



International Walk & Roll to School Day: October 8, 2014

Planning Checklist for Volunteer Leaders

Basic tasks to complete in early September:

- ✓ **Confirm the October 8 event date with your Principal** and seek school approval to set-up a welcome table on the morning of International Walk and Roll to School Day (iWalk 2014) at your school's main entrance. Get the October 8th date listed on your school's master calendar.
- ✓ **Seek funding for snacks:** Safe Routes to Schools will supply your school with colorful buttons to distribute to children on the morning of iWalk 2014. Additionally, we suggest contacting your PTA President for funds for fruit and drinks for your welcome table. If your PTA does not have funding, you can ask for a donation from your local supermarket by personalizing and sending to them a solicitation letter provided by Safe Routes to Schools.
- ✓ **Recruit a few parents in advance to form a volunteer team** to staff your welcome table.
- ✓ **Register your school** on the official iWalk international web site at www.iwalktoschool.org

Organizational tasks to get done by mid-September:

Delegate some of the publicity tasks listed below to your volunteer team. Many hands make light work.

- ✓ **Hang up posters** supplied by Safe Routes to Schools. Hang two at your school and one at a central town location near your school (possibly town hall, the town library or a popular family supermarket).
- ✓ **Identify key neighborhoods and/or central meeting locations**, such as the town library or supermarket.
- ✓ **Recruit neighborhood captains** to lead a group of walkers and/or bikers from their neighborhood. Ask them to help spread the word regarding gathering spots and meeting times in their neighborhood.
- ✓ **Save the Date!** Send a "Save the Date" e-mail reminder to all Room Parents to forward to families to mark October 8th on their calendars.
- ✓ **Notify your local police department** of the date and ask for a police escort (if possible) from one of the central meeting locations.

- ✓ Ask your neighborhood captains to download KangaDo onto their Iphone or Android (www.kangadoapp.com) and to register (every school will already have a group) and they can also create a group for their neighborhood. It will give you a quick and easy way to stay in touch with your Captains and they will then be able to stay in touch with the families in their neighborhood.

Two weeks before International Walk & Roll to School Day:

- ✓ Keep posting event reminders in your school's newsletter (print and/or digital).
- ✓ Customize and attach a copy of our iWalk 2014 Microsoft Word document flyer to your school's newsletter packet, or insert it in backpack mail. Include information about your meeting locations and remind people to register with KangaDo.
- ✓ **Announcement:** Ask your Principal to please make an announcement over the PA system to remind all students to join millions of children worldwide in honor of International Walk and Roll to School Day.

Go the Extra Mile! (Above and beyond the call of duty)

- ✓ **Coordinate the convergence** of neighborhood walking groups to merge into a big walking school bus and/or bike train. Ask two parents to hold the Safe Routes to Schools banner in front and lead the group.
- ✓ **Ask your local fire department** to escort students and their families in route to school! Go to the Safe Routes to Schools web site www.saferoutestoschools.org to see a video of a fire and police department escort in Marin from 2010. You'll be inspired!
- ✓ **Invite town and school district officials** and any local celebrities to participate and walk. The mayor of your town might enjoy greeting students on this special day.
- ✓ **Organize a sign painting** gathering at your school with your school's Green Team, Student Council or a group of interested kids! Safe Routes to Schools can supply you with poster board, bright paint and brushes by e-mailing Peggy@marinbike.org.
- ✓ **Decorate:** Encourage students and neighborhoods to get together to decorate their bikes and helmets the afternoon before iWalk.
- ✓ **Contact your local newspaper** to notify them of meeting sites that would make a great photo opportunity for the local newspaper.
- ✓ **Distribute** "Tomorrow is Walk to School Day" stickers to all the kids the day before Please go to www.saferoutestoschool.org to download template .

THE BIG DAY: October 8, 2014

1. Set-up a welcome table to distribute buttons, drinks and snacks. Keep track of how many buttons you give away. This will help you to track the number of participants at your school.
2. Provide your neighborhood captains with signup sheets.
3. Take photos and email them to laura@marinbike.org
4. Use the Clif Kid vinyl poster to have students sign their name when arriving to school.
5. Enjoy the moment of leading the way for your school! Thank you for making this day a memorable one for students and their families in Marin County.