



# The Golden Shoe Community Walking Campaign Action Kit

The Golden Shoe Community Walking Campaign began in the City of Grand Rapids in September, 2005 as part of Kent County's Project TakeOff to increase the physical activity of Kent County residents. The campaign promotes the joy of walking within neighborhoods and business districts so residents can see firsthand what their community has to offer. As an incentive, a golden shoe is placed on a walking route. Walkers who find the golden shoe are eligible for a new pair of walking shoes.

This Action Kit was developed to help communities, cities, and townships throughout Kent County launch their own Golden Shoe campaign. The kit was funded through the Urban Cooperation Board, a regional consortium of mayors, city managers, and township supervisors interested in collaborative ways to improve the quality of life for residents in the Greater Grand Rapids Metropolitan Area. We hope you find it helpful in launching your own campaign. We are ready to assist to make it a fun and enjoyable community event. Step up and discover!

Sincerely,

A handwritten signature in black ink that reads "Barbara H Palmer".

**Barb Hawkins-Palmer**  
**Golden Shoe Campaign Co-Chair**  
Healthy Kent 2010  
Kent County Health Department

A handwritten signature in black ink that reads "Lynn Heemstra".

**Lynn Heemstra**  
**Golden Shoe Campaign Co-Chair**  
City of Grand Rapids  
Office of Children, Youth & Families



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## CD-Rom Documents

- Golden Shoe Logo
- Golden Shoe Visual Identity Standards
- Golden Shoe Letterhead
- Golden Shoe Billboard Display
- Golden Shoe Poster
- Business Letter sample
- Map Template
- Grand Rapids Map Example
- Golden Shoe Walking Campaign Budget Template
- In-Kind Time Contributions Form
- Golden Shoe Rules of Eligibility
- Golden Shoe Post-Campaign Evaluation Survey
- Golden Shoe Goals & Outcomes



This toolkit was made possible with the generous support of the Urban Cooperation Board, who promotes regional planning and cooperation to improve the quality of life for citizens.



# Getting Started

The first step in getting a Golden Shoe Community Walking Campaign off the ground is getting people together who are passionate about the well-being and health of residents, and who want to make a difference in their community.

## Here are the facts:

- 57% of all Kent County residents are overweight.
- 1 in 7 children are obese.
- Many children are on the fast track to heart disease and diabetes.
- If you walk an extra 20 minutes a day for a year, you can lose up to 7 lbs of weight.

## Here are some suggestions for a successful campaign:

1. **Form a steering committee** - Consider community leaders, key stakeholders and natural allies including persons who are known for following through on tasks.
2. **Do your homework** – Research what has been done. Consider inviting representatives of the Grand Rapids' Golden Shoe campaign to review successes and lessons learned. This Action Kit has many of the tools and information you will need.
3. **Establish the mission & vision.** Do this in your first meeting. The Grand Rapids Golden Shoe Campaign mission is to promote walking for all ages in fun and safe ways in cool city neighborhoods and shopping business districts, near parks, schools, libraries, churches and nature trails. The mission statement defines the purpose of the campaign. The vision is your overall aim.
4. **Develop your goals** - Your broad goal is related to Project TakeOff's goal of reducing obesity rates in Kent County by increasing physical activity. Align of your walking campaign goals to meet that outcome.
5. **Identify campaign outcomes and develop an evaluation plan** – Think about how the outcomes of your campaign will be measured. Decide how your evaluation will be completed right from the beginning. You may need to hire an evaluator or organize a committee. Look for examples of Grand Rapids' Golden Shoe Campaign outcomes and survey on the enclosed CD-Rom. Refer to the Evaluation section in this Action Kit.



# Getting Started

6. **Develop your organizational structure** – Determine if you need committees such as an Executive Committee, Walking Route committee, Evaluation committee, and Publicity committee. Decide how decisions will get made....do you want to follow Robert Rules of Order or go with a majority consensus?
7. **Set up a monthly meeting schedule.** You are more likely to get better attendance if meetings are predictable.
8. **Brainstorm ideas for the walks** – Consider where, when, how long, what month, the themes, and points of interest. Refer to the “Walking Route Ideas” section in this Action Kit.
9. **Determine timelines** - Start with when you want to launch the campaign and work back from there. It is recommended that you begin planning at least 6 months in advance of your launch. You may need 8-12 months in advance depending on the scope of your campaign activity.
10. **Write up an Action Plan** – Your action plan should include your mission, outcomes, tasks, needed resources, lead persons responsible, and completion dates. Make sure everyone on the Steering Committee has a copy and review it routinely. Revise as necessary.
11. **Create your budget** – Discuss potential resources. Plan for how you will meet your budget and get working on it right away. A sample of a budget is included in the CD-Rom. Also refer to the “Budget and Securing Funds” section in this Action Kit.



# Walking Route Ideas

You can choose any kind of route, anywhere. We suggest safe routes that provide something of special interest and that will also promote your city, township and local businesses.

