

Baby Stroller Walk

Here is an idea to encourage younger adults to participate in your club walking events. The idea is to give parents the opportunity to walk with their young children, get some fresh air and to meet other parents with young children. This eliminates the need and cost for child care as the children can join in on the walks either in a stroller or walking themselves. This event could easily be combined with a youth health fair at the walk start/finish location coordinated by your local hospital or health clinic. This could be expanded by approaching your local drug store asking for them to provide some handouts such as diapers or other baby products and a suitable prize for the best decorated stroller. Be creative in your promotion of this potential recruiting effort and you'll probably get media coverage as well. Think up a catchy name for the event. How about Baby Buggy Blowout !!!" Submitted by Chuck Blische

A Canine Classic

Promote as a community "Pooch Parade" for dogs. People love to walk their dogs and show them off. Prior to opening the trail, have a pre-walk canine costume contest. You'd be amazed at the creativity of dog owners. Present a prize for biggest dog and smallest dog and best costume. Invite a local police/military canine unit to conduct demonstrations showing how dogs can be used to capture fugitives, sniff out bombs and other life saving techniques. This is a fan favorite. Use your club information tent to pass out AVA brochures and club information and those handy dandy doggie cleanup bags. Be sure to provide some water bowls at the checkpoint. Invite local food stores to provide discount coupons. Invite dog grooming stores to offer some free dog grooming at your location and some discount coupons for their services. A pet store could conduct some dog training clinics. Invite a local veterinarian to conduct a dog health care clinic answering owner's questions. Use your imagination, have fun, and make some money. They are gaining community goodwill, promoting their goods and services, using discount coupons to drive business to stores, and getting a return on their investment. So don't be afraid to ask for a fee for them to participate (except police or military and media). Then invite everyone to register for the pooch parade along your walking trail. Submitted by Chuck Blische