



PARTNERS' PACKAGE 2021

TAFISA WORLD WALKING DAY
- 24 HOURS AROUND THE GLOBE

COMMUNICATIONS KIT



THANK YOU FOR BEING OUR PARTNER



Last year TAFISA successfully re-launched its World Walking Day event into a 24-hour planetwide relay promoting transnational solidarity against the COVID-19 pandemic within the Global Sport for All Movement.

This year, we will once again pass the baton across the Earth in a relay going from East to West to connect the world and unite people from all countries and every corner of the globe. These are trying times, and we aim to use Sport for All and physical activity as an accessible and inclusive tool to help create a better world. Sport for All speaks to us in a common language and its impact on our physical and mental health, our well-being, but also our society at large, should not be underestimated.

We are very proud and honoured to be joined by like-minded organisations and partners in this endeavour. Thank you for joining us.

Together, we are stronger!



>65
COUNTRIES

10AM
LOCAL TIME

ALL
CONTINENTS

24
HOURS

INSPIRE YOUR COMMUNITY

Encourage your cities, communities, and citizens to be active, and join the team by passing the baton from east to west in a global relay!

Here's how:

1. **Communicate** about your official support of the event.
2. Tell your community about the event and **engage** them to **register and join**.
3. **Raise awareness** about a cause or share values important to you and your organisation with members of your community and encourage them to support it as they pass the baton.
4. **Let us know** about the TAFISA World Walking Day - 24 Hours Around the Globe events you and your community are organising.
5. **Shoot your own video** and share it with TAFISA and on social media (see page 9).

You may make use of our communications toolkit and resources to showcase your commitment to passing the baton and raising awareness for a cause.

Show the world what your organisation is about!

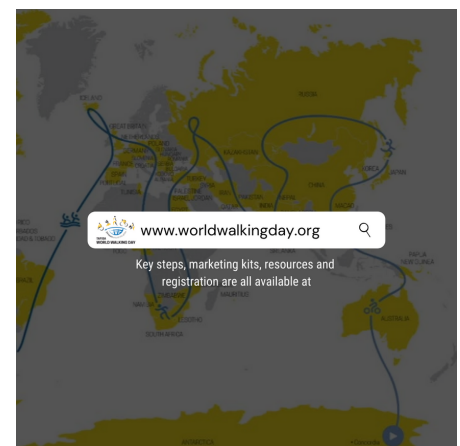
KEY STEPS

- **You've Confirmed your Partnership!**
- **Publicise your Partnership**
- **Mobilise your Community**
- **Engage Participants**
- **Pass the Baton and Share your Message!**

GENERAL POSTS

Share through your networks and social media – don't forget the hashtag #worldwalkingday – and let everyone know that you are part of the Global Sport for All Movement.

You can download the posts here: Communications Toolkit > 04 Social Media Posts > 01 General



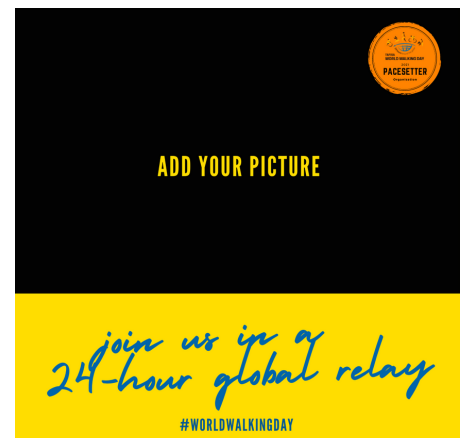
Caption Samples [these are suggestions, feel free to edit and adapt them to your needs!]

1. Be part of a relay across the planet! Join people from all continents as we work together to pass the baton from east to west on TAFISA World Walking Day - 24 Hours Around the Globe, on 3 October. Everyone can join! #worldwalkingday
2. What are you doing on 3 October? We'll be passing the baton in a global relay from east to west on TAFISA World Walking Day - 24 Hours Around the Globe. Join and help us connect the world! #worldwalkingday
3. Can we create an accessible and inclusive relay across the entire planet? Join the adventure on 3 October and connect with people from all of the world's time zones with the TAFISA World Walking Day - 24 Hours Around the Globe! #worldwalkingday

PARTNER BADGE

Make use of the Partner Badge to let your members and networks know that you are an official Pacesetter of the event! You can simply add the badge in the corner of the posts, or make use of the below templates.

You can download your badge here: [Communications Toolkit > 03 Pacesetters Badge](#)



Caption Samples [these are suggestions, feel free to edit and adapt them to your needs!]

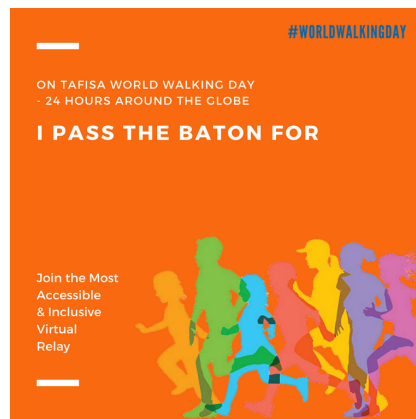
1. Proud to be a pacesetter! We'll pass the baton [for a cause] on TAFISA World Walking Day - 24 Hours Around the Globe. Join us on 3 October at 10am! #worldwalkingday
2. We stand together with TAFISA as a pacesetter of the World Walking Day - 24 Hours Around the Globe! You can join us too! It's on 3 October, it's free, and it's open to everyone, both individuals and organisations! #worldwalkingday
3. On TAFISA World Walking Day - 24 Hours Around the Globe, [your organisation] is joining partners from all over the world to pass the baton and demonstrate how Sport for All can unite us and create a better world. Join us on 3 October! #worldwalkingday

SHARE YOUR MESSAGE

Make use of the below templates to raise awareness about a cause or share values important to you and your organisation.

