



International Walk and Roll to School Day: October 5, 2011

Planning Checklist for Team Leaders

Basic tasks to get done at the beginning of the school year:

- ✓ **Confirm the October 5th 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) at your school's main entrance. Get the October 5th date listed on your school's master calendar.
- ✓ **Funding for treats:** Safe Routes to Schools will supply your school with Clif Kid healthy snacks to distribute to children on the morning of iWalk. Additionally, we suggest contacting by e-mail (or in person) your PTA President for funds for fruit and/or drinks to be distributed the morning of iWalk. If your PTA does not have funding, you can easily 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. Safe Routes to Schools will supply colorful "Go Green" bookmarks to be given to all students who participate in iWalk.
- ✓ **Register your school** on the official iWalk international web site at www.iwalktoschool.org

Organizational tasks to get done early to mid-September:

We recommended that you delegate some of the publicity tasks listed below to your volunteer team. Many hands make less work.

- ✓ **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 in their neighborhood, and times.
- ✓ **Publicize meeting locations and times** in your school's newsletter.
- ✓ **Save the Date!** Send a "Save the Date" e-mail reminder to all Room Parents to forward to families to mark October 5th on their calendars.

- ✓ **Hang up 3 posters** supplied by Safe Routes to Schools (Poster Title: “Put your Best Foot Forward!”). 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).
- ✓ **Notify your local police department** of the date and ask for a police escort (if possible) from one of the central meeting locations.

Two weeks before International Walk and Roll to School Day:

- ✓ **Customize and attach a copy of our iWalk flyer** in your school’s print newsletter (or digital newsletter).
- ✓ **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. He/she should also remind students to set their alarm clocks 20 minutes early in efforts to gather in advance at local meeting points.

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 serve as a central meeting location 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 2009. 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.
- ✓ **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 and download the “I (walked, biked, bused, carpoled) to school stickers for the day of event .

International Walk and Roll Day will be a memory that your school will never forget. Enjoy the journey of leading the way for your school!