



What is Walktober?

Walktober is an annual health promotion event that encourages people to get out and start walking more in the month of October. Walking is one of the easiest ways for us to feel good, improve our mood and our overall health. We can do it anywhere and anytime. This year we've launched the Walktober Challenge, enabling you to feel good about helping others while you walk and help yourself. Individuals and teams are asked to set themselves a walking distance challenge for the month and a fundraising challenge to raise funds to help create the next generation of Active Leaders in schools across Australia.

What is the Active Leaders Program and where will my fundraising dollars go?

The Active Leaders Program is a school based leadership program for upper primary and middle school students. The program is conducted over one year and teaches students about leadership, self-awareness, confidence, taking on challenges and the importance of health and physical activity. Physical activity and movement is the foundation of the program and students learn how to be active role models by conducting sessions for younger students and running two school based events to promote physical activity to the wider school community including parents, carers and others. It is creating a generation of school leaders who recognise the importance of physical activity not only for their own health and wellbeing but also for everyone.

Money raised in Walktober will assist Bluearth to develop more resources to improve and expand the Active Leaders Program in schools including on-line resources, events and additional coaching.

How can I join the Walktober Challenge?

It is very easy to join. Individuals, teams of friends or your whole organisation can join as a team and get involved. Go to www.walktober.org.au and click the Join Walktober button – this will send you to the start up button. If you have previously registered with Everyday Hero, sign in using your login and you are on your way. If you haven't, set up a username and password or sign in with Facebook and you can get started on your Supporters Page.

How do I set up my Supporters Page?

Once you have registered or logged in, you will be directed to creating a page name – choose what you would like then Everyday Hero takes you through a series of easy steps to create your page. This includes:

- Choosing a profile picture
- Creating a message as to why you are participating in the Challenge
- A link to share with your Facebook page

Once your page is established, you can share your page via social media or email via the **SHARE** button (there is also the URL for you to use in external communications). You can also post updates including photos and videos to keep your supporters in the loop about your Walktober Challenge.

Click on the **MORE SUGGESTIONS** tab for other ideas on fundraising tips.

Everyday Hero also has a sidekick support team that can help you. Email help@everydayhero.com.au or telephone **1300 798 768**.

I have a group of friends/colleagues who want to set a group challenge. How do I create a team?

Once you have logged in and created your own supporter profile you can then **CREATE A TEAM** (located on the right) and invite team members to join. You can also share your team page via social media and email. Your team kilometres will be logged and also your fundraising total will appear in our team leader board.

Is it compulsory to fundraise?

No it is not compulsory to fundraise but we would love it if you could try. Every dollar counts. Friends and family are very supportive when we take on a challenge so why not ask them to sponsor you for every kilometre you walk or perhaps make a donation to your end goal.

How do I log my kilometres?

You can log your kilometres manually on your page or via Map my Fitness or Strava. Just register a free account with either. Then log into your page, click your **NAME** on the menu at the top right hand corner and then click **ACCOUNT**. Click **MANAGE CONNECTIONS**. Then click **CONNECT** for either **STRAVA** or **MAP MY FITNESS** and connect them to your Everyday Hero account. Your kilometres will automatically post to your supporter page every time you walk.

I have sponsors who have given me cash instead of donating online – how do I recognise this?

We have an offline donations process for those donations collected by cash or cheque. Just look for the **OFFLINE DONATIONS** section on the right hand side of your page and follow the prompts.

What is the Virtual Challenge?

During Walktober, a virtual walking route will show on the Walktober site linking eight Blueearth schools across the country. The route will commence in Geelong, Victoria and go through schools in ACT, QLD, NT, WA and finish back at Milawa in country Victoria. As Walktober participants log their kilometres in October, our Virtual Walktober team will walk 15,598km around the country. This is combined effort – it does not matter if you are walking along Bondi Beach, around a park in Bendigo or climbing Mount Tambourine – your kilometres will be added to our virtual route. Wouldn't it be great if we managed to complete the route by 31 October?

I am a local community organisation – we are keen to run an event for Walktober for our local residents to promote walking – how can we join in Walktober?

Walktober is happy to promote walks conducted by community groups and organisations to promote to Walktober participants. Walks can be logged through the Community Walks menu on the website. Community groups must login to this section to be able to upload their walk.

Events will only be promoted through this Community Walks if the event is free of charge to participants or if a donation is being made to Blueearth (ie gold coin donation) in lieu of event fee.

Community groups and organisations can also apply to have the Walktober logo to promote their event and can register their interest to receive the logo once they have registered their walks.

We want to share our Challenge story with Walktober – how can we do this?

We invite groups and participants to share the story of their walk either via walktober@bluearth.org or via social media as per the following:

- Facebook – groups can share their story via [@WalktoberAust](https://www.facebook.com/WalktoberAust)
- Twitter – share your story via [#walktober16](https://twitter.com/walktober16) or directly tweet [@WalktoberAust](https://twitter.com/WalktoberAust)
- Instagram – share your pic using [@walktober](https://www.instagram.com/walktober) or [#walktober16](https://www.instagram.com/walktober16)

What resources can Walktober provide me with for my fundraising or to recruit team members?

We have a number of resources that you can access free of charge from our Walktober site at www.walktober.org.au/resources/ to help you fundraise or recruit friends and colleagues for your team. These include:

- Samples of emails
- Facebook posts
- Twitter messages
- Fundraising posters
- Recruitment posters

If I still have a question – can you help me?

Absolutely, the Walktober team is here to help. Please feel free to contact us at walktober@bluearth.org but also check out the help section on the menu under your **NAME** as it has an extensive help library for supporters. Everyday Hero also has a sidekick support team that can help you. Email help@everydayhero.com.au or telephone **1300 798 768**.

