



Jane's Walk

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# BUZZ CITY ORGANIZER'S GUIDE

## Who is this guide for?

Anyone can lead a Jane's Walk, and a city can have any number of walk leaders: from one, to over 100. But in order to have a Jane's Walk Festival, a city also needs a City Organizer (CO.) The CO acts as the festival's coordinator and spokesperson.

## City Organizers

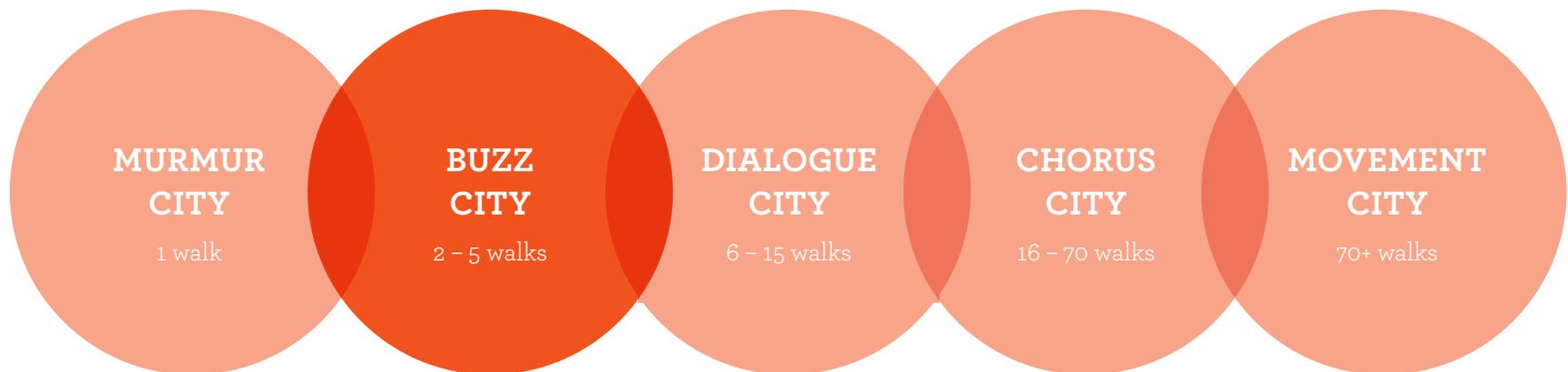
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In a Buzz city, it's not unusual to have one walk leader who is also the City Organizer. But as your festival grows from one walk, to two, to a handful, you may find it easier to work with a team of people, with one acting as the main contact person.

The CO ensures that all the walks in their city's festival adhere to the Jane's Walk Principles: they are free, open to all, and do not involve commercial activity. They also promote the festival locally and act as the primary contact for walk

leaders. As the festival grows, they also seek out new walk leaders from throughout the community.

**Whether you're bringing the first few Jane's Walks to your city, or scaling up from one walk to several, this guide can help! It's full of detailed advice drawn from the experiences of other Buzz COs.**



# Contents

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Welcome!	05
Jane's Walk in Brief	06
Murmur to Movement*	08
Buzz City (2-5 walks)	09
Checklist	10
Tip & Tricks	11
Timeline	12
Roles	14
Promotion	15
Budget & Sponsorship	16
Calendar & Planning Guide	17



## Welcome!

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Jane's Walk is a series of free neighbourhood walking tours that helps put people in touch with where they live and with each other, by bridging social and geographic gaps and creating space for cities to discover themselves. Since its inception in 2007, Jane's Walk has happened in cities across North America, and is growing internationally.

**“Cities have the capability of providing something for everyone, only because, and only when they are created by everybody.”**

*- JANE JACOBS, THE LIFE AND DEATH OF THE GREAT AMERICAN CITY*



## Jane's Walk in Brief

Jane's Walk is a worldwide movement that gets people out on the streets to discover unseen, under-celebrated and unique stories about their city. Over the years, people have come up with an incredibly creative range of interpretations of the Jane's Walk format: from dog walks to bike rides, from local lore to historical reenactment. By discussing what makes a city great, and what makes it tick, Walk Leaders and participants are empowered to be better citizens, better stewards, and better neighbours.

### A Big Success

*In 2014, Jane's Walk gathered people for over 1,000 walks in 135 cities and 25 countries around the world!*

The strength of Jane's Walk is that it happens at the same time in many places, with the same name and the same underlying principles: it's free, spontaneous, it promotes community building and urban literacy, it brings people together and it sparks conversations. As such, it can take many forms, and it can be something different for everyone—but at any scale, it can be powerful.





