

SNEAKER DAY



WHAT

- Wear your sneakers to work and step forward with your colleagues to fundraise in support of World Partnership Walk, Canada's largest movement to fight global poverty.
- Lace up your sneakers and donate!
- Raise awareness, recruit team members, and reach your fundraising goal!

WHO

- Bring your colleagues together and engage your management team to get the support of your organization.
- Invite your leadership team to participate in Sneaker Day.

HOW:

- **Set the donation amount** between \$2 and \$5, or another amount appropriate for your organization.
- **Market Sneaker Day around your workplace** by putting up the [Sneaker Day poster](#) in common areas, posting in your workplace intranet, and sending out e-mails with [this handy template](#) inviting colleagues to join. Encourage your colleagues to learn more about the Walk with the help of this [Info Sheet!](#)
- **Send an email to all staff** a day or two before Sneaker Day, reminding them to bring their sneakers and donation to work.
- **Set up a donation jar and [team sign-up sheet](#)** in a common area of your workplace where colleagues can donate to participate in Sneaker Day or sign up to join your team!
- **Shout about your workplace's participation in Sneaker Day** by taking photos and posting on social media using #WPWalk. Use your organization's logo as a backdrop.

TIP: Take full length photos to show the business attire with the sneakers, rather than just the shoes.

- **Submit net proceeds online within 30 days** through your [Participant Centre](#) on the World Partnership Walk website.

WHEN:

- Pick a day of the week or multiple days of the month of April.
- Middle of the week for four consecutive weeks is best.
- Can't do it in April? No problem! Anytime during the campaign works.

TIP: Why not host a sneaker day when your team is having a big meeting? This will spark great conversation and raise awareness about your workplace's culture and participation in World Partnership Walk!

WHY:

Workplaces across Canada are coming together to make an impact through World Partnership Walk.

Here are the benefits of joining this national movement:

- Act locally to have impact globally
- Bring your workplace and coworkers together
- Engage your colleagues and improve talent retention and productivity
- Be recognized as a globally-minded and community-oriented organization
- Enhance corporate marketing, branding, and networking objectives.

Thank you for stepping forward and fundraising for World Partnership Walk!