

SHARE THE JOURNEY: YOUR GUIDE TO ORGANIZING A WALK

Never have so many people fled war, persecution, natural disasters, extreme poverty, and development megaprojects.

It's time to act!

In solidarity with the 68.5 million children, women, and men who have been forced to flee their homes, help us walk 40,075 kilometres, the equivalent of the Earth's circumference, from now until August 31, 2019. Every step you take will send a strong message to the Canadian government that it must do more to end forced migration around the world.

How?

Visit devp.org/walk to plan your own personal walk, or a walk with your parish, school, or community.

1. Start your own individual or group fundraising page. You'll be able to indicate the date and the place of your walk, the number of kilometres to be covered and your fundraising objective.
2. Share this page with your network! Invite members of your community to walk with you, to make a contribution, or to sign the Action Card online.
3. Walk!
4. Record your kilometres traveled by adding them to our virtual calculator.

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Do you plan to walk alone?

Follow steps 1-4 above, and you're done!



Do you plan to walk in a group?

The rest of the guide is designed to support you in the planning and organization of your walk.

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The resources you'll find in this guide:

- Tips for organizing your walk: what to do before, during, and after.
- Instructions for starting your own fundraising page in minutes.
- A description of the tools available online: prayers, texts and testimonials to use during your walk, templates for letters and press releases, a social media toolkit and more!

All the resources mentioned here are available at devp.org/resources/walk.

SHARING THE JOURNEY, ONE STEP AT A TIME

ON YOUR MARK

- Choose a date** at least a month in advance so you have time to gather lots of participants. The weekend is an ideal time for a family walk.
- Choose a place.** Begin the walk in a place that everybody knows: a church, a school, or a park, for example. Don't forget to verify in advance the distance you plan to cover in order to add it to our virtual calculator.
- Plan a journey that is inclusive and accessible to all.**
 - Make sure your route is accessible for people with reduced mobility, for wheelchairs and strollers, and for families with young children.
 - There are many ways to have people participate. You could invite people with disabilities or reduced mobility to:
 - Be part of the reception committee to welcome participants at the beginning or end of the walk.
 - Be present at strategic points along the route to encourage people or provide them with water.

Invite as many people as you can.

- At church: Ask the priest if you can announce your walk after Mass.
- For schools:
 - Put up *Share the Journey* posters (using our template available online) throughout your school and make sure teachers talk about the walk in their classrooms.
 - Promote the walk during the morning announcement. You could take the opportunity to do a countdown in order to create a buzz.
 - Ask teachers to include a countdown in their class schedule or set up a big calendar in the main hall or homeroom and check off the days so that everyone can see that the big day is fast approaching.

We've prepared a short talk that you can use to encourage people to participate! You'll find it online at devp.org/resources/walk.

- Share the invitation beyond your circle of acquaintances.** Welcome people who are alone, newcomers to the neighborhood, and/or asylum seekers. You could also invite local refugee organizations and families who sponsor refugees. Make people feel right at home!
- Order the number of action cards you'll need at devp.org/campaign/resources.**
 - The Action Card has a message to the Prime Minister of Canada asking the government to do more to end forced migration.
 - Encourage people who cannot join you for the walk to sign the Action Card online at devp.org/act.

- Start your fundraising page** at devp.org/walk and share it to raise funds for the work of Development and Peace while also taking part in the walk.
- Create a fundraising page in two easy steps:
 - Step 1: Create your account or sign in if you already have one.
 - Step 2: Customize your fundraising page by showing why you're walking, the date of the walk, the number of kilometres of your journey and your fundraising objective.
 - Once you've completed your registration, a link will be created. Share this link with your network. Tell your family and friends that you're going to take part in a walk in solidarity with those who have been forced to flee their homes. Ask them to support you by joining the walk or by sponsoring you. We suggest \$25 per kilometre walked, but any amount is welcome!
- Check with local authorities** to find out if you need a permit to organize your walk. Also, check out the *Health and Safety* document online at devp.org/resources/walk to ensure your event unfolds safely.
- Notify your regional animator about your event.** He or she can provide help if you need it. You'll find contact information for your regional animator at devp.org/contact.
- Print bibs for participants.** People participating in your walk will be able to pin the bib on their jerseys and indicate why they are walking on the bib. You could also ask people to wear mauve, the colour of Development and Peace.
- Promote your event on social media.** You can create a Facebook event for your walk and invite others to participate. This will help you get the word out about your walk. For other social media tips, consult our social media toolkit online at devp.org/resources/walk.
- Notify the media.** Make sure to contact your local media outlets so you can get coverage of your event. You can use the press release template available online at devp.org/resources/walk.

GET SET TO WALK

Here's a checklist so you don't forget anything when the big day finally arrives.

- Action cards** in sufficient numbers and pens for people to sign them.
- Bibs** for each participant, a box of safety pins, markers, and some coloured pencils for artists who'd like to draw on their bibs.
- Donation forms** to collect information from donors who wish to receive a tax receipt from Development and Peace (in the event that you receive donations in cash or by cheque).
- The messages, prayers and **testimonials** to read during the walk.
- If a large group is participating in your walk, consider bringing a **megaphone**.
- Snacks and beverages**, should you plan to offer them at the end of the walk.
- A first-aid kit.**

The day before your walk, send a last call out to your network.

