



2020 Walk Cabarrus Partner Toolkit



walkcabarrus.com

#1BillionSteps | #LaceUpCabarrus | #WalkCabarrus





Welcome to Your Walk Cabarrus Partner Toolkit!

Thank you for making the decision to get involved with this community-wide walking campaign. Children WIN (Wellness Initiative Network), whose mission is to move families to make healthier choices for life, is the driving force behind Walk Cabarrus. Your partnership with Walk Cabarrus is extremely valuable. What makes it so valuable?

That's easy...

Improved health is the core mission of Walk Cabarrus. By participating, you're helping to transform the collective health of the Cabarrus County. You're helping to prevent childhood obesity. You're helping to create healthier, more supportive workplace environments. You're making a difference in your community.

This toolkit empowers partners to:

- Effectively communicate the purpose and goals of the campaign
- Implement your own Walk Cabarrus initiatives at work, at home, etc.
- Promote the campaign and encourage participation through social media
- Ensure the health and wellness of Cabarrus County citizens for years to come

What Is Walk Cabarrus?

Walk Cabarrus is a community-wide walking campaign focused on creating healthier lifestyles for the residents of Cabarrus County. Successful initiatives often include a challenge and this one has a BIG one...

Children WIN is challenging Cabarrus County to reach One Billion Steps together, as a community. Yes, one billion with a B.

Register at walkcabarrus.com and log your steps towards our BIG community goal. We hope this initiative will motivate new walkers to become active and encourage community members who are already active to STAY active and live a healthy life.





Why Have a Community-Wide Walking Campaign?

Approximately 34% of Cabarrus County children are overweight or obese according to the 2016 Community Needs Assessment. Obesity is one of the primary causes of preventable chronic diseases in the country and can also lead to long-term physical and emotional issues and challenges in children. Throughout the years, several community organizations have recognized the growing trend and tried to make a difference. However, they soon realized they could have a greater impact on the children of our county by collaborating to “move families to make healthy choices for life.” This collaboration grew to become the Children WIN initiative.

About Children WIN

Children WIN develops and supports many initiatives and programs. This collaborative of government, business, non-profits, healthcare, education and public health organizations has already achieved the following:

- Opened a childhood obesity treatment clinic for our region
- Initiated a research project in a low-income community to see how socio-economic status affects healthy living
- Launched the 5210 Healthy Together Program (5 servings of fruits and vegetables a day, 2 hours or less of recreational screen time per day, 1 hour of daily physical activity and 0 sugary beverages) in several schools within Cabarrus County

Why Participate in Walk Cabarrus?

The benefits of participating extend beyond increased activity. As a walker, you will:

- Have a community of supportive, dedicated walkers
- Find fun new ways to “get your steps in” during your everyday routine
- Earn online badges for the number of steps you log
- Discover new places in the county you call home
- Have access to a number of online resources
- Improve your overall health and wellbeing



How to Get Registered in Walk Cabarrus

Registration

Becoming a Walk Cabarrus participant is easy.

Step One: Register online at walkcabarrus.com right now. You must register as an individual before creating a new group or joining an existing group. Groups can track their steps collectively to reach internal goals.

Step Two: Invite others to join you. We need everyone in Cabarrus County walking, so bring your friends and family with you wherever you go and count your steps.


Step Three: Get out and get walking! Visit our website for suggested locations and activities within Cabarrus County.

Step Four: Log your steps on our website, check in on our community total, and watch us hit one billion steps.

Please note that each registrant must have their own email address.

Username *	Password *
<input type="text"/>	<input type="password"/>
First Name *	Confirm Password *
<input type="text"/>	<input type="password"/>
Last Name *	E-mail Address *
<input type="text"/>	<input type="text"/>
Birth Year *	How much do you currently walk?
<input type="text"/>	<input type="text"/>
Where do you live? *	
<input type="text"/>	

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Register

Login



How to Get Involved After Registering in Walk Cabarrus

A successful campaign needs strong community support. We are counting on our partners to promote registration and participation. Businesses can encourage a healthy workplace by promoting Walk Cabarrus. Churches can create groups to foster fellowship while walking together. Schools can offer extra credit in Physical Education classes for student participation in Walk Cabarrus. **Everyone is part of Walk Cabarrus!**

By downloading this toolkit, you've already taken the first step toward getting involved. Now it's time for the next one. The file you unzipped also includes:

- Logos for Walk Cabarrus and Children WIN that can be added to campaign-related communications
- Social media graphics and sample text to use on your own business and personal pages
- A blank "join our group" social media graphic so that you can add your own logo
- Sample newsletter copy that can be edited to fit your needs
- Downloadable Move Your WaySM flyers promoting the recommendations from the 2nd edition of the Physical Activity Guidelines for Americans
- A list of ideas for implementing the campaign at your business, organization, school, church, park, etc.
- Printable walking logs for individuals who don't have any form of tracking technology
- And more – we're always looking to add new content to our Partner Toolkit as needed

Resources

The website where you downloaded this toolkit is the primary resource for campaign partners as well as individual walkers and families. At walkcabarrus.com, you can find places to walk, programs that encourage healthy living, and events to attend—specifically ones that will have booths full of giveaways and prizes that help keep our community engaged throughout the campaign.



Ways You Can Encourage Involvement in Walk Cabarrus

Whether you are a business, organization, neighborhood, school, church or a community club, there are a lot of ways you can help generate excitement around this walking initiative. Here are just a few to get you started. Feel free to share any great successes with us on social media!