## Here are some ideas for walking routes:

- Arts & Culture Walks
- Seasonal/Holiday Walks
- Nature Walks
- River Walks
- Downtown Walks
- Historic Walks
- Discover Walks
- Neighborhood Walks
- Country Road Walks
- Cemetery Walks
- Local Folklore Walks

The route should be appealing, interesting and safe. Consider the length of the walk in miles or in length of time it takes to walk the route. Walks can also be measured in steps. We recommend a route in the 1.5 mile range that takes about 45 minutes for the average walker to complete.

**TIP:** Talk to your local police or neighborhood organizer about your proposed route to review safety and accessibility.

Name that route! Think of a simple, catchy and fun name that will attract people.

Once you have a route, you will need to develop and print a map. Consider a committee to do the research and fact-finding, particularly the historical information. There is a map template and an example of a Grand Rapids Golden Shoe campaign map on the enclosed CD-Rom. Here are some recommendations for what your map should include:

1. Golden Shoe Logo, mission and contact information including website and phone number.
2. Clear and simple directions both written and graphic at fifth-grade reading level in an easy-to-read font and size.



## Walking Route Ideas

3. Special features, i.e. historic points, nature facts, shopping districts
4. Safety tips for walkers
5. Restroom sites
6. Entry form for pre-survey
7. Drop off point for entry forms

**TIP:** Consider printing versions of your maps in Spanish (or another language) if that would be helpful to your community.



# Budget & Securing Funds

There is a recommended Golden Shoe Walking Campaign budget template for you to use on the enclosed CD-Rom.

Determine first what is necessary to be successful and the costs associated with it. A large portion of your budget will likely be dedicated to printing and promotional materials, i.e. brochures, posters, billboards, and bus signs. A community walking campaign is successful only if you get the word out to the general public about your campaign.

The good news is that you already have a start with in-kind contributions offered by the Golden Shoe campaign – the logo, tag line, action kit, website, and technical assistance that can start you off in your fund-raising. You will find that because this campaign already has built-in credibility, you should be able to generate local support. Look for a sample of a letter to sponsors and local businesses on the CD-Rom.

## **TIPS FOR SECURING FUNDS:**

1. Start with your steering committee first! Find out what they and their organizations and businesses are able to contribute both in cash and in-kind services. Your fund-raising efforts will go much more smoothly if you have 100% participation in giving from your steering committee. A template for assessing in-kind support is included on the CD-Rom.
2. Determine your sponsorship levels, i.e. gold, silver, bronze level sponsors.
3. Consider applying for grants from local foundations or governmental agencies.
4. Seek out local health providers or businesses who would naturally have an interest to support health-related causes, economic development, and tourism.
5. Once you have a budget and funds secured, please call 616-632-7030 and tell us what you have secured as we want to keep track of the dollars raised to promote healthy lifestyles within communities throughout Kent County! Again, we want to be a resource for your campaign!



## Promotion & Publicity

It is vital you let people know what you are doing! How do you get the word out? First, identify a committee or public relations consultant to develop a communication plan that considers all the opportunities to reach the media and the community. Remember, local television and radio stations are an important way, but the most effective way is word of mouth. Generate interest by always talking about the campaign in an excited way. It is meant to be fun and enjoyable!!

Use your natural community networks to spread the word. Here are some potential sources:

- Township newsletters
- School bulletins
- PTAs
- Church bulletins or social clubs
- Local newspapers
- Local businesses
- Chamber of Commerce
- Senior Centers

“The Golden Shoe, Step up and Discover...” is the tag line to use for all communities. However, each community can choose what message to feature in their walks and events. The key is keep it simple! Always be consistent with your message and in how you display the logo. The visual logo standards are included in the CD-Rom.

The launching of your campaign is your first major public event. Make sure you have covered all the bases in getting the event publicized.

Once you have launched your walking campaign, how do you keep the interest going? This really depends on the longevity of the campaign. A one-month campaign is a time-limited concentrated effort. A major push for one month is focused and more doable with limited resources. A year-long campaign takes a planned series of special events and incentives to keep people motivated. This should be outlined in your communication plan. You need to create a monthly event that will attract people and generate interest. If these events can be newsworthy and attract the media, even better!

Here are some ideas:

1. **Employee Sponsored Walks** – Involve your local major employers in setting up a time and day where employees meet to do the walk. You could also serve nutritional food and give out information about health and motivation.



## Promotion & Publicity

2. **Celebrity Walks** - Arrange to have a local celebrity, city manager, legislator, media personality, or local hero lead the walk .
3. **School Walks** - Create a school walking event with students, staff, parents and grandparents. Help teachers out by providing curriculum ideas related to healthy food groups and physical exercise.

**TIP:** Check out the calendar for opportunities to link your event to a dedicated month or special event, i.e. "Healthy Heart Month."



# Golden Shoe Incentives

This is called the Golden Shoe Campaign because of the walking incentive. A golden shoe is hidden along the walking route. If a participant finds the golden shoe, they are eligible to win a free pair of walking shoes donated by sponsors. This is the cornerstone incentive of the campaign, but only one of many you could feature in your campaign.

