**Instructions – Walk to School Day Materials**

The materials for Walk to School Day were developed to provide schools ready-to-use resources to promote Walk to School Day at their school, as well as to solicit parent/guardian volunteers for Walk to School Day activities.

Each of the flyers, postcards, and Facebook images were created using Microsoft PowerPoint, which allows for easy customization so that you can insert your own photos, school name, contact information, Walk to School Day activities, and more.

Materials include:

* School Flyer - PowerPoint (Color – 8.5 w x 11 h)
* Social media images - PowerPoint (8.5 w x 5.5 h)
* Parent flyer – PowerPoint (Color)
* Walk Zone postcards - PowerPoint (8.5 w x11 h)
* Sample Text – Word Document (Includes Newsletter, Facebook post, and Walk & Bike zone letter/email text)

# Customize, print, and distribute the materials

1. Open the PowerPoint Files
2. Customize or update all of the information in the [brackets], and don’t forget to delete the brackets. Example text in brackets include school name, contact info, and Walk to School Day date.
   1. **OPTIONAL**: Swap out the photos in the PowerPoints with photos from your school or community!
   2. Remember, if the PowerPoint is 2 pages, you need to customize the information on both pages.
3. Print or Export the documents.
   1. Print the flyers and postcards double sided\*.

\*Remember you will get 2 flyers for every sheet of paper you print, so calculate accordingly. Cut the flyers in half along the dashed lines.

* 1. Export the social media images to a JPEG (File>Save As>JPEG)

1. Distribute the materials.
   1. Post the flyers around your school
   2. Give the take-home flyers to teachers so that they can send home one flyer with each student.
   3. Send out the Walk Zone postcards and emails/letters to parents that live within the \*walk zone.

\*Walk zones vary by school or school district, but typical walk zones are ½ mile for elementary school students, 1 mile for middle school students, and 2 miles for high school students.

* 1. Post the social media images on your school’s website, Facebook page, or Twitter account. Don’t forget the accompanying text in the Word document.

# Can’t print color?

If you can’t print color or want to save money on color printer toner, use the provided black and white versions of the documents or just print in black and white!