up to 2 weeks from event date

Step 5: Finalize Event Details

- Finalize event details
- Order incentives using the **Incentive Order Form**
- Determine walking school bus meeting locations using the **Event Walking School Bus Guide**
- Submit **Volunteer Contact Form** by September 25 at info@walktoschoolday-la.org

Step 6: Promote Your Event

- Post in community/school newsletters
- Send out **Parent Event Reminder Flyer** and post at school
- Post **Neighborhood Flyer** at local businesses
- Distribute **Walking Safety Tips**
- Emails and phone calls using **Event Reminder Email Text** and **Event Reminder Phone Script**
- Distribute optional materials as desired
- Hang **banner** at school entrance

Event Day

Step 7: Host Event and Celebrate!

- Set-Up Greeting Table**
- Meet volunteers before event and assign jobs
- Give out incentives
- Take photos
- Count participants

Up to 2 weeks after

Step 8: Follow-up on Your Event

- Write thank you notes
- Collect activities and checklists, if used
- Upload event photos to Instagram
- Record event information for future reference
- Begin dialogue about future events
- Complete post-event survey

Up to 3 weeks from event date