



www.whiteribbon.org.nz

Walk a mile In Her Shoes®

The Walk a mile was established in 2001 by Frank Braid, starting from a humble handful of men, to the global initiative of today. This event allows men within various communities and societies to raise awareness of the violence that women suffer.

The mile walk consists of two unique components, the physical walk where men are expected to wear heels; and the opportunity to highlight and discuss the issue and ramifications of sexual, physical and emotional abuse toward women.

White Ribbon wanted to create a fun event that is easy to organise and also enables communities to highlight the violence in our society. At the same time the event allows supporters to sponsor each 'walker' so that we can raise much needed funds for the White Ribbon Campaign. The reality is that without ongoing funding, the White Ribbon Campaign will cease.

In order to organise an event we recommend:

- Let us know you intend to hold the event
- Read the organisation documents we have put together
- Utilise the promotional material that we are creating to assist you to:
 - inform your community and promote the event
 - register participants
 - assist participants to fundraise (optional)

This event provides a unique opportunity for the walkers, guest speakers and organisers to speak about the issue of women's violence.

LINKS

<http://whiteribbon.org.nz/events>

<http://www.walkamileinher shoes.org>

CONTACT

contact@whiteribbon.org.nz

Organiser's How To:

1. Tell us about your event

You can upload information via the web at <http://whiteribbon.org.nz/events>

2. Read the brief 'How to document'

Take time to consider the ins and outs of the event. Become familiar with the information and necessary components of the event.

3. Promote your event

With the help of White Ribbon resources, inform your community about the event. Be sure to publicise your event so that men from all walks of life take part.

4. Fundraising

Support participants with their fundraising efforts. Talk to local businesses – draft letter provided. (optional)

5. Register Applicants

Register as many applicants as possible.

How to document

White Ribbon events are successful when the event creates a conversation about what men can do to help end men's violence towards women. That conversation can be through traditional media, Facebook, newsletters and through the many men who take part in this event - the Walk a Mile In Her Shoes®.

The campaign team acknowledge the work of Jean Morrison and Frank Baird in preparing this document.

- Create a checklist and a timeline to assist in your planning. We have provided a draft checklist.
- Create a team of people to assist you and delegate
- Once your organisation/committee has agreed to take part, register at <http://whiteribbon.org.nz/events>. This is a licenced event so you must register.
- Use the draft letter to get businesses on board and publicise the event to get registrations
- Contact the media for a second time to promote the event and use our posters and graphics to promote the event
- We want your Walkers to have the appropriate footwear. You may wish to contact second-hand stores or leave this up to the men. If it's up to the men, let them know your expectations. The event will not work without appropriate footwear.
- An entry form has been provided for Walkers - make this available on your website and via hard copies. You may wish to add your organisations contact details. Please email us for an editable copy.
- We suggest you have a Sign-In table where men can register to Walk. If you are going to provide signage/bibs/maps, this is an ideal place for these to be kept.
- Provide each Walker a White Ribbon to wear and a White Ribbon tattoo for their face/arms or legs
- Utilise and display White Ribbon collateral (balloons, t-shirts, flyers, tattoos etc)
- Ensure someone is organised to photograph each team and the Walk

You have now equipped your Walkers for the experience of the Walk and for the visual impact of the Walk.

Organisers Checklist

- Who/what organisation is responsible for this event
- Date, time and length of event
- Location (wet weather plan)
- Planned Route (permission from local council obtained if required)
 - Venue (If applicable)
- Event specifics (catering, funding, PA/microphone/loudhailer/other services such as first aid)
 - Signage
 - Shoes for men
 - Identification of/for teams
 - Certificates for men
 - Start and finish line
 - Cones for course if required
 - Registration table for new entrants
 - Placement of White Ribbon signage
- Aim for a minimum certain number of participants
- Person responsible contacting media
- Promotion Plan
 - Posters (template will be provided by White Ribbon)
 - Send letter to businesses/council etc (template provided)
 - Send info to the media to promote the formation of teams and to get men involved
 - Send info to media prior to event to promote the event and attract an audience
 - Facebook graphics will be provided, use these to promote a Facebook event for your Walk
 - Guest speakers (Mayor, Police, local White Ribbon Ambassador)
- Ensure you have a photographer. Photograph each team and the Walk

LETTER TEMPLATE

DATE 2016

ADDRESS

To whom this may concern

COMPANY IF POSSIBLE

We are proud to announce that we are organising the “Walk a Mile in Her Shoes®” event to raise awareness of violence towards women on behalf of White Ribbon. The event requires like-minded men to walk a mile in high-heeled shoes. The event will commence on DATE

The Walk a Mile was established in 2001 by Frank Braid in America, starting from a humble handful of men, to the global initiative of today. This event allows men within various communities and societies to raise awareness of the violence that woman suffer.

The mile walk consists of two unique components, the physical walk where men are expected to wear heels; and the opportunity to highlight and discuss the issue and ramifications of sexual, physical and emotional abuse toward women.

We would like your business to take part in this event to show you support ending the violence that is plaguing our community. Would you be interested in: sponsoring a team of walkers, providing support for the event, helping us to source men’s high heeled shoes, assisting us to publicise the event and/or enter a team of men into the event?

Any support that you provide would be greatly appreciated.

For further information on your involvement or the event, please contact me at EMAIL or ring me on PHONE

Yours Sincerely

NAME

POSITION

Images you may wish to use

March 8, 2014



Sofia, Bulgaria

Bulgarian Men partake in “walk a mile in her shoes”.



Sept. 29, 2011

Yonge-Dundas Square in Toronto, Canada

3rd annual walk a mile in her shoes event.



San Jose, California USA,

raise



“Men, women, teens, and adults walked a mile in high-heels around city blocks to awareness for sexual violence” (Reuters, 2014)



USA, Newark, 2013



Woodstock Police officers attend the Walk

Woodstock, New York
USA

June 2013



September 2013

Toronto's Men complete the Walk

Toronto, Canada