

Learn it. Do it. Live it!



# How to Plan a Walk or Bike to School Event IN 7 DAYS

Walk to School Day events draw attention to the many benefits of walking and bicycling to school and build support for creating or improving safe routes to school in your community.

Walk or bike to school events don't have to be formal or complicated. These events are best used as a way to bring community members and children together to show how fun and rewarding it can be to walk and bicycle to school. In fact, it's possible to plan a walk or bike to school event in only a week's time.

*Planning a great Walk to School Day event can be done in 7 days!*



[www.virginiadot.org/saferoutes](http://www.virginiadot.org/saferoutes)

# Follow these **7** steps to plan a Walk or Bike to School event in **7** days:

**1**

Get the school's principal to approve a walk or bike to school event.

**2**

If this is part of International Walk to School Day (iWalk) or National Bike to School Day, register the school's event on [www.walkbiketoschool.org](http://www.walkbiketoschool.org) to be counted among the millions of iWalk participants. Registering your event will also give you access to valuable resources and promotional materials. If your event is not part of these nationwide events, let the Virginia SRTS program know. Just send us a note at [info@VirginiaSRTS.org](mailto:info@VirginiaSRTS.org).

**3**

Invite students and parents to participate in your event. If the school has a newsletter or a website, use those existing communications outlets to announce your event. Visit [walkbiketoschool.org](http://walkbiketoschool.org) for posters and fliers that can easily be printed on a home computer. The Virginia SRTS program has a great event materials, too. Take a look our website under ***Marketing Toolkit***.

**4**

If this event is part of International Walk to School Day or National Bike to School, check out the the ***Who's Walking Map*** or ***Who's Biking Map***, to see if there are other registered events and resources in the area. It's a quick way to find out what is already happening and to identify a local contact willing to share event planning tips and information.

**5**

On the day before your event, distribute take home flyers to students and make a reminder announcement on the school's intercom system encouraging students to walk or bicycle to school the next day.

**6**

Create posters or a banner that will greet students when they arrive at school on the date of your event. Potential phrases include "Thanks for walking" "It's Walk to School Day" or "It's Cool to Bike to School!"

**7**

Ask students to list the Top 10 ways they got their parents to walk and bike to school with them, Top 10 reasons to walk and bike to school or Top 10 things that need improvement. Save the students' lists to get ideas for next year's event.

**Learn more at: [www.walkbiketoschool.org](http://www.walkbiketoschool.org)**