



Jane's Walk

MURMUR 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.

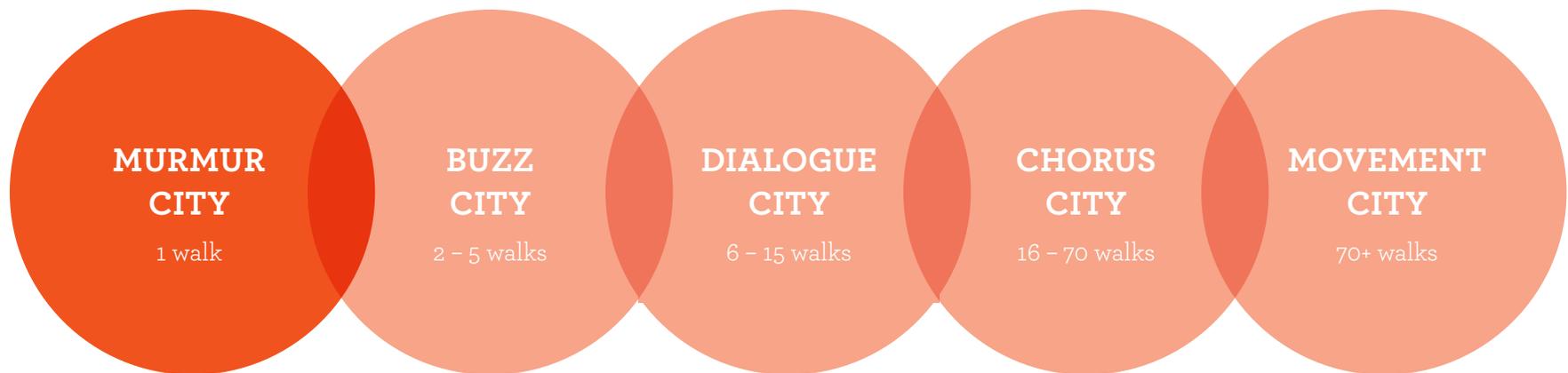
City Organizers

For larger festivals, the CO's job is usually done by a team of people, with one acting as the main contact person. But in a Murmur city, it's quite common to have one walk leader who is also the City Organizer.

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.

Ready to bring the first Jane's Walk to your city? With advice drawn from the experiences of other Murmur COs, this guide will tell you how!



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Welcome!

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*

THAT'S
YOU!

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.

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!

Murmur City (1 walk)

What is a Murmur City?

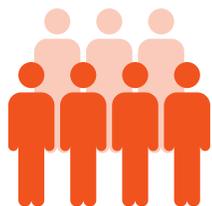
It's a city where Jane's Walk is just beginning to make some noise. A successful Murmur City starts a walking conversation which will, after the festival weekend, keep people talking, walking, and thinking about the future of their neighbourhood, town or city.

Want to connect with a fellow Murmur City organizer?
Contact info@janeswalk.org

Murmur City at a glance:



1 walk



May be organized by an individual, or someone working on behalf of an organization
Requires just one or two people to organize



Time commitment: about 1-2 hours / week to start, and then up to 5 hours/week in the two weeks before the festival



Could start brainstorming as early as February, though this isn't necessary
Start planning in April

Checklist

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 week-end'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!

