

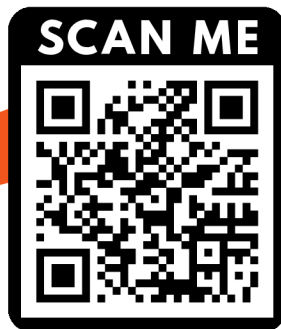


A collective reflection on mobility, access & equity

WEEK WITHOUT DRIVING

September 29 - October 5, 2025

Organizing 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 list of **decision makers**, such as local elected officials, agency officials, transportation professionals, Chamber of Commerce leaders, public transit agencies, and other key community figures. Understand their roles and how WWD aligns with their goals. Send them a 'save the date' so they are aware of the Week Without Driving dates.
- To engage **community members**, start by announcing WWD through social media, newsletters, and other platforms. Check out our resource for flyers and announcements that highlight the goals and benefits of WWD. Once you are ready, open registration and 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. Decide whether you will host any events or activities.

7-5 months before

- Continue to foster your relationship with **nondrivers** 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 and ask what would make this week meaningful for you?
- 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 WWD and why it would be of interest to their audience. When you reach out, personalize your pitch depending on media type, local new station vs newspaper, etc. Start to prepare a media kit (check out our resources for a template) and write a compelling press release about WWD.
- Continue to invite **community members**, engage local influencers, advocates, reach out to local businesses, schools, other orgs, and transit agencies to form partnerships. These partners can help promote the Week.
- Within your **organization**, if you are hosting an event, begin to work out the logistical details.

3-4 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 **community members**. Provide resources and support to prepare them for the Week. 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.

1-2 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 Week. 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 Week and organizers, detailed schedule of any events, if any, and publicly announce the support of decision-makers and any partnerships.
- To reach more **community members**, increase the frequency of posts on social media to build excitement and awareness, share tips on how to participate and countdowns to the Week 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 **nondriver** groups 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 Week.
- 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 **community members** with last-minute tips and motivational messages. Encourage them to share their plans and preparations on social media to create buzz around the Week.
- 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 **community members**. Offer support for participants facing challenges, and celebrate milestones to keep morale high.
- Consider sending post-Week 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 Week closely to address any issues. Capture photos, stories, and testimonials throughout to use in future promotions and reports.

Post-Week

- After the Week concludes, collect feedback from **nondrivers**, **decision makers** and **community members**. 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 Week.
- Your **organization** should review participation data, feedback, and the overall impact to evaluate the WWD's success. This information can help improve future WWD and continue engagement with this part of your community. Share results with any partners, event sponsors or and other organizations interested in hosting similar events.