

Brain Power Walk Checklist for October 2, 2010

Walk Committee

Plan

- Who will participate?
- Where it will begin and end?
- Will you have an extra event, such as, at the end of the walk?
- Will you tie-in with an event previously planned?
- Do you need any permits in your hometown for a parade, a picnic, or a safety fair?
- Will you need people to direct traffic?
- What will you do in case of rain? Plan B is...?

Public Relations Committee

Plan

- Will you be inviting others to join you?
 - *Example:* Given at least a month lead time your club may want to extend an invitation to local media personalities to join the club in their Brain Power Walk. This is also a good opportunity to invite other local businesses and personalities to join in the walk.
- Will this also be a fundraiser or a support raiser?
 - As a fundraiser, club could offer to carry a poster with the name of a sponsor – Poster/banner could read ABC Store wants you to “Protect Your Brain” or XYZ store is your BrainMinder Buddy, safety tips, or supports Pilot Club of _____. May be offered from \$25 for a poster to \$100 for a banner.
 - As a support raiser... invite everyone from school children in your schools to members from other clubs. Japan clubs often bring nursing home residents and children from special education facilities in wheel chairs to give them a day out in the sun.
- Will you need any programs, flyers or information pieces? Visit www.pilotinternational.org BrainMinders 2 to check out available material... Poster, flyer, and news releases.

- Your Brain Power Walk will attract attention if it is designed and promoted to be fun. If you have costumes, or puppets use them. If you have a local school band or group ask them if they will join you to parade New Orleans style. You may have to offer a contribution but it will be worth it in publicity value.
- The more interest you can add to your walk the more interest you can excite in your local media. After talking with your club members anyone should feel that if they are not there they will be missing out on something important to the community.
- Important talking points:
 - Pilot International Brain Power Walk is an annual walk that happens around the world in every Pilot Club community on the first Saturday of every October.
 - It is a unity of purpose demonstration to bring awareness of your hometown Pilot Club and your mission.
 - BrainMinders™ Pilot International's award winning community campaign for "Protecting Your Brain for Life"
 - Brain Power affects everything Pilots do from:
 - educational programs on Brain injury prevention for children and adults
 - Project Lifesaver for local law enforcement to help rescue individuals suffering from wandering due to a brain disorder
 - Public service programs
 - Scholarships to students interested in a career in brain-related professions
 - Grants to communities in need of funding for brain-related facilities or devices

Show your hometown that Pilots are all about Friendship, Service and FUN!

