

TIMELINE

12-7 months before

- Connect with [nondrivers](#) in your community: disability rights groups, transit committees, walk/bike groups, local community centers, libraries, schools, senior citizen centers and other organizations. Learn about their needs and think about how you can partner together on a common goal, if any.
- Develop a detailed list of [decision-makers](#), such as elected officials, agency officials, transportation professionals, Chamber of Commerce leaders, public transit agencies, and other key community figures. Understand their roles and how the challenge aligns with their goals. Send them a 'save the date' so they are aware of the Week Without Driving dates.
- To engage the [individuals](#) in your community, start by announcing the challenge through social media, community newsletters, and other platforms. This initial announcement should highlight the goals and benefits of the challenge and dates. Open registration for the challenge. Provide information on how to participate.
- Within your [organization](#), define your goals and prepare registration or guide participants to [weekwithoutdriving.org](#). We will send you a list of participants in your area. Prepare your social media strategy. Start reaching out to other orgs, local groups, advocates and individuals you may also want to involve or if you require sponsors. Begin to plan any events, activities or action items, if any.

6-4 months before

- Continue to foster your relationship with [nondriver](#) groups and think of ways they can help spread the word and encourage participation among their networks. Set up conversations with them to think of ways to work together.
- Send personalized invitations to [decision-makers](#) and ask them to register. Request a meeting or conversation to discuss their potential involvement.
- Identify [local media](#) outlets. Make your initial contact, introduce Week Without Driving and why it would be of interest to their audience. When you reach out, personalize your pitch depending on media type - local news station vs newspaper, etc. Start to prepare a media kit and start to write a compelling press release about the challenge.
- Continue to invite [individuals](#) from your community, engage local influencers, advocates, reach out to local businesses, schools, orgs, and public transportation agencies to form partnerships. These partners can help promote the challenge.
- Within your [organization](#), if you are hosting an event, begin to work out the logistical details.

2-3 months before

- Follow up with [decision-makers](#) you invited, give more detailed information on how to participate, offer to answer questions, and outline the support you're seeking. Remind them to register if they haven't done so. For those who have expressed interest in supporting, secure commitments and confirm details of their involvement. If you are hosting an event(s), send them a formal invite.
- Follow up with [local media](#). If you are hosting an event(s), send them a formal invite to any local events. Offer to do an exclusive story or interview to pique their interest.
- Intensify your promotional efforts, especially with partners, with a push for sign-ups from [individuals](#). Provide resources and support to prepare them for the challenge. Highlight the community benefits of participating, share any testimonials or messages from local figures, and remind the community of registration. Start promotion of any event(s) you have planned, if any.
- If your [organization](#) is hosting an event, ensure all logistical and operational details are in place.

1 month before

- Share stories and testimonials from [nondrivers](#) about their experiences in the community. This can be done through social media, local media, and community events to inspire and motivate others.
- Publicly announce the support of [decision-makers](#) to enhance credibility and visibility for the challenge. Follow up with any decision makers you have not heard from.
- Send your press release to [local media](#). At this time you can also provide the comprehensive media kit you developed. This kit can include high-resolution photos of your community, a backgrounder on the challenge and organizers, detailed schedule of any events, if any, and publicly announce the support of decision-makers and any partnerships.
- To reach more [individuals](#), increase the frequency of posts on social media to build excitement and awareness, share tips on how to participate and countdowns to the challenge or any events. If you have formed partnerships, deploy promotional signage in key community locations and partner businesses to remind and encourage community participation.
- For your [organization](#), send regular updates to all registered participants and engage with the community through social media and direct outreach. Confirm all event-day logistics, if any.

1-2 weeks before

- Send a final update to any [nondriver](#) group you have partnered with and express gratitude for their support. Confirm any logistics, if you will be hosting an activity together.
- Provide a final update to all [decision-makers](#) and express appreciation for their support. Plan for how you will acknowledge the support of decision makers during and after the challenge.
- Send a reminder to the [local media](#) who has confirmed. If you have not confirmed any media, consider a last minute pitch and highlight what makes the event newsworthy and any human-interest angles that could make for compelling stories. Prepare a schedule for local media appearances
- Send out reminders to [individuals](#) with last-minute tips and motivational messages. Encourage them to share their plans and preparations on social media to create buzz around the challenge.
- Ensure all registered participants have access to necessary resources and information and continue your [organization's](#) promotional efforts.

Week Without Driving

- Encourage [nondrivers](#) to play an active role in discussions on social media, offering their insights and encouragement to others.
- Maintain high levels of engagement through daily updates, reflections, encouragement, and support for [decision-makers](#) and [individuals](#). Offer support for participants facing challenges, and celebrate milestones to keep morale high.
- Consider sending post-challenge communications, like a press release, immediately after to [local media](#), summarizing its highlights, successes, and any notable outcomes. Include high-quality photos, quotes from leaders, and any key statistics. This can help maintain media interest and provide content for follow-up stories, as well as build momentum for future work.
- Your [organization](#) should maintain visibility and engagement. Prepare social media updates and monitor any events or activities during the challenge closely to address any issues. Capture photos, stories, and testimonials throughout the challenge to use in future promotions and reports.

Post-Week

- After the challenge concludes, collect feedback from [nondrivers](#), [decision-makers](#) and [individuals](#). Share collective achievements, and celebrate the community's efforts. Highlight any positive outcome. This can be done through community newsletters or [local media](#) releases. Inspire participants to continue the practices they adopted during the challenge.
- Your [organization](#) should review participation data, feedback, and the overall impact to evaluate the challenge's success. This information can help improve future challenges and continue engaging this segment of the community. Share results with any partners, event sponsors or other organizations interested in hosting similar challenges.