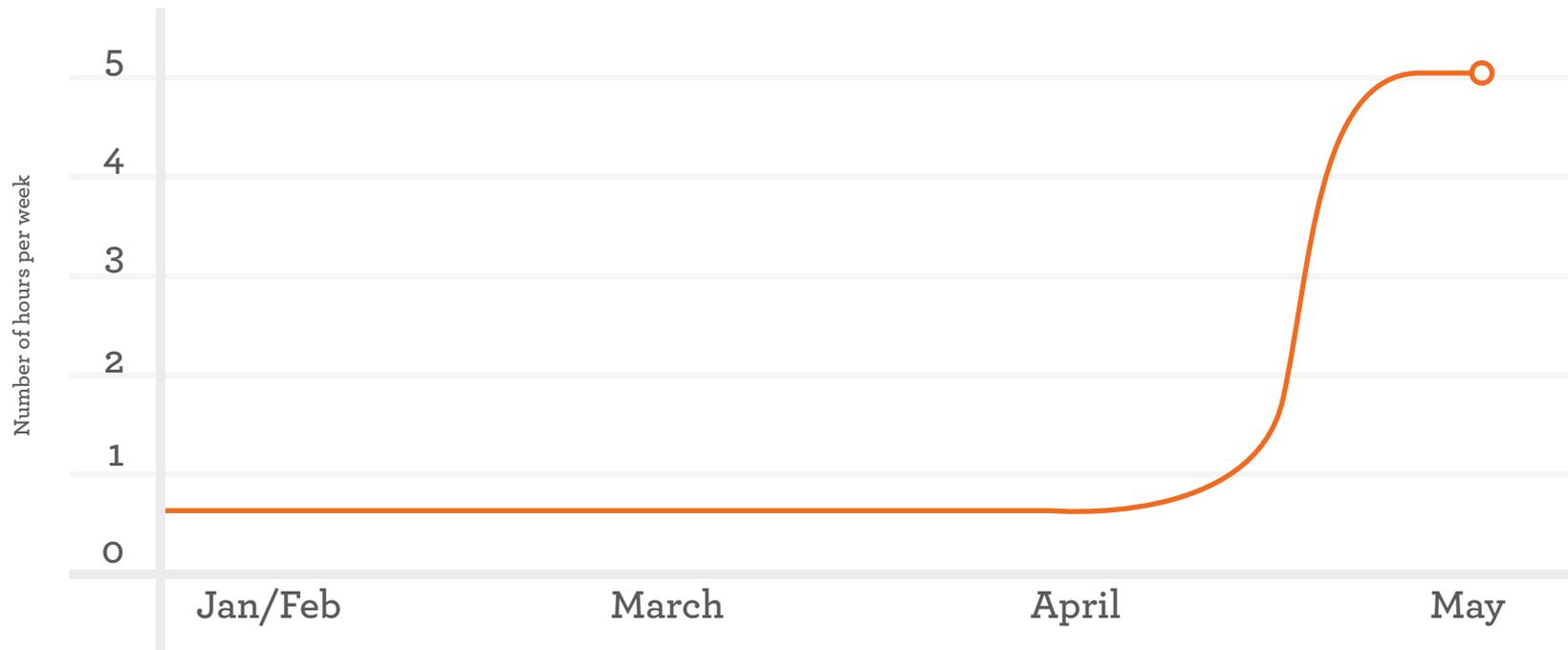
1. **What's your walk about?** Start with a simple interesting idea and let it develop.
2. **For inspiration,** try going for a walk around your community. Chat with people you meet along the way and let them know what you're doing. They may be interested in helping!
3. **Create a script** for the walk. You don't need to read from it, but it's great to have on hand in case you need a reference or want to get a conversation started. Some people like to write down their key points on a set of index cards.
4. **Do a trial run!** Do the walk yourself before the event so you know how long it will take (avoid walks that are longer than 2 hours) and whether there are any obstacles you should be aware of.
5. **A Jane's Walk is a conversation!** Prepare some open-ended questions to ask the people who come on your walk – they may have some interesting things to say about the route!



Timeline

When you're organizing the Jane's Walk Festival for a Murmur City, you can spread the work out over a couple of 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 Leader and any volunteers and promoting the festival to local media and community organizations.





Did you know:

Jane's Walk is 90%
volunteer run.

Roles

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:

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.

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.



Promotion

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



Calendar & Planning Guide

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
30	31	April 1	2	3	4	5
6	7	8 List your walk on the Jane's Walk website	9	10	11	12
13	14	15	16	17 Media Deadline #1: International PR deadline. Submit shortlist of walks to Toronto Project Office	18	19
20	21	22 Media Deadline #2: Start approaching local media!	23	24 Confirm Walk Day Volunteers & Photographers	25	26
27	28	29 Email your Walk Leaders and volunteers with reminders and encouragement!	30			

Calendar & Planning Guide

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



This and other Organizer's Guides can be found at

janeswalk.org/programs