

Bike/Walk-A-Thon – Event Chair Checklist

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Step 1: Organization

- Set the date _____
- Select steering committee:
 - Event Chair _____ Phone _____
 - Budget/Donation Chair _____ Phone _____
 - School Liason/Awards Chair _____ Phone _____
 - Community Promotion Chair _____ Phone _____
 - Event Logistics Chair _____ Phone _____
 - (other) _____ Phone _____
- Set participation and fund-raising goals: Event _____ Per Participant _____
- Designate specific destination for monies raised: _____

Step 2: Plan Event Logistics

- Permission to use location and parking: Contact _____ Cell _____
- Parking for _____ available (count possible spaces in area)
- Choose a safe walking route
- Choose a safe cycling route
- Coordinate volunteers to lead bike/walk routes and help with event
- Provide maps with basic instructions to route leaders, if necessary
- Choose Event Volunteers
 - Walk Coordinator _____ Phone _____
 - Walk Assistant 1 _____ Phone _____
 - Walk Assistant 2 _____ Phone _____
 - Bike Leader _____ Phone _____
 - Middle Ride Assistant _____ Phone _____
 - Rear Ride Assistant 1 _____ Phone _____
 - Rear Ride Assistant 2 _____ Phone _____
 - (add ride leaders and assistants as necessary) _____, _____, _____
 - Refreshment table _____, _____
 - Donation table _____, _____
- Contact law enforcement if event leaves school grounds. Discuss route plans and arrange for police escort as needed (this may involve a cost).



**Handouts &
Materials**

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Step 3: Involve Partners

Students and Parents

- Hold a preliminary assembly or bike/walk safety event to encourage participation.
- Send explanation letter to parents and permission slip.
- Set up classroom and/or individual fund-raising competitions.
- Hand out mileage pledge/donation forms to students.

Community

- Print donation forms and distribute to steering committee/promotion volunteers.
- Contact potential sponsors and request support in the form of donations or prizes.
- Contact potential volunteers from community organizations and request help with the event.

Step 4: Promote your event!

- Set up web site, social networking pages, and other electronic media, if applicable to your event.
- Hand out flyers to students with basic instructions, event information, and awards, if applicable.
- Make regular PA system announcements to students and teachers about the event.
- Submit newsletter article to school four weeks before the event.
- Contact the media and record submission guidelines and deadlines. Plan to submit one to four weeks in advance, depending on the venue.
- Submit public service announcements and press releases.
- Invite local officials, law enforcement, emergency responders, dignitaries, celebrities, and local organizations related to your cause. Contact them two to three weeks in advance and encourage them to be involved in their communities.



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Step 5: Hold the Event

- Have on hand: Enough tables for coolers, a snack, prizes, and a table to collect extra donations
- Coolers, water, cups
- Trash containers near the tables
- Any necessary signs/posters/safety information
- Set up two hours before the start of the event.
- Have steering committee leaders instruct volunteers.
- Have one person record names/titles of community members in attendance.
- Welcome guests.
- Enjoy the event!

Step 6: Follow-up

- Return borrowed items
- Send thank-you notes to:
 - volunteers
 - public officials/departments who attended
 - sponsors who donated items or money
 - school officials
- Send a post-event press release to local media and school newsletter editor.
- Hold post-event meeting to discuss the event and future events.
- Update your web site and media pages with event photos and information.

Notes:



**Handouts &
Materials**