



Jane's Walk

MOVEMENT 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) to coordinate the festival and provide it with a spokesperson. A Movement festival will have a CO team, most likely affiliated with a nonprofit organization or government office, with one designated as the main contact person.

City Organizers

The CO team 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, and seek out new walk leaders from throughout the community. With a festival of this scale, making sure a range of voices get heard is an important part of the job. A Movement festival presents additional logistical challenges, like finding sponsors, applying for grants, planning an advertising campaign, and managing a large number of volunteers.

If you're planning a Movement festival, you're probably already a Jane's Walk expert! Most likely, you have seasoned event planners on your team, and you've worked with the Jane's Walk Project Office to grow your festival over several years. This guide, full of detailed advice drawn from the experiences of other Movement COs, provides an overview of Movement festival planning which may also be useful to organizers of smaller festivals as they look to the future.



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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*

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!

Movement City (70+ walks)

What is a Movement City?

A Movement City is something big! It's organized through the efforts of a large group of people, who work collaboratively to create the piece of music that is an entire city talking and walking on the Jane's Walk festival weekend.

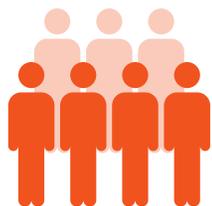
Want to connect with a fellow Movement City organizer?

Contact info@janeswalk.org

Movement City at a glance:



70+ walks



At this scale, it's useful to work as part of an organization.

Good to have at least 8-15 people to help out



Time commitment: about 3-4 hours / week to start, and then up to 20 hours/week in the two weeks before the festival



Start planning in January

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!

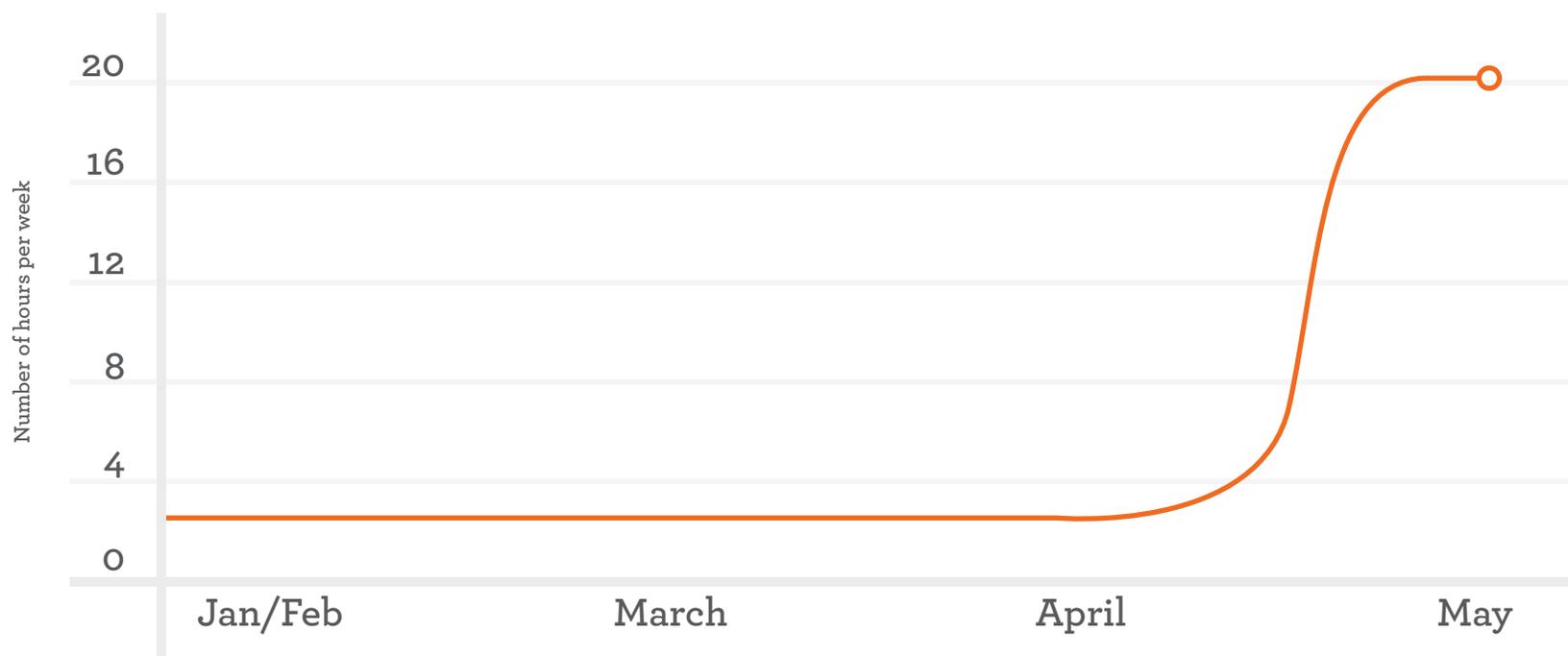
1. **One way to find Walk Leaders** is through community nominations—reach out to emerging and established leaders in the sectors you'd like your walks to cover and find out if they're interested in leading walks, or if they can nominate anyone they know.
2. **Seek out teachers and professors**—maybe they'd like some of their classes to get involved! They could design and guide walks, or help out with the planning process.
3. **Pair Walk Leaders together** in the planning stage. They can collaborate and bounce ideas off each other, which will free up your time.
4. **Hold a launch party** — be sure to invite all of your sponsors as well as anyone who donated their time, space, or services. Make sure you have some photographers on hand to document the event!
5. **Build momentum** and expand your networks by collaborating with other events that are happening in your city at the same time.



