



## SEVEN TIPS FOR MAKING YOUR CENTRE'S WALKATHON A SUCCESS

### 1) Dedicate your walk to someone special

If a child or a family in your centre has received treatment at one of Ontario's four children's hospitals, your centre has a special bond with the cause. Use the Walkathon as an opportunity to help children draw on and find meaning in this personal connection.

### 2) Build on the theme of "giving" within your centre

The concept of giving to others and giving back to the community is a great one for children to learn at any early age. One of the ways to help children put this idea into action is to have older children make necklaces or bracelets and give them to the younger children at your centre to wear on Walkathon day to make it extra-special. If you think of your centre as a community within itself; just as your centre is giving back to the larger community by doing the Walkathon, older children can give to younger ones within the centre as well.

### 3) Plan ahead and ask members of the community for needed items

Many local retailers are thrilled to make material contributions to worthy causes, particularly those that have the potential to boost their reputation in the community. ADCO's Kids Helping Kids Walkathon in support of children's hospitals is exactly this kind of event. Try to make your requests specific and reasonable—for instance, ask a fabric or craft store for ribbon to make streamers, turn to Home Depot for paint sticks to which you can attach signs or flags, etc. Have the class write each donor a thank-you note after the event and be sure to mention your community partners in any interviews you do with local media.

### 4) Let local media know when and where your event will be taking place

Community newspapers, magazines, cable channels, radio and television stations are always looking for good news stories to share with their audiences. Be sure to let them know about your event at least one week in advance and then remind them the day before. You can even invite a member of their reporting team to participate in the event and bring their own children along. If a newspaper or magazine is unable to dedicate a reporter to cover your event, consider taking a few high-resolution pictures yourself and writing your own story about the event and submitting it for publication.

Check your local phonebook for the media outlets in your area. Another good resource is the Ontario Community Newspapers Association at: [http://www.ocna.org/member\\_search](http://www.ocna.org/member_search). If Snap Newspaper Group has a franchise in your area, you'll find it listed here: <http://www.snapnewspapers.com/locations>.

### 5) Create your own resources and classroom activities related to the Walkathon theme

The ways you can do this are limited only by your imagination. ADCO members have reported using teddy bears with bandages, having children draw pictures of the class participating in the Walkathon and creating flags or banners with their school name, mascot or the name of the hospital they're supporting to carry with them on Walkathon day.

### 6) Plan to turn your Walkathon into a mini-parade

Instead of just walking, encourage children to carry musical instruments, or streamers made with bright colours of ribbon attached to paint sticks. Have a costumed mascot lead the group wearing your school t-shirt.

### 7) Make it easy for people to donate to your event

You never know who might be inspired to contribute to your event simply by seeing the children marching up the street in support of Children's Hospitals. Have a donation box handy in case people want to contribute as you pass by.



For more information about  
the ADCO Kids Helping Kids  
Walkathon, please contact ADCO at  
**1-800-567-7075.**

