



## Walk the Wall—How to Run Your Event

### Walk Event Coordinator

- If it's your first year, make it simple and keep it fun.
- Decide on your walk route—it can be 10km or a shorter family-friendly route. Aim to have it starting and ending back at the same place.
- Things to consider when choosing a route:
  - a. Who will be walking — ages, abilities, fitness levels
  - b. Will you have families with prams/strollers or wheelchairs? — choose a route with wide paths and smooth surfaces
  - c. Think safety — avoid lots of crossings and interaction with traffic
  - d. Depending upon weather — look for sun, shade or sheltered conditions
  - e. Look at parking options and access to food or beverages during or post your event
- Ask someone to help you—two heads and pairs of hands are usually better than one. Form a small committee to share the load.
- Contact your National Office to get your Walk registered online and check with them that they have public liability insurance in place to cover their events and walkers in country.
- Once you have received or downloaded your resources (flyers, posters, etc.) from the ICC [walkthewall.org](http://walkthewall.org) site, start asking friends, family, work colleagues, church, etc. to be involved. Remember, if it's your first walk, aim to keep it small—keep your goals realistic and know that every bit is helpful and appreciated.
- Closer to the day—think about whether you need to create any signs or decorations to help people find you at the start point. Also, consider whether you need any hand-held maps or markers along the way for people to follow.
- Decide if you want to finish with a coffee, picnic, or barbecue to celebrate. Let people know in advance, if this is the case.
- On the day—aim to turn up early to set up. Your National Office will have forwarded you some copies of our Walk Info Sheet. Have copies for people who have not registered online to sign pre-walking (these should be returned to the National Office).
- Your office will also send you some opening words to use, inclusive of donors to be acknowledged, a story to encourage people together, and any safety instructions for the day.
- Think First Aid on the day—have a small kit of band-aids and a plan in place if someone gets more seriously injured. Be contactable by mobile phone throughout the walk “just in case.”
- Take photos of your group before you start, along the way and at the end. Send these photos to your National Office Coordinator.
- Thank people—give them a thank you card, remind those who collected sponsorship offline to get all donations into either yourself or the National Office.