### **GCWCC 2025 – Walk Run Roll | Timeline for Volunteers**

While teams are spread out across the country, everyone is invited to take part—wherever they are and however works best for them. Whether it’s a lunchtime 5-kilometre health break, a team scheduled event, or a family stroll on the weekend, this flexible timeline is designed to help you plan and promote local or departmental participation in a way that works best for your schedule.

**Event Dates: October 6 to 19, 2025**

**Flexible participation. National impact.**  
  
**Week 1 – Plan/Launch and Promote/Register**  
September 29 to October 3, 2025  
**Goal:** Confirm your local event details and begin raising awareness. Build visibility and get people to commit to participating.

**Plan**

* Confirm your organizational event date, format (in-person, virtual, or hybrid), and route (if applicable).
* Identify a coordinator or small planning team.
* Share the national key messages with your team and leadership.
* Invite executives and senior leaders to create teams and encourage employee involvement. Share a message of support from leadership.
  + Remember to encourage young professionals and public service employees with diverse backgrounds to participate.
* Promote the event through internal channels (intranet, departmental emails, posters, newsletters, MS Teams, staff meetings, etc.).
  + Highlight the GCWCC cause: who benefits, why it matters.
* Set fundraising goals or targets and consider tying them to incentives if milestones are met. For example, if we raise $5,000, the Deputy Minister will walk 5km in a dinosaur costume. Or the team to raise the most money wins donuts from a favourite store.

**Build Momentum**  
Week of October 6  
**Goal:** Keep energy high and help teams feel connected

* Send a mid-point reminder with event details, goals, milestone incentives, and FAQs.
* Share testimonials from previous participants and/or stories from the Named Recipients.
* Encourage sharing of training photos, team challenges, or walking playlists.

**Go Time!**  
**Goal:** Mobilize and get ready to move!

* Send a final reminder 1–2 days before your departmental challenge to share logistics and encourage participation.
* On event day, share photos, or a live message from a team lead or executive.
* Thank participants and invite them to continue engaging with the GCWCC.

**Day-of Participation**  
**Goal:** Show up, have fun, and make it count!

* Walk, run, or roll—however and wherever you like!
* Take and share team photos using **#GCWCCCommunities**
* Post on your internal communication platforms and/or social media (if applicable).
* Celebrate participation with a group coffee break, team video call, or walking playlist.
* Remind everyone that every movement taken supports real people and makes real impacts by sharing [testimonials, impact data or videos](https://gcwcc-ccmtgc.org/en/communication-tools/names-recipients/).
* *Optional:* track and share total kilometres, or participation rate internally.