Did you know:

Since its start, Jane's Walk  
has grown 37% each year.

# Murmur to Movement\*

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## Murmur City (1 walk)

A Murmur City aims to start a walking conversation which will, after the festival weekend, keep people talking, walking, and thinking about the future of their neighbourhood, town or city.

## Buzz City (2-5 walks)

Whether new to Jane's Walk or scaling up from a Murmur festival, these COs have the resources and volunteers in place to confidently curate a few more walks. They're spreading to more neighbourhoods and creating a buzz around town.

## Dialogue City (6-15 walks)

A Dialogue City has an established presence on the festival weekend; neighbours, media, and coworkers will be talking about Jane's Walk even before the festival weekend kicks off. Dialogue City Organizers understand the value of collaborations, great volunteers, excellent organizational teams, and media and social media connections.



THAT'S  
YOU!

## Chorus City (16-70 walks)

A Chorus City has everyone around town talking up the Jane's Walk festival. At 16 to 70 walks, everyone is excitedly anticipating and preparing for the festival weekend well in advance. A Chorus City Organizer has connections all over town and unifies them in order to orchestrate a hugely successful festival weekend.

## Movement City (more than 70 walks)

A Movement City is host to a "something big" festival, with 70+ walking conversations! A Movement City Organizer brings a large group of people together to work collaboratively in order to create the piece of music that is an entire city talking and walking on the Jane's Walk festival weekend.

\* How did we come up with this? We interviewed the 2013 City Organizers (COs) after the festival weekend and we noticed some trends: the total number of walks organized per city was connected to the way the COs planned and organized the festival. For example, we found that if a CO and their team had the capacity to organize 16 walks, they also had the capacity to do 70 walks!

## Buzz City (2-5 walks)

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### What is a Buzz City?

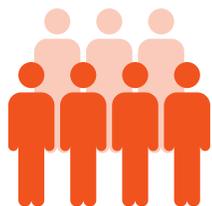
Whether new to Jane's Walk or scaling up from a Murmur festival, Buzz COs have the resources and volunteers in place to confidently curate a few walks for the festival weekend. Buzz Cities are creating a buzz around town, spreading to more neighbourhoods and growing the conversation.

Want to connect with a fellow Buzz City organizer? Contact [info@janeswalk.org](mailto:info@janeswalk.org)

### Buzz City at a glance:



2 - 5 walks



May be organized by an individual, or someone working on behalf of an organization  
Good to have 2-3 people to help out



Time commitment: about 1-2 hours / week to start, and then up to 10 hours/week in the two weeks before the festival



Could start brainstorming and reaching out to Walk Leaders and volunteers as early as January, though this isn't necessary

Start planning in March/April

# Checklist

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## Before the Festival

- Get in touch with the Toronto Project Office – we are here to help! *We can provide you with examples of how it's done in other cities and we can put you in touch with other organizers in your region or country!*
- Fill out your City Page on the Jane's Walk website. *Be sure to include your name and photograph – it's great to put a human face on the event*
- Reach out to potential Walk Leaders
- Reach out to potential volunteers
- Arrange workshops and planning sessions for your Walk Leaders and volunteers
- Review the walks that are posted on the Jane's Walk website
- Find walk photographers – people who can photograph as many of the walks as possible. *It's wonderful to have a record of the weekend's events and you can submit them for inclusion in the Jane's Walk Annual (a hardcover book we publish after the Festival)*
- Submit press releases to local media: newspapers, television, and radio. *Check our website for templates, samples, and helpful tips for approaching local media*

- Create customized Jane's Walk Festival posters (using our templates and logo)
- Share posters and festival information with your community!
  - > social media
  - > community and local radio stations
  - > posters, postcards, and leaflets
  - > whatever works for you!
- Send reminders and encouraging messages to your Walk Leaders and volunteers in the last 2 weeks before the Festival

## Festival Weekend

- Make sure your phone's charged and everyone has your number.
- Have fun!

## After the Festival

- Send thank you messages and follow ups
- Collect feedback from participants
- Submit photos and stories for the Jane's Walk Annual
- Write postmortem (there is a template for this on the Jane's Walk website)

## Tip & Tricks

Here are some suggestions from other City Organizers!

