



The Top Ten Tips for Organizing a Strides Event

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 city, 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 health care professionals, 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

