



## The Top Ten Tips for Organizing a Strides Walk

- 1) Select your Organizing Committee
- 2) Hold your first meeting. Establish a regular schedule for **STRIDES** meetings
- 3) Identify community contacts from among committee members. This can include potential sponsors, media supporters, entertainers, poster distributors, and groups of participants
- 4) Set the event date and start time
- 5) Establish a route
- 6) Seek official approval from town, parks, and other departments
- 7) Organize local sponsor solicitation for giveaways, food and beverages
- 8) Approach the media (radio, television, print) for publicity and possible sponsorship
- 9) Inform and invite local officials and celebrities for support and presence on event day
- 10) Visit site and route to determine volunteer needs, placement of equipment, and potential concerns