



**Independence
Blue Cross**



EMPLOYER GUIDE TO PLANNING A WALK

Planning a walk at your workplace is easier than you think! Walks vary in size and shape, but there are a number of steps in the planning process necessary for any walk. The timeline below will help you plan your own successful *National Walk @ Lunch Day*[®] event.

February

- Get approval from senior management and your Human Resources department to host a *National Walk @ Lunch Day* walk at your workplace.
- Organize a planning team to plan the walk.
- Determine an event site and walk route.
- Contact any public safety departments necessary to ensure the safety of your event.
- If you are hosting your event in a public space, obtain any permits necessary to reserve the space.
- Order giveaways to distribute to walkers.
- Reserve any vendors that will be needed at the walk (catering, sound crew, photographer, etc).
- Begin outreach to any additional organizations invited to participate in your *National Walk @ Lunch Day* event.

March

- Begin reaching out to any spokespersons and VIPs you would like to speak at the walk.
- Identify a spokesperson to discuss the walk with local media.
- Print promotional materials from the *National Walk @ Lunch Day toolkit*.
- Print any event signs, such as the 4' x 8' event banners, for which there are customizable files available through the toolkit.

April

- Distribute promotional event materials.
- Finalize and distribute press release to local media.
- Finalize and distribute media advisory to local media.
- Finalize a detailed run-of-show for planning team, outlining every component of the walk.
- Conduct any final outreach to participants the morning of the walk.
- *Walk on April 25, 2012!*

May

- Send "Thank You" letters to spokespersons, VIPs, and those who helped with the planning and execution of the walk