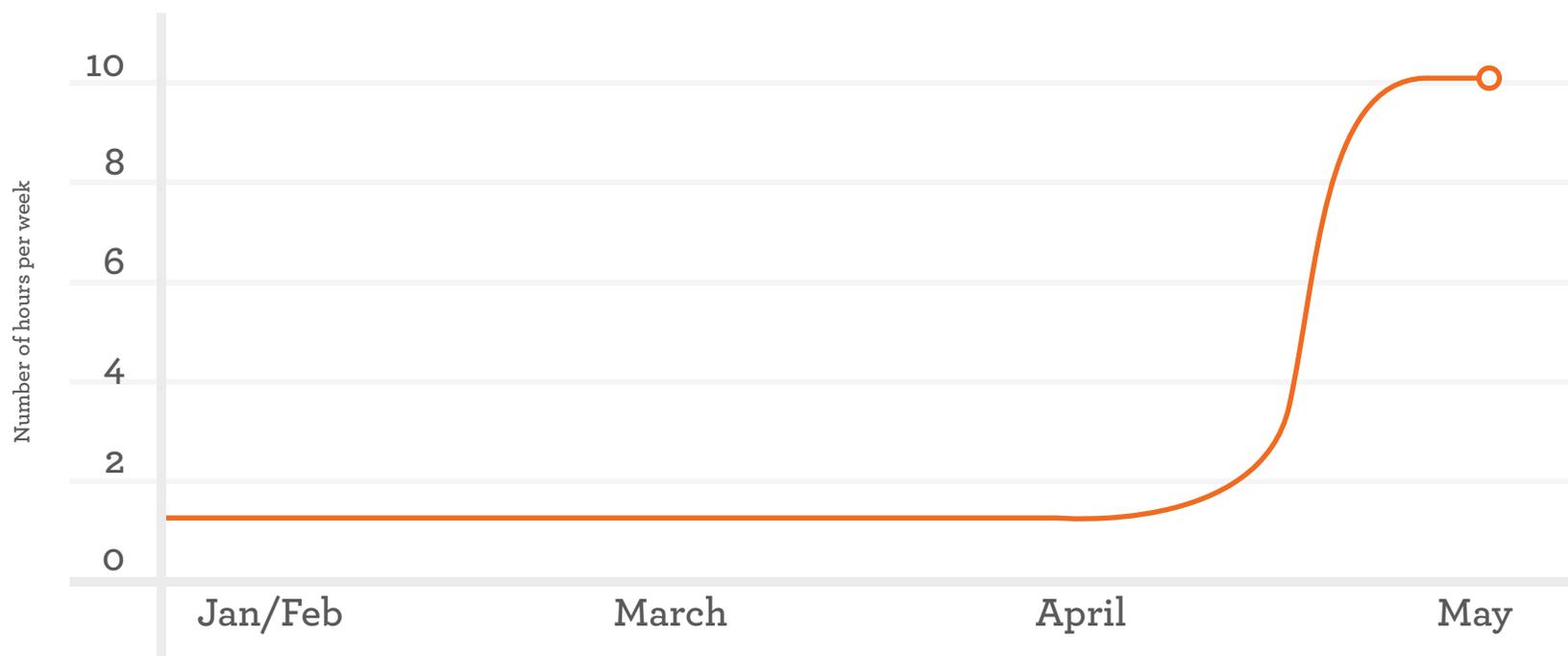
1. **When it comes to promotion, you're the expert.**  
How do people communicate in your community? You might want to reach out to your local radio stations and newspapers, hand out flyers and talk about the event with people you meet, or get the word out online through social media. Or all of the above!  
*The Jane's Walk website has press releases, posters, and social media guides to help you out.*
2. **Make connections early:** seek out people and organizations who might be interested in taking part and just say hi! You never know, they may have some great ideas for walks.
3. **When you know where** your walks are happening, reach out to some of the businesses you'll pass by. They might be interested in helping you with promotion or resources (for example, a café on the walk route might offer free beverages).
4. **Keep your Walk Leaders and volunteers engaged and excited!** Send out lots of encouraging reminders in the two weeks leading up to the event.
5. **Make the last stop on the last walk into a wrap party!** This can also be a great way to sustain and grow your festival from year to year. Make sure all your festival participants (including the walkers!) know about the wrap party, and then invite everyone to get involved as Walk Leaders next year!



# Timeline

When you're organizing the Jane's Walk Festival for a Buzz City, you can spread the work out over a few months. It only takes a few hours per week to start brainstorming, contacting potential Walk Leaders and volunteers, and updating your city's blog on the Jane's Walk website.

You'll get busier in the last two weeks before the festival: coordinating with your Walk Leaders and volunteers, reviewing the walks that they post on the website, and promoting the festival to local media and community organizations





Did you know:

Jane's Walk is 90%  
volunteer run.

