

Plan and Promote Your Walk or Bike to School Event



A successful walk or bike to school event can be simple or elaborate. Here are some tips for making it worthwhile and fun!

Gather support

- Get the principal's approval.
- Build a team!
- Engage the community!
- Potential supporters include:
 - » PTA/PTO
 - » Businesses
 - » School staff
 - » Public officials
 - » Law enforcement
 - » Community leaders

Plan it

- Schedule it for maximum impact and participation.
- Involve ALL students. For more information see the Include Students When It's Too Far or Unsafe tip sheet.
- Consider bike trains, walking school buses, alternate drop off locations, on campus walks, contests, guest speakers, and frequent walker programs.

Promote it

- Get the word out to parents and students through:
 - » Announcements
 - » Newsletter articles
 - » Flyers
 - » Posters, etc.



REGISTER YOUR EVENT!

Is your event on or around International Walk to School Day, the 1st Wednesday of October? **Register at walktoschool.org.**

Is your event on or around South Carolina Walk to School Day, the 1st Wednesday in March?

Is your event at another time of year? Recurring? We still want to know & want to support you. Contact your School Outreach Coordinator.

QUESTIONS?
We are here to help.

(855) 4SC-SRTS
info@SCsaferoutes.org
SCsaferoutes.org

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Short on time? **YOU** can have a Walk/Bike to School Day event in 7 days and 7 steps!

1. Get principal approval and PTA/PTO support.
2. Register your event (if planned around an official Walk to School Day) and notify your SOC.
3. Invite students & parents to participate.
4. Plan your event activity or activities.
5. One week, then two days, and the day before remind students with announcements. Get creative and build excitement!
6. Create posters and/or banners to advertise the event and greet students as they arrive. Reward participants with incentives!
7. Ask students and parents for feedback and use that feedback for future events.



Why a Walk or Bike to School Event?

- Encourage physical fitness
- Raise awareness of traffic/walking safety
- Create environmental awareness
- Provide a quality experience of families
- Kick off a Safe Routes to School initiative



Find flyer templates, banners, and other downloads at the Resources section of SCsaferoutes.org
Learn more at www.walktoschool.org and www.SCsaferoutes.org