Remind people that there's still time to donate and to sign the Action Card online if they haven't already done so.

GO! IT'S TIME TO WALK

The big day is here at last!

- Consult our checklist to make sure you haven't forgotten anything.
- For schools, welcome volunteer parents and make sure they're in position along the route at the appointed time to encourage and direct the students and ensure that they're hydrated along the way.
- If you wish, and if the size of the group allows it, choose three people to read short testimonials during the walk.

Show your colours. As participants arrive, ask them to pin their bibs on their jerseys. You can suggest to those wishing to personalize their bibs, that they make a drawing on it or by writing why they are walking. They could put the name of the person or community that inspired them to walk. In schools, this could be an activity to be done as part of a class the day before the walk.

Say a word of welcome. For your convenience, we've prepared a short welcoming address that you can use and modify at your convenience. Be creative! For schools, we recommend bringing students together in the school gym so that everyone can clearly hear the address.

Hit the road. When convenient, groups can stop three times along the way and ask readers to share the testimonial assigned to them. A break is both a moment of rest and an opportunity to start a conversation with a new person.

End of the walk:

- If you wish, you can use the address provided online to conclude the walk and to thank participants.
- Announce your fundraising objective and the amount raised, and thank donors, while specifying that it is not too late to make a donation.
- Distribute the Action Card and invite people to sign it (for those who didn't do so before the walk).
- Collect the signed cards before the final prayer.

Keep us up to date. Visit devp.org/walk to add your kilometres walked to the calculator. Be sure to multiply this number by the number of participants. For example, if 20 people walked 3 kilometres, enter 60 kilometres. Also, be sure to indicate the number of participants and the number of signed action cards (if applicable).

After the walk, contact members of your network one last time, share the results of your walk, thank them for their support, and if necessary, make a last call for donations.

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What should be done with signed action cards?

1. Collect all action cards signed during the walk.
 2. Enter the number of signed cards on our online counter.
 3. Send the cards by mail (no postage required) or give them to your animator.
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QUESTIONS AND ANSWERS

1. How can I include refugees and asylum seekers from my community in my walk?

- Personally get in touch with refugees and asylum seekers in your community to invite them to participate rather than simply sending an invitation. Contact local organizations that provide support to refugees and asylum seekers to help you get in touch with those in your community. Take the opportunity to get to know them.
- Clearly explain the purpose and agenda of your walk to avoid misunderstandings.
- Treat refugees and asylum seekers in the same way you would other participants. Be welcoming but be aware that they may not want to be the focus of attention and do not assume that they will want to share their stories with the group.
- Be sensitive to media coverage during the walk to ensure the security of refugees and asylum seekers. Make sure that only people who have given their consent will be photographed.

2. What other walk-related activities can I organize?

- Involve your Member of Parliament.
 - Invite your MP to walk with you (download our letter of invitation at devp.org/resources/walk).
 - Write to your MP to share your experience.
 - Tell your MP that constituents demand strong positive action from the government to tackle the causes of forced migration.
- Invite your local priest or bishop.
- Add songs or prayers to your walk.
- Add challenges to your walk. For example, you could ask participants to carry a full backpack to understand the experience of having to carry all your belongings when fleeing your home.

3. When is the best time to organize a walk?

Walks can be held anytime, from September 2018 until August 31, 2019. Schools should organize their walks before June 20, 2019, *i.e.* before the end of the school year.

Would you like to organize your walk on or around a meaningful day? Here are some dates that might interest you.

- October 17: International Day for the Eradication of Poverty
- November 16: International Day for Tolerance
- December 18: International Migrants Day
- April 4: Refugee Rights Day
- Day/week of Catholic education in schools (dates to be confirmed for participating provinces)
- June 20: World Refugee Day

4. Other than walking, what other actions can I or those in my community do to take part in the *Share the Journey* campaign?

All actions, big or small, count! Here are some suggestions:

- Download the short talk at devp.org/campaign/resources (promotion tab) and read it after Mass, in class, or in your youth group to invite people to sign our Action Card.
- Give your name to the organizers of a walk in your community to volunteer on the day of the walk.
- Raise funds for Development and Peace without taking part in a walk. Just create your online fundraising page at devp.org/walk and share it with your network. You could also choose to support a group that is walking in your region.

5. Why raise money by walking? What will the money be used for?

With this new initiative, our wish is to see thousands of members, sympathizers, and supporters of Development and Peace walk with their friends and family in solidarity with those forced to flee their homes.

Sums raised will be used to fund Development and Peace's community development projects and programs. Thanks to your commitment and generosity, we will continue to work alongside our sisters and brothers in the Global South. Our social justice work focuses on four crucial issues in order to tackle the root causes of forced migration:

- Justice for women
- Ecological justice
- Peace and reconciliation
- Democracy and citizen participation

Imagine the impact we can have if we all walk in solidarity:

AMOUNT COLLECTED PER KILOMETRE WALKED		TOTAL (X 40,075 KM)
\$10	⇒	\$400 750
\$20	⇒	\$801 500
\$25	⇒	\$1 001 875
\$50	⇒	\$2 003 750

Let's share the journey together.