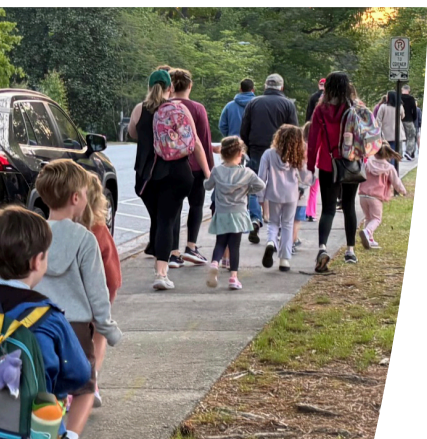




Plan & Promote Your Walk or Bike to School Event

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
 - School staff
 - Law enforcement
 - Businesses
 - Public officials
 - Community leaders
 - Local High School cheerleaders/mascot

Plan It

- Decide on the best event for your school community.
- Schedule it for maximum impact and participation.
- Involve ALL students.
- Kick it up a notch! Consider bike trains, walking school buses, park and walk sites, on campus walks, contests, guest speakers, and frequent walker programs.

Promote It

- Get the word out to parents and students through announcements, newsletters, social media, flyers, posters, etc.
- Let the community know through:
 - Signs at local businesses
 - Local media coverage
 - Banners held by smiling students, etc.

Register Your Event!

- Register your International Walk to School Day or Bike Month events at walkbiketoschool.org.
- Register your Georgia Walk to School Day events at saferoutesga.org

We're here to support you—reach out to your School Outreach Coordinator for event assistance.

SHORT ON TIME?

Plan a Walk/Bike to School Day event in 7 days and 7 steps!

DAY 1: Set a date, get principal approval, and PTA/PTO support.

DAY 2: Register your event (if applicable), and notify your GA SRTS Outreach Coordinator.

DAY 3: Invite students and parents to participate.

DAY 4: Plan your event activity or activities.

DAY 5: Remind the students with announcements one week before, two days before, and the day before. Get creative and build excitement!

DAY 6: Create posters and/or banners to advertise the event and greet students as they arrive. Reward participants with incentives!

DAY 7: After the event, ask students and parents for feedback and use that feedback for future events.

Got questions?

Your Safe Routes Coordinator is here to help.
info@saferoutesga.org saferoutesga.org

