

WWD Event Checklist

Congratulations! You've decided to organize a Winter Walk Day event. Whether you are doing it alone or with a partner group, following this Checklist should help you be successful. Check out our Event Planning Guide for more details on planning a Winter Walk Day event.

Remember Winter Walk Day is the first Wednesday in February



November

Good planning at the start will help to avoid a lot of headaches at the end.

Review Winter Walk Day information and resources that are available on our website

Decide if you want to team up with someone else and if so, reach out to them. For example:

- If you are a teacher, you may want to join forces with other classrooms/grades or with another school.
- Asking your local municipality to be involved
- Reaching out to a group or club like your own (e.g. union locals, sports teams, seniors clubs) are also good possibilities.

Develop a plan.

- Determine what you are going to do (i.e. just the walk outside or a walk plus something else?). For example:
- Are you going to have a friendly competition or challenge for most walkers, or most minutes walked (e.g. building floor vs. floor, location vs. location, department vs. department) as part of the walk with a prize?
- Are you going to have giveaways?
- Are you going to have something before and/or after the event?
- The date of the event is always the first Wednesday in February. Questions you need to consider are:
- Where you are going to do it and what time of day?
- Think about what's the most convenient for the people you are targeting to attend. For example, if it involves staff, lunch hour would likely be the best choice.

Who are you going to involve? Consider:

- Students, Staff, Members of your club or association, Volunteers, Vendors, Family members, Public at large, or all of the above?

Consider any logistical needs:

- Reserving a required space indoors and outdoors
- A/V equipment
- Food and refreshments
- Any volunteers you may need before and during the event.

What will be the costs if any?

Get necessary approvals as required.

Cover your costs. If you have any costs, include funding support in your approval request. Reach out to local companies or businesses or even your local municipality for anything not covered internally. They will often provide items for free or at cost in exchange for publicity as a sponsor.



December

The plan is in place, and you've got the support you need. Now you're ready to activate your plan and start promoting your event to attract participants and satisfy sponsors.

Reserve whatever space you need, and equipment such as tables and chairs and A/V. A simple portable PA system will usually do. Make sure you have a reliable power source.

Order food and refreshments, and any items you are planning to give away to participants (e.g. specialty item, information handout, etc.)

Consider and order signage (both directional and banners). We have Winter Walk Day [sample signage](#) you can customize.

Register your event at winterwalkday.ca/register and then share the details on our calendar. Follow/friend Winter Walk Day on [Facebook](#), [Twitter](#), and [Instagram](#).

Develop an e-mail list that you will send all event promotions and notices to. This could be a general staff list, a members list or a list you customize.

Send a general email to all staff or members announcing the event and asking them to Save the Day. Check out our [email sample](#), which can also be posted on your organization's website.

Advertise on-line. Post Winter Walk Day event information on your organization's website and social media sites.

If open to the public:

Submit the event to community calendars. They are usually run by local media, your municipality, or the Chamber of Commerce.

Ask members, colleagues, and coworkers to share the information with their networks.

Use your own social media network to help spread the word among family and friends.

Consider an e-invitation to help promote the event and track participants. (There are many free e-invitation software products on-line). Line-up the volunteers you will need to help make your walk a success. Volunteer roles may involve: Warm-up leader (this may be a local fitness instructor leading Zumba or aerobic exercises)

Greeter

Sign-in/register table

Handing out free items

Providing directions/instructions

Overseeing food and refreshments

Taking pictures and videos

Set-up and clean-up

Send an invitation to sponsors and VIPs (i.e. MLA, Mayor, Councillor, Board Chair, sports figures) to participate in your event. If appropriate, give them the opportunity to speak.

Whew! Your planning has paid off. By now, you should have most if not all the pieces in place.

Put up posters. We have a [ready-to-use poster](#) that you can customize. Print and post in high visibility areas in your building like hallways, entrances, and lunchrooms. If your event is open to the public, put it in the windows or on bulletin boards in high volume places like the library, post office, grocery stores and gas stations.

Send out a reminder of the event details. Use the various electronic platforms that you have set up. In addition to the basic event information, include a Google map link or simple directions to where the walk will take place.

Confirm your booking arrangements and delivery of any products you've ordered to make sure they will be ready when you need them.

Provide a schedule to your volunteers confirming what they will be doing, at what times, and where.

Develop a basic event flyer that can be distributed (can be the same content as your e-invitation) to students, staff, members, co-workers, etc. This can also be left behind in reception areas, staff rooms and other places where it will be seen. Confirm which invited VIPs and sponsors will attend.

Make nametags for those who plan on attending. Determine the program. At the very least, the organizer/ MC should say thank you to those who come out to participate and to sponsors. If an elected official attends your event, it's customary to give that person the opportunity to bring greetings to the crowd.

January

Now is the time to maximize exposure of your event. Even if your event is not open to the public, publicity will showcase your organization's efforts to encourage staff, members, or students to be active outdoors in the winter.

Notify local media you are having an event by sending them a media notice. Invite them to attend. We have a [media notice template](#) you can use. Send the first notice two weeks in advance and then a reminder two days before the event.

Increase the frequency of your social media posts promoting the event.

Share your plans with [@WinterWalkDay](#) and [#WinterWalkDay](#) social media to gain provincial exposure.

Send an e-invitation reminder encouraging participation.

Update your organization's website with the latest information about the event, particularly expected participant numbers and any walk special features (e.g. prizes and giveaways, friendly competition, well known person attending)

Make any necessary adjustments (e.g. amount of food needed) based on participant response.

Mentally walk through event day and check you have all the things you may need including the small stuff: tape, scissors, sharpies, food accessories like napkins, extension cords, nametags, garbage cans, tissue for walkers, etc.

Prepare speaking notes for the MC.

Almost there! Check and double check.

Confirm your volunteers are all ready to go. Find a replacement for anyone who can't make it.

Confirm you have everything else in place – signs, handouts, food, etc.

Do whatever set-up you can the day before such as tables, chairs, and signage to reduce your stress on the big day.



*Open the
door and go
for it !*

February

Winter Walk Day is finally here

Complete event set-up. Test the A/V equipment to make sure it works.
Check in your volunteers
Make them aware of any VIPs, sponsors and media that may be attending.
It's a good idea to assign one volunteer to look after the needs of VIPs, sponsors, and media while on site. Take lots of pictures and video of the event.
Focus on action shots.
Post pictures and videos and positive comments on social media. Share the experience on Winter Walk Day Twitter , Facebook , and Instagram . Clean-up the site. Package and store anything you can use next year.

The day after - Take a breath and pat yourself on the back for a job well done!

Send a general email to your database with a brief story of the day, participant results and some photos/video showcasing the day. Place something similar on your organization's website. *
Send to registered participants a thank you note, list any prize winners, and attach a short survey asking them for their feedback on the day. *
Send a thank you note to your sponsors, volunteers and the VIPs who attended. *
Send media who did not attend your event a quick synopsis of the day and a photo/video they can publish. * Here is a sample media release you can use.
Take down the posters and clean up the flyers you distributed.
Send us your final participant numbers and minutes walked at winterwalkday.ca/register

**These can be prepared in advanced... just drop in the statistics and add photos/videos.*

Sometime in February

Debrief with your volunteers and sponsors (what went well and not so well, ask for suggestions of improvement) <ul style="list-style-type: none">This can be done in a group or individual meeting.
Summarize participants' survey results
Incorporate feedback into your plans for next year.

Questions:

Send a note to lesley@shapeab.ca or call 780-406-8530

