



# PRINT & SAVE Brain Power Awareness WALK CHECKLIST

A great **Brain Power Walk** will not only make your bodies more fit, it will make a statement to your community that your Pilot Club stands as a powerful force to assist people with brain-related disorders and help educate people of all ages about such things as traumatic brain injuries, autism, rare brain disorders, PTSD (post-traumatic stress disorder), and more.

**The universal date for this year's Brain Power Walk is  
Saturday, October 1**

## Here is a handy checklist to help you plan a successful Brain Power Walk event:

- Decide where to walk and how far. Somewhere in your community that is highly visible is best.
- Call Cynthia at PI Headquarters and order BrainMinders coloring books, general Pilot info, and other materials you may want as giveaways to give to non-Pilot participants.
- Ask area businesses to donate small promo items as gifts to participants.
- Order imprinted balloons, tee-shirts or any other items you may wish to use or give away at your Walk.
- Get permission from city officials to conduct your walk. The local police department will gladly help out with traffic control, parking options, route planning, and ordinance compliance if you ask them in plenty of time to put your Brain Power Walk on their calendar.
- Decide who to invite. City officials, school leaders, health officials, area families, friends and others not in your club are more likely to show up and participate if you send them a personal invitation.
- Send a notice to the press by September 2 at the latest, and be sure to communicate all the particulars of your Walk. Tell those who plan to participate to make banners and posters and bring them to the Walk to carry, if they so choose.
- Notify the press a second time and ask them outright to cover your event in the news. (If you have some idea of the approximate number of walkers you expect, tell them now).
- Appoint a Pilot committee of "non-walkers" to man tables at the starting and end points where you might provide bottles of water, snacks, Pilot Information, BrainMinders coloring books, and any other small giveaways donated by area businesses.
- Afterwards, broadcast the success of your Brain Power Walk to all of Pilot by snail mailing or emailing photos, write-ups, video clips. You can also post condensed versions of this info on Pilot International Headquarters' Facebook page!