

# Texas Bike & Walk to School Day

## Team Leader Checklist

### Step 1: Start Today

- Obtain the permission of the school principal to organize Texas Bike & Walk to School Day. Ask for permission to promote the event. Promotion could include sending home a flyer in backpack mail; writing a school newsletter article; having students make signs, posters and banners to promote the event; making loudspeaker announcements; etc. Let your principal know that the media, public officials and law enforcement will be invited.
- Visit [www.BikeTexas.org](http://www.BikeTexas.org) for event planning information and materials.
- Learn the deadlines and procedures for submitting items for backpack mail, school newsletter and loudspeaker announcement.

### Step 2: Find Your Friends

- Spread the word and ask others to get involved. Contact your school PTA/PTO, site council, safety committee and all school staff and volunteers to let them know your school will be participating and enlist their support. Everybody should be informed as soon as possible.
- Announce the event to your school and community. Begin getting the word out as soon as the principal approves your school's participation.
- Solicit donations of healthy treats and/or other giveaways from local businesses. Ask early, ask often. See sample donation request letter at [www.BikeTexas.org](http://www.BikeTexas.org).
- Coordinate staging areas. Staging areas are important for getting groups together to emphasize that kids are not biking and walking alone and are ideal for distributing information. Gathering in a big group is more fun and crowds are more festive and impressive. Politicians and media also like to have a place to meet a crowd. Staging areas are where children and parents who live too far to bike or walk can join a biking/walking group. Staging areas are optional; you may have just one or you may need several. Visit [www.BikeTexas.org](http://www.BikeTexas.org) to find instructions on how to locate and set up a staging area.
- Recruit staging area and school greeting table volunteers. Be sure this information is made available in school backpack mail the week prior to the event. A minimum of one or two people per staging area and at school greeting table(s) are needed.

### Step 3: Promote, Promote, Promote

- Contact the media. *Learn deadlines for submission.* Typically, radio and TV public service announcements (PSA) and calendar listings must be submitted four weeks in advance. Radio, TV and print news stories should be submitted one to two weeks in advance. Sample PSAs and press releases are available at [www.BikeTexas.org](http://www.BikeTexas.org).
- Invite local officials, law enforcement, emergency responders, dignitaries, celebrities. Contact them at least *two or three weeks in advance*. Leaders should be involved in their communities. Encourage them to participate.



- Print and distribute traffic safety information, event flyers and posters *at least two weeks before the event.*** PDFs of all handouts and posters are available at [www.BikeTexas.org](http://www.BikeTexas.org). Distribute event flyers and/or posters at school and in community centers, faith centers and businesses as early as you think is appropriate for your event.
- Submit a school newsletter article for publication *about two to four weeks before the event.*** Sample available at [www.BikeTexas.org](http://www.BikeTexas.org).
- Request that info be included in the daily loudspeaker announcement the week of the event.**

#### **Step 4: Gearing Up**

- Print handouts.** Handouts on traffic safety, helmet use, how to form bike trains and walking school buses are available at [www.BikeTexas.org](http://www.BikeTexas.org). Print these well in advance. Remember that it may be windy so bring paper weights to the event.
- Send home the backpack mail flyer** with safety information, inviting parents and children to participate; include locations of staging areas and names of volunteers.
- Borrow tables and chairs.** Ask your school if you can borrow tables and chairs for a greeting area in front of school on the event day. Ask well in advance in case you need to borrow tables and chairs from another source.
- Trash containers.** Ask your school if you can borrow trash containers for greeting area.

#### **Step 5: Put on a Parade**

- Make school loudspeaker announcements *that week.*** Have an announcement included in the daily public address system broadcast on Monday, Tuesday and Wednesday, earlier if appropriate. **Sample available at [www.BikeTexas.org](http://www.BikeTexas.org).**
- Do an inventory.** Are the event handouts, treats, decorations, trash containers, tables, paperweights, chairs and volunteers ready for the event day? Remind volunteers to arrive at their assigned location at least an hour before school starts.
- Set up the welcome table at the school the morning of the event, two hours before school starts** to welcome a parade of students, parents, staff, media, public officials, celebrities and law enforcement officers. Set up chairs for volunteers and officials and set out handouts and treats. Enjoy the day!

#### **Step 6: Event Wrap-Up**

- Return items.** Take all borrowed tables, chairs and materials back to the school or owner.
- Send thank-you notes to:**
  - public officials and departments who attended
  - companies that donated items or money to support the event
  - school principal, PTA leaders, etc.
  - volunteers



Texas Bicycle Coalition  
Education Fund  
512-476-RIDE (7433)

**Thank you for helping make  
Texas Bike & Walk to School Days  
a great success in your community!**

Advancing Bicycle Access, Safety & Education - [www.BikeTexas.org](http://www.BikeTexas.org)