# Roles

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When you're organizing a Jane's Walk Festival at this scale it's great to have some help. Here's a list of the different roles that you and your helpers can play:



## **City Organizer:**

**That's you!** If you're part of a team or organization, it's good to nominate someone who can be the initial point of contact for Walk Leaders and volunteers.



## **Walk Leader:**

The Walk Leader plans and hosts a walk on the Festival weekend. Walk Leaders are also responsible for posting their walks on the Jane's Walk website and for helping out with promotion of the event.



## **Media Outreach:**

People who have experience working with the media are great in this role (such as reporters and people with PR experience). But this isn't necessary! We have a simple guide on how to approach local media, as well as sample press releases and call scripts that you can customize.



## **Social Media:**

Social media is great for getting the word out about the festival and building excitement. As a Dialogue City, you don't need one person to be dedicated to this—instead you can get multiple people to help out (this also means you're connected to a bigger network!). Students, young people, and busy people who want to volunteer can be really helpful in this role.

- *Not sure where to find a social media expert? No problem! We have a simple guide about how you can take advantage of the power of social media.*



## **Walk Day Volunteers:**

These volunteers help out the Walk Leader—they may answer participant questions, share any handouts, count the number of participants, help people who need assistance getting around, and look after signup sheets for newsletters and information.

- *People who are already volunteering as Walk Leaders make great Walk Day Volunteers — encourage them to help out on someone else's walk if they have time!*

# Promotion

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It's important to let the people in your community know about your walk. Here are some quick and easy ways to spread the word.

- Use social media like Twitter, Facebook, local social networks, and blogs
  - *Once you get started, we'll share some more tips and templates for using social media.*
- Send a message out to local email lists and newsletters
- Posters and postcards – put posters up around your city, or leave postcards in venues around town
  - *You can also share posters and postcards online – no printing!*
- Word of mouth – tell your friends!
- Go local! Get local newspapers, news websites, and radio stations on board.
  - *The Jane's Walk website has tips for approaching local media (including sample press releases)*
  - *You can customize our press release templates to reflect the walks you've organized, or write your own.*
  - *Address media contacts by name to create a personal connection.*
- Advertise the event in your local language (you can customize the language in our templates, or even translate the Jane's Walk logo).

## Budget & Sponsorship

No budget? That's okay! Most Buzz Cities either have a very small budget (mostly to cover printing costs) or none at all.

If you're planning to print posters or postcards, you may have some printing costs (or you could find a local printer who is willing to donate / sponsor your printing costs).

Other than printing, it doesn't need to cost a thing!



# Calendar & Planning Guide

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
						<b>March 1</b>
<b>2</b> Upload your City Organizer bio and picture to the Jane's Walk website	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>
<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>
<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>
<b>23</b> Hold an information session for potential Walk Leaders this week	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>



# Calendar & Planning Guide

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
30	31	<b>April 1</b>	<b>2</b> Review walks submitted for your city	<b>3</b>	<b>4</b>	<b>5</b>
<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b> Review walks submitted for your city	<b>10</b>	<b>11</b>	<b>12</b>
<b>13</b>	<b>14</b> Check in with your Walk Leaders and volunteers	<b>15</b>	<b>16</b> Review walks submitted for your city	<b>17</b> Media Deadline #1: International PR deadline. Submit shortlist of walks to Toronto Project Office	<b>18</b>	<b>19</b>
<b>20</b>	<b>21</b>	<b>22</b> Media Deadline #2: Look at all submitted walks so far and start approaching local media!	<b>23</b> Review walks submitted for your city	<b>24</b> Confirm Walk Day Volunteers & Photographers	<b>25</b>	<b>26</b>
<b>27</b>	<b>28</b> Review walks submitted for your city	<b>29</b> Email your Walk Leaders and volunteers with reminders and encouragement!	<b>30</b>			

# Calendar & Planning Guide

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				<b>May 1</b>	<b>2</b>	<b>3</b>
				<b>Jane's Walk Weekend!</b>		
<b>4</b> Send out thank you messages and follow ups	<b>5</b> Circulate questionnaire to all participants for feedback	<b>6</b>	<b>7</b>	<b>8</b> Write a brief post-mortem report on how it all went to help the organizers next year	<b>9</b> Breathe a sign of relief! We'll see you next year!	<b>10</b>
<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>
<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>
<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>	<b>31</b>



This and other Organizer's Guides can be found at

[janeswalk.org/programs](https://janeswalk.org/programs)