

### 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:

- † 3VXZ\_Vcd
  - † CRTVhR]\VcdLa`h VchR]\Vcd`c?`dJZ ia` ]V/hR]\Vcd
  - † > R]]hR]\Vcd
  - † DV\_Z cd
  - † DZ\_X]Vd`cT`fa]Vd
  - † ARd\_edhZ]TYZ]Ucd\_Z`dec ]]Vcd
  - † 5`X`h\_Vcd
  - † 4`th`dVcd
  - † ?VZYS`dY`U\_VhT`^Vcd
  - † AV`a]VhZ]TVcdRZ`T`\_UZ`\_dLdfTY Rd YVRcdUZ]VRdV
- to plotting a course with your new Walking Club.  
or diabetes

### Step 2: Set a Time

AZ\ R eZ`V eRedT`\_gV\_Z\_eWcj`fcHR]\Z\_X 4]]S`^V^SVcdR\_U j`f`]]XVeR SVcdVcf`c`feReeV deRcdX ]Z\_VZ

- † **Time of day.** D`^VaV`a]V adWVcd`XVe]VZ`^`c\_Z\_X [ ]e from a sunrise walk instead of a cup of coffee. For others, a tempting snooze button may sabotage good intentions WcR\_ VRcj`^`c\_Z\_X [Rf`eZ]H YVeVchR]\d RdV dTYVuf ]VU Wc 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 ^`dV`W`UVcdR]Z\_eV\_dZ] hR]\Z\_XZ
- † **Weekdays or weekends.** :e^R] SV VRdZ/cWc`\_]eVIX` aRd\_ed`caV`a]VhY`h`d W]]eZ`Ve`}eZ`h W\U hR]\dZ CVcdVdL`\_eV`eVcYR\_Ue^R] adWVcd`daV\_Uh W\UR]d with a Walking Club.
- † **Work around daily commitments.** For a workplace Walking Club, schedule outings at a time when there are no recurring ^`W\_e]XcdZ]R] WcaRd\_edhZ]RW`SV

