

Walk to School Day events can be simple to organize and are a great way to build excitement and awareness around walking, biking, and rolling to school.

This guide provides ideas to help you get your own great event off the ground.

Build your base, then add in other fun ideas to make your event walk the extra mile.



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Let's Walk!

Simple Ideas to Create Your Own Walk to School Day Event.

A guide provided by
WALKSacramento



Step 1: Build Your Base

Each school celebrates Walk to School Day differently, but there are a few key items every event should include:

- Set a date
- Register your event on walkbiketoschool.org
- Get your School Principal on board
- Promote with all calls and in-class announcements

- Create an event flyer to promote the event at least two weeks before the event
- Have students create event posters to display outside of school throughout the month of October
- Reward students who participate with stickers, neon prizes, or healthy snacks

Step 2: Add a Walking School Bus

Whether its your first Walk to School Day event or you are a daily walker, off-campus meeting locations are a great way to build excitement and give students who commute from further away a chance to participate.

- Choose a nearby meeting location, such as a park or church parking lot, that is easy for students and parents to meet as a group to walk, bike, and roll to school together
- Choose a meeting time
- Identify a walking route to school that is easy to navigate
- Assign two volunteers to the meeting location to meet students and lead the walking school bus

- Promote! Include the meeting location, time, and walking route on the Walk to School Day flyer and social media.
- More Ideas:
 - Use temporary spray chalk to mark the walking route with Paw Prints or footprint stencils
 - Encourage students to make posters to carry with them
 - Make it a Neon Day! Encourage students to wear bright colors
 - Quiz students on safe walking and biking tips. Fit helmets for scooter and bike riders

Step 3: Pick up the Pace. Build Excitement with Community Members

Walk to School Day is a great way to engage the whole community in fun and easy way. Make it a neighborhood celebration!

- Ask neighbors to walk with students or cheer them on as they walk to school
- Ask neighbors to put Walk to School Day signs in their yards
- Ask local community partners to provide prizes or healthy snacks for students or coffee for parents and volunteers
- Contact your local transit agency to provide free rides for students who ride transit on Walk to School Day

- Ask your local school board representative, council member, or other local celebrities to walk with students
- Ask your local police department to provide helmets to students on wheels
- Invite local media
- Ask middle school or high school leadership teams and marching bands to participate

Step 4: Fun Ideas that Go the Extra Mile

Make your event one that families will want to participate in every year with these simple and fun ideas.

- Use speakers to play music outside the front of the school
- Provide coffee for volunteers and parents who walk, bike, or roll to school
- Decorate the front of the school with balloons
- Ask your school mascot to greet students
- Have teachers create a rally tunnel or applaud as students arrive

- Create an interactive activity where participants can pledge to walk, bike or roll to school during October or all year long
- Include a signup sheet for parents who want to continue walking together in the future
- Thank your volunteers and all who participate using thank you cards and school announcements