

How to Promote

Now it's time to spread the word. Put out a call for Walking Club comrades and keep them in the know using these easy strategies.

- **Meet up.** Promote and mobilize your Walking Club on our Meetup Everywhere page at <http://www.meetup.com/American-Heart-Association-Walking-Clubs/>. Meetup Everywhere is a simple way to organize walks wherever you are. All it takes is a few easy steps: create a Meetup at your walking route, RSVP and then watch as interested trekkers start signing up. Atop the Walking Clubs Meetup homepage is an up-to-the-minute global map showing all the Walking Clubs. Another bonus: For those looking to join a Walking Club, the list starts with routes in their hometown.
- **Be an online social butterfly.** Don't wait on word of mouth. Instantly sound a rallying call to people you know using social media tools like Facebook and Twitter. You can even create a Facebook or Twitter page for your Walking Club. Post updates on future walks, share photos and videos from the outings, and stay connected with members between walks.
- **Send an invite to their inbox.** Shoot an email to your list of Walking Club hopefuls. Give your announcement some pizzazz by creating a slogan for your Walking Club. "Walk This Way to Better Health" or "Walk It Off in the Park," for example. And don't limit the field of candidates to people you see every day. Dust off that email contacts list and invite friends you may have lost touch with or go months without seeing. For email recruiting at work, ask your human resources department to include a message in the next company e-newsletter.

HOW TO SET UP YOUR WALKING CLUB MEETUP

1. Go to <http://www.meetup.com/American-Heart-Association-Walking-Clubs/>.
2. Click on "Start a new community" and enter the name of your location.
3. Sign in using your Facebook account or by joining Meetup.
4. On the Welcome page, click on "Suggest a date." Enter and save the date and time for the walk.
5. On this same page, click on "Suggest the place." Enter and save the walk's location.
6. Add and save details about the walk and your Walking Club by moving the cursor over "More details," which you'll find just below the map.
7. Click "Count me in" and your Walking Club Meetup is a go! You can also take advantage of the option to share your Walking Club Meetup on Facebook and Twitter.

"Meeting up with friends, or making new ones by getting to know others as you walk, is a great way to take the hard work out of working out. On days when you don't feel like working out and might opt out if it was just you, the idea that you're going to catch up on the latest with a walking buddy may help get you out and moving."

Martica Heaner, PhD

Behavioral nutritionist and exercise physiologist
Author of *Cross-Training for Dummies*

- Put the Walking Club on display. Showcase your Walking Club on posters and flyers. Before you pin them up or hand them out, make sure they include the slogan, the time, date and location of the kickoff walk, your contact information, and the health perks of walking. Then you'll need to go where your audience is.

- Workplace cafeteria or break room
- Parks
- Community centers
- Fitness centers
- Libraries
- Doctor's office
- Dog park or veterinarian's office
- Child care centers
- Neighborhood gatherings

"Walking at a brisk pace can improve your overall fitness and cardiovascular health. Research has shown that walking for 30 minutes per day can lower blood pressure, helps maintain weight and may improve lipids."

Deborah Rohm Young, PhD

University of Maryland School of Public Health
Physical Activity Committee vice-chair,
American Heart Association Council on Nutrition,
Physical Activity and Metabolism



Walk with Walgreens is a proud national supporter of the American Heart Association's Walking Clubs.