- Send out an e-newsletter announcing your participation (sample text provided in this toolkit)
- Post about the campaign using our provided graphics or create some of our own with the Walk Cabarrus logo (available for download on the toolkit page at walkcabarrus.com)
- Incentivize group participation by offering prizes to the members of your Group who achieve a select number of steps in a select period of time
 - This could be a grand prize for the whole campaign or a few smaller prizes once per week/month
 - If your Group is competitive, you can position this as a competition to see who gets the most steps over a select period of time rather than an individual goal
 - Prizes could include:
 - Activity trackers
 - Sneakers
 - Cannon Ballers Tickets
 - Gift cards
 - Gym memberships
 - Extra PTO days
 - Extra credit for PE classes
- Host an event, like a company retreat or fundraiser, at a Cabarrus County park or recreation center that you haven't previously visited
- Add a one-mile walk to any new or existing event
- Participate in Kannapolis' Loop the Loop program and earn prizes
- Bring your Group to Kannapolis Cannon Ballers games and have everyone walk around the brand-new Atrium Health Ballpark concourse
- Commit to attending at least five events on our website as a group





How to Get Connected and Promote Walk Cabarrus with Social Media



Connect with Walk Cabarrus

- Visit us online (and register) at walkcabarrus.com
- Find us on Facebook at facebook.com/walkcabarrus
- Follow us on Instagram at instagram.com/walkcabarrus
- Tweet with us at twitter.com/walkcabarrus
- Check us out at pinterest.com/walkcabarrus

Campaign Hashtags to Use and Follow

- #WalkCabarrus
- #1BillionSteps
- #LaceUpCabarrus
- #ChildrenWIN
- #MoveYourWay

Questions About Promoting Walk Cabarrus?

If you have any questions about Walk Cabarrus or would like further information about how you'd like to help promote Walk Cabarrus, contact Lisa Perry at design@perryproductions.com.



Sample Social Media Posts

Sample 1

Have you heard about Walk Cabarrus?! It's a community-wide walking campaign focused on creating healthier lifestyles for the residents of Cabarrus County! This healthy initiative is super easy and FREE to join. Just register online at walkcabarrus.com and start walking! See, I told you it was easy. Keep track of your steps or miles and start logging on March 14 to help our community reach 1 BILLION STEPS!

Sample 2

It was so easy to join this community-wide walking initiative. Just follow these simple steps:

Step One: Register online at walkcabarrus.com right now. It's free! Plus, you can register as an individual and then create or join a Group.

Step Two: Invite others to join you! We need everyone in Cabarrus County walking, so bring your friends and family with you wherever you go and count your steps.

Step Three: Get out and get walking! Visit walkcabarrus.com for suggested locations and activities within Cabarrus County.

Step Four: Log your steps online at walkcabarrus.com starting March 14, 2020 and watch our community total reach #1BillionSteps!

Sample 3

I joined Walk Cabarrus because I wanted to make a commitment to myself and my health. It isn't a 5K. It isn't a fancy workout program. It's simply an initiative to encourage our community to become more active through walking. Walk with me by registering for free at walkcabarrus.com.





Even More Ways You Can Help to Promote Walk Cabarrus

Sample Social Media Posts (continued)

Sample 1

Successful initiatives often include a challenge and this one has a BIG one... Walk Cabarrus is challenging Cabarrus County to reach 1 BILLION STEPS together, as a community. Yes, 1 billion with a B. Register RIGHT NOW at walkcabarrus.com and you will be able to log your steps towards this big community goal starting March 14.

I'm counting my daily steps toward a greater goal!

Ask me how to sign up for Walk Cabarrus!



Sample 2

Walk Cabarrus is challenging us, as a community, to collectively reach #1BillionSteps. In order to do so, we need as many people as possible to register for free walkcabarrus.com and start logging their steps on March 14! This goal is about more than just steps. It's about ensuring the health and wellness of our community for generations to come. So, join me at walkcabarrus.com and help us reach this goal!

Sample 1

We're participating in Walk Cabarrus, and we want YOU to join our group! First, register for free at walkcabarrus.com. Then search for [GROUP NAME] and ask to join. Once you're in, your steps will be counted toward our group total! Let's see how many steps we can add to the community's one billion!

Sample 2

We're walking with Walk Cabarrus! Join our group, [GROUP NAME], by searching for us after you register at walkcabarrus.com. Together, we can work toward the community total of #1BillionSteps!

#LaceUpCabarrus



Register at walkcabarrus.com and join our group!



E-newsletter Sample Content

Dear [ENTER AUDIENCE],

[ENTER NAME of company, organization, church, school, etc.] is participating in Walk Cabarrus, a community-wide walking campaign focused on creating healthier lifestyles for the residents of Cabarrus County. While the ultimate goal of this initiative is to become more active through walking, Walk Cabarrus also comes with a BIG challenge...

Reach One Billion Steps as a community. Yes, one billion with a B. It's a lofty goal, but our participation will go a long way toward achieving it and uniting us as a more active, connected, and healthier team.

We encourage everyone to join us in participating by registering at walkcabarrus.com. Once you register, search for and join [ENTER GROUP NAME].

Then it's time to walk!

Starting March 14, count your steps or keep track of your miles every day and log them online at walkcabarrus.com. Every step you log adds to our group total as well as the big community total. Keep in mind that walking isn't the only way to get steps. Feel free to run, skip, dance, hike, and play your way to one billion.

If you're interested in participating but aren't sure where to get your steps in, please check out walkcabarrus.com for a list of places throughout the county where you can be active. We invite everyone to get out and explore new cities and towns within our community as part of this initiative.

In addition to our online Group, [ENTER NAME] is [ENTER STRATEGY – this is where you can announce how you're going to implement Walk Cabarrus in the workplace.

We sincerely hope you'll join us in participating. Please visit walkcabarrus.com for more information on the campaign or reach out to [ENTER INTERNAL CONTACT] with any questions about our efforts as a group.

Sincerely,
[ENTER NAME]