Timeline

When you're organizing the Jane's Walk Festival for a Movement City, you should spread the work out over a few months. It only takes a few hours per week to start building your Community Board and brainstorming with them, contacting potential Walk Leaders and volunteers, updating your city's blog on the Jane's Walk website, and looking for sponsors.

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

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.



Community Partners:

These are community organizations that are active in the community you'll walk through, or have an interest in pedestrian issues. You can work with community partners to find volunteers and Walk Leaders, to promote the event, and to come up with ideas for making your Jane's Walk Festival the best it can be!



Fundraising / Sponsorship Coordinator:

The fundraising coordinator approaches community foundations and individuals for sponsorships and seeks out other sources of funding (such as grants).



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.



Lead Photographer / Photo Coordinator:

At this scale, you should have a lead photographer who can engage and work with volunteer walk photographers. Reach out to semi-professional or student photographers who are interested in building their portfolio. The event photographs are useful for future fundraising (and also, for inclusion in the Jane's Walk Annual—a hardcover book that celebrates each year's Festival).



Lead Blogger:

The lead blogger is responsible for actively blogging stories about Walk Leaders as they get involved and as their walks develop. This can also include updates about the festival planning process, events, and general promotion. Your city blog can include lists of walks sorted by theme or accessibility.

- *We'll seek out interesting posts and promote them on the main international Jane's Walk blog—this is great promotion for your city!*



Roles (continued)



Event Planner:

Organizes an event to thank sponsors and launch the Festival (some organizers include a reading, lightning talks, or a film screening). It's also nice to have a wrap party at the end of the weekend to thank your volunteers and participants.



Volunteer Coordinator:

The Festival requires a lot of different volunteers at this scale. The Volunteer Coordinator welcomes new volunteers to the team, keeps track of what everyone is working on and builds momentum and excitement!

Some of the different volunteers you'll need include:



Walk Leaders:

Absolutely essential! 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.



Social Media:

Social media is great for getting the word out about the festival and building excitement. 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 Photographers:

Photos from the walks can be included in the Jane's Walk Annual—it's a great way to remember your Festival. You don't need professional photographers, but it's good to find people with a good eye who can take pictures of as many walks as possible over the weekend.



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 Festival, and at this scale you should definitely get the media involved.

- 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

Here's a sample cost breakdown for a Movement scale Festival (this is based on a North American context, please contact the project office for advice about budgeting for your region).

- \$5000—Labour (Outreach, Festival Coordination, Media, Launch Party Coordination)
- \$1000—Honoraria for lead volunteers (Volunteer Coordinator, Photo Coordinator, Fundraising Coordinator)
- \$1500 - 2000 - Launch party or media event
- \$1000 - Food for planning sessions with coordinators and volunteers
- \$1000 - Marketing (posters, post cards, buttons, t-shirts)

Total: \$10k

It can be easy to get five \$2000 sponsors if you start in January.



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 Send promo postcards to libraries, universities, and like-minded organizations	4 Begin looking for local event sponsors	5 Put out a call for volunteer walk assistants and photographers	6 Announce Walk Leader sessions dates	7	8
9 Hold an information session for potential Walk Leaders this week	10	11	12	13	14	15
16	17	18	19 Review walks submitted for your city	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 Finalize your local event sponsors and gather their logos to include in your promotional material	2 Review walks submitted for your city	3 Confirm the venue for your launch party	4	5
6 Send out postcards and posters announcing the dates for the Festival Weekend	7	8	9 Review walks submitted for your city	10	11	12
13 Send out invitations for your local launch party! Invite event and media sponsors	14 Check in with your Walk Leaders and volunteers	15	16 Review walks submitted for your city	17 Media Deadline #1: International PR deadline. Submit shortlist of walks to Toronto Project Office	18	19
20	21	22 Media Deadline #2: Look at all submitted walks so far and start approaching local media!	23 Review walks submitted for your city	24 Confirm Walk Day Volunteers & Photographers	25	26
27	28 Review walks submitted for your city	29 Email your Walk Leaders and volunteers with reminders and encouragement!	30 Local launch party and celebration of your Walk Leaders. Thank your sponsors!			

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