

Walk To School Day Event Coordinator

Your task is to coordinate the entire *Walk to School Day* event. Help from excellent committee chairpersons will make your job less stressful. Job “descriptions” for each committee chair can be accessed from the “How To Get Organized” Piece on the webpage.

Date	Task
Before June 1	Recruit volunteers and identify committee chairpersons. Review Committee Plans . Have organizational meeting to discuss event and proposed tasks for summer months. During summer contact committee coordinators for updates on tasks to be completed before the first week of September.
Start of School Year	<ol style="list-style-type: none"> 1. Conduct an informational meeting that coincides with parent group meeting or other evening meeting held at the start of the school year. Give principal special invitation to attend your meeting. 2. Remember to explain what <i>Walk to School Day</i> is, why you are hosting it and the timeline for the event. 3. Recruit more event volunteers at this meeting. 4. Introduce committee chairs and have them discuss their committee, what they have done to date, and how others can help. 5. Hand out Parent Participation Invitation, Parent Survey/Permission Slip and Walkability Survey. 6. Send out General Invitation Letter (coordinate with Media/Publicity chair) to VIPs and supporters.
Two Weeks Before Event	Talk to teachers to promote event and elicit their support in obtaining permission slips.
One Week Before Event	Review final plans with committee and school administration.
Day of Event	<ol style="list-style-type: none"> 1. Informally ask participants their perception of the event and what could be improved. 2. Collect all Walkability Surveys from the Walkability committee. 3. Collect all Parent Survey/Permission Slips from Publicity/Communication chair.

<p>Week One after Event</p>	<ol style="list-style-type: none">1. Send all Walkability Surveys, Parent Survey/Permission Slips, and media clippings (coordinate with Publicity/Communications chair) to Barb Strong at the Michigan Fitness Foundation, P.O. Box 27187, Lansing MI 48909.2. Complete Post-Event Response Form on-line.3. Send Thank You Letter for Volunteers and Supporters (coordinate with Publicity/Communication chair).
<p>Six Weeks After Event</p>	<ol style="list-style-type: none">1. Michigan Fitness Foundation will return Survey results to Event Coordinator.2. Share the summary and action plan information received from Michigan Fitness Foundation with school administration and committee chairs.3. Send out Thank You to Parents with Walk Results. (Coordinate with Publicity/Communication Chair).4. Reevaluate the event, plan for next year and Register Online for 2003.