



Mission & Goals of Feet First Philly

Promote walking and improve “walkability”

Encourage people to walk more and to be aware of the importance of walking

Gain a place at the table wherever issues are discussed that affect pedestrians

Influence government agencies and others to improve the walking environment through legislation, regulation, funding, and outreach

We hope you're inspired to start a walking group!

Learn more about Feet First Philly or get involved...

Attend a meeting, volunteer, or donate

To contact us...

www.feetfirstphilly.org

www.facebook.com/FeetFirstPhilly

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Feet First Philly at the Clean Air Council

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Feet First
Philly
STARTING A
WALKING GROUP



Reasons to start a group

- Maintain higher level of fitness
- Find success in numbers; motivation is increased when activities are done as a group
- It's easy to do
- Inclusive and creates a stronger sense of community
- Walking with a group is a great opportunity to discuss community concerns, and brainstorm ways to improve the community.
- It's FUN!

Four Steps to Starting a Walking Group

Step 1: Spread the word

Hold a meeting to recruit interested walkers. Decide when and where you want to have the meeting. Public locations such as parks, or community centers are great places to hold meetings. Once you have the time and location, post fliers to publicize your meeting to the community. Post fliers in places like libraries, post offices, religious centers, community/senior centers, health facilities, and local businesses. In addition to fliers, utilize social media to share information about the meeting.

Step 2: Get organized

Start your meeting by collecting contact information from potential group members so you can keep them up to date about future walks and events. Then start a discussion about details of the walking group.

- How often will the group walk?
- What route will the walk take?
- How far will the group walk?
- What time and where will walkers meet?

You may also want to discuss organizational topics such as whether the group will be associated with a charity, create a newsletter, or have a name and logo. Group members may have other creative ideas as well.

Step 3: Maintain momentum

Maintain the group's momentum by holding regular activities where group members can share stories and ideas, new members can get involved, and the group can celebrate successes. Regular get-togethers are also a great opportunity to hear the thoughts and opinions from members about the walking group.

Step 4: Have FUN!

"The true charm of pedestrianism does not lie in the walking, or in the scenery, but in the talking."

-Mark Twain

