



How to Start a Walking Club at Your Worksite

Lunchtime walking clubs are a great way to incorporate physical activity into your workday! Gather your colleagues and take a step towards better health together. You can explore the scenery near your office all while being active!

Follow the steps below to get started:

✓ **Identify group leader/s**

- Leaders should be passionate about walking aka “Walking Champions”.

✓ **Create a calendar of events**

- If you provide employees with a calendar, they can pick and choose which walks will work with their schedule. This also lets them know that if they missed a walk, there is always another chance to participate.

Be sure to include the following information:

- **Who** is leading the walk? (As mentioned above, a Walking champion can help with this!)
- **When** is the walk taking place? Choose specific dates & times. When choosing a time, try to go for popular lunchtimes. This will allow optimal participation (**12-1pm or 1-2pm**).
- **Where** will this walk lead you to? Choose scenic locations such as a garden, bridge, view of the water or statue!

Ex: Jane Doe will be leading a walk across the Brooklyn Bridge on Tuesday from 12-1pm. Meet in the lobby at 12pm!

✓ **Promote the walks!**

- Post the flyers in visible areas - i.e. elevator bank, break rooms. and near the bathrooms.
- Get creative! Include information on why is it important to walk, the benefits of walking, and how to sign up. Include graphics to make your flyer fun to look at!
- Send out emails – attach flyers and calendar invites.
- Be sure to also send out reminder emails just before the walks. Include the meeting location as well as an image of the site they’ll be visiting that day (i.e. garden, statue, or body of water)



- ✓ **Create a sign-up sheet**
 - This can be a physical paper or a link embedded in all emails about the walks. The latter option would be ideal. This will let you know how many people to expect!
- ✓ **Take pictures during the walks!**
 - These images will capture fun memories and can also be used to promote future walks.
- ✓ **Want to take your walking club to the next level? Incentivize participation!**
 - Prizes/gifts can boost participation. It's also a way of showing participants that you appreciate them participating in your program.
 - You can get creative about who you will award and what you will give away. For example, you could reward those who have participated in at least one walk every month during the past 6 months or those who have participated in the most walks.