

EVENT PLANNING GUIDE

Organizing a “Walk Today for Women Tomorrow” is a wonderful way to build relationships with your sisters, introduce others to P.E.O., build visibility of our Sisterhood in our communities and raise funds for the six International projects.

Use this step-by-step guide to plan a walk for your own chapter. Find everything you need for a successful event in the Walk Event Kit found in the Library on the P.E.O. Hub.



STEP 1:

Determine Your Audience

Decide whether participants for this event will be a local chapter, a reciprocity or a broader group. This event is a fundraiser and a friend-raiser event, so inviting nonmembers is encouraged.



STEP 2:

Choose a Location and Route

- ☐ Determine distance and location of route, based on your group's preferences.
- ☐ Decide between an indoor venue versus an outdoor route, based on climate and other factors.
 - Suggested locations: a local nature trail, a neighborhood park, a school track or a local mall
- ☐ Determine if a permit is required for location use.
 - This is often dependent on the size of the group. It helps to have an estimated number of participants when planning the Walk.
- ☐ Decide if a backup location is needed in case of inclement weather
 - If you are planning to use an outdoor location, consider an indoor backup plan in case of rain, excessive heat, high winds, etc.



STEP 3:

Decide the Event Timing

- ☐ All walks are encouraged to take place on the first Saturday in August. This year that is **August 1, 2026**.
- ☐ Select a time of day that works best for the participants and location.
 - If it is expected to get very hot later in the day, choose early morning.
 - If it is expected to be extremely hot all day, choose an indoor location (i.e., a local mall).
 - If it will be a glorious summer day, think about adding a picnic at the end.



STEP 4:

Assign Roles

Determine who will:

- ☐ Reserve your location (if needed)
- ☐ Send digital Save the Dates and invitations
- ☐ Coordinate event registration
Each Walk event host will maintain their own participant list.
- ☐ Add Walk details to the list on the International Chapter website by submitting this form
https://peointernational.formstack.com/forms/walk_details_submission_form
- ☐ Respond to participant questions
- ☐ Manage day-of-event logistics





STEP 5:

Email a Digital Save the Date

- ☐ Use the provided template available in the Walk Event Kit bundle on the P.E.O. Hub
- ☐ Include the date, time, location and contact information for questions
- ☐ Include the link to order an official t-shirt, noting that \$5 of each shirt sale benefits the P.E.O. projects
<https://bonfire.com/walk-today-for-women-tomorrow>
- ☐ Send to P.E.O. members as well as family and friends approximately three months before the walk
- ☐ Encourage everyone to share and forward the Save the Date



STEP 6:

Send Invitations by Email

- ☐ Use the invitation template found in the Walk Event Kit bundle on the P.E.O. Hub
- ☐ Send email invites by June 1 to allow time for t-shirt orders
- ☐ Include:
 - Registration instructions (i.e., respond to email with name, chapter letters, phone number, emergency contact)
 - A link to the official t-shirt order form
 - * All participants, whether members or not, may order
 - * **Deadline to order the t-shirt is June 22.** For walks earlier than August 1, place orders at least six weeks in advance of your event. Allow ample time for shipping.
 - Date, time, location and contact for questions



STEP 7:

Send an Event Reminder

Send a reminder email to participants two weeks prior to the walk

- ☐ Use the provided template available in the Walk Event Kit bundle on the P.E.O. Hub
- ☐ Remind participants to wear the event t-shirt and bring a water bottle
- ☐ Include the date, time, location and contact information



STEP 8:

Prepare for Day of Event

- ☐ Print copies of the waiver (one waiver has room for 14 signatures) available in the Walk Event Kit bundle on the P.E.O. Hub
- ☐ Pack pens, clipboard, basic first aid supplies and water.
 - If you have a member who is unable to walk, she can participate by handing out water.
- ☐ Take photos and send to mediamanager@peodsm.org.



How to Register for the Walk

- ☐ Individuals register directly through their walk organizer.



Fundraising

- ☐ \$5 from every official Walk Today for Women Tomorrow t-shirt order will benefit the P.E.O. projects!
- ☐ If a member is unable to directly participate in the walk or if friends and family want to show their support, donations can be made online at <https://www.peointernational.org/make-a-gift> and clicking the Online Donations button. Once the donor's information and donation amount are entered, tell them to select "Walk Today for Women Tomorrow" under the Direct Gift To section.