You can also make use of the partner badge and create your own post! Pick your favourite picture that best represents your organisation. Ideally, choose a photo that involves physical activity - walking, cycling, running, canoeing, climbing, horse riding, surfing, or something else – and add your message.

You can download the customizable posts here: Communications Toolkit > 04 Social Media Posts > [02 Share your message](#)



Caption Sample [these are suggestions, feel free to edit and adapt them to your needs!]

On TAFISA World Walking Day - 24 Hours Around the Globe, we pass the baton for [choose a cause, e.g. "Women Empowerment through Sport", "Better opportunities for people to be physically active", "an inclusive society with and for people with disabilities", etc.]. What will YOU pass the baton for?
#worldwalkingday

5 STEPS TO PARTICIPATE

Inform your federations, clubs, members, and friends, and encourage them to take part individually or with their family and friends. Share the link to the website and let them know the five easy steps to follow to participate!

You can download the posts here: [Communications Toolkit > 04 Social Media Posts > 03 How to Participate](#)



STEP 1



**REGISTER & DOWNLOAD
YOUR PARTICIPANT PACK**

#WORLDWALKINGDAY

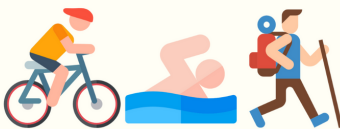
STEP 2



**MOBILISE YOUR
COMMUNITY AND NETWORK**

#WORLDWALKINGDAY

STEP 3



**CHOOSE HOW YOU WANT
TO GET ACTIVE**

#WORLDWALKINGDAY

STEP 4



**SHARE YOUR MESSAGE
AND PASS THE BATON**

#WORLDWALKINGDAY

STEP 5



SHARE YOUR VIDEO

#WORLDWALKINGDAY

Caption Sample [these are suggestions, feel free to edit and adapt them to your needs!]

Are you ready to join us on a planet-wide relay?

Participation is free and easy - here are the 5 steps on how to join:

1. Register and download your participant pack
2. Mobilise your community and network
3. Choose how you want to get active
4. Share your message and pass the baton
5. Share your video

#worldwalkingday

COUNTDOWN POSTS



3 September 2021



26 September 2021



2 October 2021

Caption Samples [these are suggestions, feel free to edit and adapt them to your needs!]

1. Only 1 month to go! We're gearing up for TAFISA World Walking Day - 24 Hours Around the Globe. Join us, it's not too late to take part in the global relay! #worldwalkingday
2. Just 7 days before we start! We can't wait to pass the baton across the planet and connect with people from all over the world! #worldwalkingday
3. Time to break records! In less than 24 hours the TAFISA World Walking Day - 24 Hours Around the Globe will start. Hop in before it's too late and make sure your country and community are represented in the global relay! #worldwalkingday



VIDEO GUIDELINES

Prior to the event, shoot a simple and short video about your participation and send it to us! TAFISA will use it to announce and promote your participation as a Pacesetter throughout the campaign before the event starts on 3 October 2021.

Here are simple guidelines:

1. Make a video while being active and passing the baton from the right hand to the left hand, facing the camera.
2. In the same video, before or after passing the baton, stop your activity for a second and tell us:
 - Who you are
 - What your organisation is about (your values or the cause you're fighting for)
 - Why you are joining as pacesetters

Specifications:

- Full HD format videos
- Videos size in 1920x2080 / mp4
- Videos recorded horizontally
- Videos length up to 30 seconds (maximum 1 minute)



Example:

"[Your Organisation] is proud to be a pacesetter of TAFISA World Walking Day - 24 Hours Around the Globe. We pass the baton for [choose a cause, e.g. "Women Empowerment through Sport", "Better opportunities for people to be physically active", "an inclusive society with and for people with disabilities", etc.]. Join us on 3 October at 10am!"



ABOUT TAFISA

As the leading International Sport for All Association, TAFISA strives to raise awareness of the benefits of Sport for All and physical activity.

As the world is facing an unprecedented epidemic of physical inactivity, which threatens our future and that of the next generations, TAFISA endeavours to reintroduce physical activity into everyday life in order to bring joy, health, social interaction, integration and development to communities and citizens around the globe, through the promotion of Sport for All.

OUR VISION & MISSION

Our Vision: For a Better World Through Sport for All

Our Mission: To Lead the Global Sport for All Movement

ABOUT WORLD WALKING DAY - 24 HOURS AROUND THE GLOBE 2021

In 2020, as the world faced a global pandemic disrupting our societies, grassroots sports, health systems, and governments worldwide, we needed to come together and show that the Global Sport for All Movement could promote transnational solidarity and keep us united during trying times. Thus was born the idea of TAFISA World Walking Day – 24 Hours Around the Globe, the most inclusive and accessible 24-hour relay around the world.

The event aims to build bridges and connections between people. Beyond a simple event, it provides a platform for raising awareness and sharing causes and values important to you, and shows that the Sport for All Movement stands together and united to create a better world.

HISTORY OF TAFISA WORLD WALKING DAY

Launched in 1991, TAFISA World Walking Day has provided a simple and fun way to be physically active and celebrate Sport for All against the global crisis of physical inactivity. Over three decades, dozens of millions of people hailing from over a hundred and sixty countries have made a habit of walking together on the first Sunday of October, turning it into “World Walking Day”.





TAFISA
1991-2021

**3 OCTOBER 2021
AT 10AM LOCAL TIME**



@TAFISAOFFICE



@TAFISAOFFICE



@TAFISAOFFICIAL

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#WORLDWALKINGDAY