

SAFE ROUTES^{to} School

Helpful Hints to Organize Walk + Bike Challenge Month at Your School

The Walk + Bike Challenge is a **friendly competition** during the month of May aimed at encouraging more kids and families to walk and bike to and from school and throughout their neighborhoods. All school communities are different so schools have also added students who ride the bus, carpool, skate/scoot and run.

There are lots of ways to run the Challenge – from hanging posters around the school to having weekly drawings (and everything in between). Below is a suggested timeline and steps to organizing Walk + Bike Challenge Month.

It is never too early to start planning your month. Talk to your principal to get their endorsement and ask how they want to be involved.

TIP

Ask your principal to make announcements, participate in a Walking School Bus or Bike Train, meet families at a Park + Walk, or hand out prizes to students.

Register Your School

Next, register your school at walknbike.org. Why is this important? First, you get free stuff to give to students. Second, by registering, you are on the path to promoting healthy, active behaviors at your school.

Prizes and Incentives

Once you register your school, be sure to order your free prizes! Prizes include: stickers, temporary tattoos, prize ribbons, and a helmet. Look for the incentive button on the registration page. You will also get an email from Portland Safe Routes staff to ask if you want EVEN MORE FREE prizes – [check out what is available](#).

TIP

Hand out small prizes at weekly celebrations. Use larger ones as prizes in drawings.

Recruit Volunteers

There are lots of places to recruit people to help you create a month of great activities. See if any of these groups would be able to help - hand out prizes, hang posters, and organize a Walking School Bus, Bike Train or Park + Walk.



Get older students to help with organizing and tallying the scorecards.

Ask the following people or groups to see if they could help organize your school's Walk + Bike Challenge Month.

- PTA/PTO
- Other Parents
- Health + Wellness Committee
- Green Team
- Student Leadership groups (student government, safety patrol, other clubs)
- General student body
- School staff
- Neighborhood Association members

Start Planning

Brainstorm ideas. Each school is different. Some schools organize one celebration day, others organize weekly activities. It all depends on how much time you have and how many volunteers you can recruit, but don't despair.

Ask some key questions:

- How will the principal or vice principal be involved?
- What sort of activities do we want to do during the month?
- How many activities do we want to organize?
- Will you do a kick-off celebration?
- Are there organized Walking School Buses, Bike Trains or Park + Walks? Or will you be starting any of those during May?
- Do you want to do weekly drawings? Or do you want to do just one big drawing at the end of the month?
- If you are doing drawings, how will you know which students walked, biked or rolled to school?
- Are there local businesses that can be asked for donations (snacks, coffee or prizes)? Who's going to approach them?

Activities are a great way to get students excited and involved in the month:

- Kick-off celebration

- Walking School Buses (WSB)
- Bike Trains (BT)
- Park + Walks (P&W)
- Bike/Walk Fairies
- Raffles
- Contests
- Scorecards

Promote, Promote, Promote!

Promotion is key to your event. Give families a heads up that May will have fun activities for them to do. Safe Routes to School staff can help you out with poster/flyer design and printing, newsletter stories, tracking materials.

- Backpack fliers
- Newsletter announcements
- Social media
- Pictures
- Posters
- Hot sheet
- Email to families

Track Participation with Scorecards

There are lots of ways you can track the number of students who participate in Walk + Bike Challenge Month. You can do the basic hand tallies in the classroom or have students keep track of their own trips. We can help you design and print the best scorecard for your school. To see examples, [click here](#).

| Walk + Bike Challenge Month Timeline | |
|---|---|
| March | <input type="checkbox"/> Talk to your principal to get support <input type="checkbox"/> Register your school <input type="checkbox"/> Recruit volunteers <input type="checkbox"/> Brainstorm ideas for activities |
| April | <input type="checkbox"/> Hang up posters to promote the month <input type="checkbox"/> Plan your activities <input type="checkbox"/> Choose your tracking method <input type="checkbox"/> Talk to local businesses for donations <input type="checkbox"/> Promote the month through other avenues <input type="checkbox"/> Send home flyer |

May

- Promote with announcements
- Host your activities
- Track student participation
- Take pictures
- Have fun
- Report your numbers