

Walk Promotion Reference Guide

1 Plan the Promotion

First, request permission to promote the *Walk for Life* from your pastor or appropriate church leader. **Next, set the date(s)** for *Walk* promotion with that pastor/leader. We suggest you promote it several Sundays/times using a variety of tools (see below), so it stays fresh. **It is important to note that people need ample time to obtain sponsors for financial pledges—** 3-4 weeks prior to the *Walk* event is ideal. Here is an example of a way to use the tools.

- **1st Sunday** – Printed and electronic announcement/graphic, PowerPoint slide
- **2nd Sunday** – Have rep come, host a table display, PP slide, handouts/bulletin insert
- **3rd Sunday** – Host a table display, printed and verbal announcement
- **4th Sunday** – Electronic website and Facebook post, PowerPoint slide

✓ **Write your promotion dates in the first column**

Date #1 _____ Promotion Tools _____
 Date #2 _____ Promotion Tools _____
 Date #3 _____ Promotion Tools _____
 Date #4 _____ Promotion Tools _____

✓ **Checkmark what promotion tools will work for your setting**

With your pastor/leader, decide what promotion tools you wish to utilize. We provide the content for all choices.

___ **Printed announcement** – for printed materials such as newsletters and bulletins (Sample Announcement Sheet)

___ **Electronic announcement graphic** – for email newsletter, website, or Facebook site

___ **Verbal announcement** – short announcement made during a service/activity (Sample Announcement Sheet)

___ **Handouts/Bulletin Insert** – can be used as inserts for a bulletin or as handout brochures

___ **PowerPoint slide (jpeg)** – can be viewed/downloaded at IowaWalkforLife.org

___ **Walk for Life video** – approximately one minute long; can be viewed/downloaded at IowaWalkforLife.org

___ **Host an Information Table using our Table Display Kit (recommended) which includes:**

- Tabletop Walk for Life poster (11 x 17”), mounted with easel back
- Tabletop Pancake Breakfast sign (8.5 x 11”), mounted with easel back
- Informational brochures about Informed Choices Clinics
- Map cards for the nearest Informed Choices Medical Clinic (*if available*)
- Walk for Life handout brochures
- Sign-up sheet for creating a *Walk for Life* team from your church

___ **Informed Choices representative** - to visit the church on one of the dates chosen (*if available*)

✓ **Write tools in second column above**

Beside the promotion dates, list what tools will be used for each of them.

2 Order Promotion Materials

There are three ways to order materials.

- 1) You may call or email your local Informed Choice Representative:
Rachel Owen – 319-541-4241 or rachel@informedchoicesclinic.com
- 2) You may **fill out and mail the enclosed order form.**
Rachel, Informed Choices Medical Clinic , 821 South Gilbert, Iowa City, IA 52240
- 3) You may **go online to IowaWalkForLife.org** and click on “Resources” to download the electronic formats

3 Coordinate Promotion

List your appropriate contact people for each promotional tool, and coordinate when you will get the needed information to them.

✓ All written and verbal announcements are available on the Sample Announcement Sheet

Promotional Tools	Contact Person	Date Needed
Written announcements in newsletter and/or bulletin		
Electronic announcements/graphics – email, Facebook, or website		
Video and/or PowerPoint slide		
Handouts (if using them as bulletin inserts)		
Information table (size, location, tablecloth)		
Verbal announcement		

4 Coordinate Activities

Use this list to checkmark anything that needs to be completed (if applicable).

- Text for bulletin and/or newsletter announcement
- Bulletin inserts/handouts
- Email newsletter announcement
- JPEG for Website and Facebook posts
- Walk for Life* video and/or PowerPoint slide
- Poster(s)
- Verbal announcement is practiced and ready
- Information table is set up with items provided in Table Display Kit

5 After the Event

Take down any materials and recycle the *Walk for Life* Table Display Kit.

- Gather promotion supplies (*Place in same box if you ordered the Table Display Kit.*)
- Take down any posters after *Walk for Life* event has ended
- **Contact Rachel at 319-541-4241** to arrange a pick-up date for the Table Display Kit or you may drop it off at:
Informed Choices Medical Clinic
821 Gilbert, Iowa City, IA 52240