## The Golden Shoe

Have fun creating your golden shoes! Old shoes can be donated by either a local athletic shop or by persons in your community. Make them as creative and wild as you would like. Find kids – perhaps in your after school program -- to paint them gold and decorate them with golden glitter, sequins, and buttons.

**TIP:** Take photos when kids are decorating the shoes to distribute to the media! Even better, invite the media to the shoe decorating event!

Your shoe should have a tag on it with information for how to get the new pair of shoes. We recommend numbering the tags so you can keep track of what shoes have been found and claimed.

Again, you need to identify a person or committee to take responsibility for hiding and tracking the golden shoes. When you plan your campaign, consider posing a riddle or asking a few questions about the route that participants have to answer that will qualify them for the free shoes. The rules of eligibility are on the CD-Rom or can be accessed on [www.GRGoldenShoe.com](http://www.GRGoldenShoe.com).

## Gift Basket

You might want to consider a “grand finale” incentive, for example, a gift basket filled with items donated by businesses along the route. If you are promoting local businesses, they will love the opportunity to give. Ideas for giving include gift certificates or a special item from their store. If several businesses contribute, the total package can be incredibly impressive. Your entire steering committee should get involved in securing these basket donations. Donors should be thanked promptly and publicly!

## Spa Certificate

Everyone likes to be pampered, and offering the chance to win a \$250 spa package might just motivate people to get out walking and entering to win.

**Be creative in thinking of incentives that would draw people out to experience the walk. You know your locality better than anyone. Tap into your local resources and celebrate their contributions!!**



# Evaluation

How do you define success? How do you know if your campaign is making a difference? Have you increased the number of people who walk for exercise? What other information will be needed to describe your campaign's effectiveness? (eg. financial resources or leveraged community dollars, media efforts, and collaborating partners). These questions must be explored and are relevant for not only those who fund the campaign, but for our overall goal of reducing obesity within Kent County. Evaluation should be discussed at the very beginning of your planning!

Public surveys are probably the best way to determine how often people walk for exercise and the degree to which the campaign has improved physical activity for otherwise sedentary people. An example of the Golden Shoe survey and outcomes is on the CD-Rom.

**TIP:** It pays to have someone with research and evaluation expertise help your group process the questions necessary to have a credible evaluation project. This should occur at the very beginning of your planning.

The process of defining your evaluation is dependent on your outcomes and what can be measured. For example, the Golden Shoe Campaign steering committee did not want people to register to walk, but rather, encouraged people to walk whenever they wanted. The committee created an incentive for participants to fill out information on their map and indicated the place along the route where they could drop off the form. By doing this, participants were entered into a drawing for a gift basket. A follow-up post-survey is then sent out.

While this methodology works, you will only have information on those who decided to complete the pre-survey question.

Here are some questions to consider:

1. What is "success" for your campaign?
2. How are people going to "enroll" in the campaign?
3. How will pre-surveys be collected?
4. Who will send out post-surveys?
5. Who will enter the information and do the analysis?
6. What demographic information is relevant? i.e. age, race

**TIP:** We strongly encourage you to utilize components of the Golden Shoe evaluation plan so that collectively we can get a better idea of how well we are improving the health of Kent County residents.



## Useful Resources

The first Golden Shoe Campaign was held in Cambridge, Massachusetts. Jeff Walker is the coordinator at [JWalker@challiance.org](mailto:JWalker@challiance.org) or 1-617-665-3834. They also have a website.

The Golden Shoe Campaign Co-Chairs are available as a resource for advice. You can call either Barb Hawkins-Palmer, Healthy Kent 2010 at 616-632-7281 or Lynn Heemstra, City of Grand Rapids at 616-456-4353.

Check out [www.GRGoldenShoe.com](http://www.GRGoldenShoe.com) to read more about the campaign

### **Check out these sites or your local library for resources:**

Healthy Kent 2010: [www.healthykent.org](http://www.healthykent.org)

Active Living Network: [www.activeliving.org](http://www.activeliving.org)

America on the Move: [www.americaonthemove.org](http://www.americaonthemove.org)

Michigan Steps Up: [www.michiganstepsup.org](http://www.michiganstepsup.org)

The Governor's Council  
on Physical Fitness,  
Health & Sports: [www.michiganfitness.org](http://www.michiganfitness.org)

### **Library Book References:**

[www.nutritionexplorations.org/bookshelf](http://www.nutritionexplorations.org/bookshelf)

[www.fns.usda.gov/tn/students/fun/readers/preschool.html](http://www.fns.usda.gov/tn/students/fun/readers/preschool.html)

[www.fns.usda.gov/tn/students/fun/readers/4\\_to\\_8.html](http://www.fns.usda.gov/tn/students/fun/readers/4_to_8.html)

[www.fns.usda.gov/tn/students/fun/readers/9\\_to\\_12.html](http://www.fns.usda.gov/tn/students/fun/readers/9_to_12.html)