

## Step 1: Pick Your Target Audience

Each Walking Club should consist of five to 15 members. But what type of walker do you want to enlist? Maybe all are welcome, no matter their age or fitness level. Or maybe you want to recruit people with shared interests and other similarities. Consider these target groups:

- Beginners
- Racewalkers, powerwalkers or Nordic (pole) walkers
- Mall walkers
- Seniors
- Singles or couples
- Parents with children in strollers
- Dog owners
- Co-workers
- Neighborhood newcomers
- People with certain conditions, such as heart disease or diabetes

## Step 2: Set a Time

Pick a time that's convenient for your Walking Club members and you'll get a better turnout at the starting line.

- **Time of day.** Some people prefer to get their morning jolt from a sunrise walk instead of a cup of coffee. For others, a tempting snooze button may sabotage good intentions for an early morning jaunt. Whether walks are scheduled for morning, afternoon or evening, choose a time of day that Walking Club members are most likely to stick with. Also consider the time of year. Walks during summer months may need a start time before noon or after 3 p.m. to avoid the steamiest part of the day.
- **How often to meet.** Make sure your Walking Club meets at least once or twice a week for close to a total of 75 minutes or more of moderate-intensity walking.
- **Weekdays or weekends.** It may be easier for on-the-go parents or people who work full-time to fit in weekend walks. Retirees, on the other hand, may prefer to spend weekdays with a Walking Club.
- **Work around daily commitments.** For a workplace Walking Club, schedule outings at a time when there are no recurring meetings. Avoid for parents with af be

to plotting a course with your new Walking Club.

