



# GETTING THE WORD OUT - PROMOTE YOUR WALKING GROUP

## Keeping it local

The easiest way to get the word out about a walking group is word of mouth within the local community. Try to identify relevant local places to promote your group. You could display a simple sign in business windows. Examples could include your local shop, butcher or pharmacy, the local library and your local churches. Your local café could even be used as the groups start/end point which would enable you to finish with a social tea/coffee.

By informing local businesses about the group's existence, they will be able to help promote your group and spread the word across your community. If you provide them with your contact details, they will be able to pass them onto people they are speaking to that express an interest in getting active or in joining a walking group.

## Community notes section - church newsletter - local radio

As a follow on from getting your local community involved, it would be no harm to try getting contact details and information about your group added to any community newsletters that are distributed locally. This can be done free of charge and should generate a good response from readers.

## Registering on www.getirelandwalking.ie

By registering with Get Ireland Walking, you can have your group listed on the website, www.getirelandwalking.ie. This will allow visitors to the website to see your walking group in their

county and provide them with the contact details in order to join the group. This service will also be promoted by your county's Local Sports Partnership.

## Social media

You could also set up a simple social media page e.g. a Facebook page. This will allow you to keep in contact with the group members free of charge and will allow for members to interact with each other outside of the duration of the walk.

It can also be used to advertise upcoming courses that may be of interest to your members such as walk leader training, first aid, etc.

## Other groups

It can be a great idea to approach existing groups in your community, such as the local choir, GAA and other social, cultural and sporting clubs, etc. Existing groups already have a structure in place, have a membership base and can easily help you to promote your walking group. They will be able to offer their members an opportunity to improve their wellbeing and overall it will have a positive effect on your local community.

## Your social circle

Very often people will be excited and encouraged to join a group if there is a friendly, recognisable face representing it. Be proactive when meeting old friends and new, tell them about your walking group or idea of setting one up, you'd never know who might be interested in joining and helping you





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out. When you meet other people out walking you could stop them for a quick chat, tell them of your plan and pass on your details should they be interested. Mention it to the cashier in shops you visit, your family members, even your postman and you should have no problem is building and maintaining your group.

local charity, etc. as this will also encourage people to come along to the event.

## Routine

Having a consistent routine for your walking group will also help to promote your presence. If your group walks each week on the same day and starts at the same time and location each week potential new members will find it easier to come along. This will also save the need for weekly texts, emails and phone calls to confirm when the walk is happening.

## Get Ireland Active

You can also promote your group by submitting details of your walks and special events to [www.getirelandactive.ie](http://www.getirelandactive.ie). An event in your local community can be a huge help to you in order to maintain a presence and local business will always be grateful if something is organised in the local area.

## Organise a walking event

An event can help get the word out and give people an opportunity to meet the group and try out walking with them before having to make a commitment to regular walks. It can be a good idea to use a walking event to raise funds for a

