We've been waiting for you! You are joining the ranks of hundreds of GirlTrek organizers across America. YOU are the MOST POWERFUL force of any real movement. You OWN this movement. Give it your time, genius and love. You have to want #BlackGirlHealing for every woman you love! Among you, is the next Harriet, Fannie and Ida B. Wells! Together, we will put the "move" back in movement! Your mission is to lead your friends and family toward new traditions of self-care! Together, we will inspire 1 million Black women and girls to take to the streets of our communities by 2020 to walk to heal our bodies, inspire our daughters and reclaim the streets of our neighborhoods!
GirlTrek /gûrl-ˈtrek/ 

1. **n. A PLEDGE** to lace up your sneakers and walk out of your front door for better health; to take 30 minutes for yourselves each day as a radical act of self-care. You're worth it!

2. **n. COLLECTIVE ACTION** and a fun volunteer-led movement to make Saturday mornings a sacred time and safe space for women and girls; to re-establish walking as a healing tradition in Black communities; to support our sisters during hard times; to pay tribute to the women who walked before us.

3. **n. A SOLUTION** to the health crisis facing Black women and girls; One million will walk to heal our bodies, inspire our daughters and reclaim the streets of our neighborhoods.
QUICK HEALTH STATS

- **THE CRISIS:** We are on the front lines of the biggest health crisis our people have EVER seen – Black women are dying at faster rates than ANY OTHER GROUP OF WOMEN IN AMERICA.

- **THE FACTS:** 82% of us are over a healthy weight; 67% of us get little to no leisure-time exercise each day; 137 Black women die each day from heart disease - that’s more than gun violence, HIV/AIDS and smoking combined! HALF of Black girls born in 2000 will develop Type II Diabetes if current diet and levels of physical activity remain/constant.

- **THE SOLUTION:** There is consensus in the medical community, Walking is the SINGLE most POWERFUL thing a woman can do for her health.
HOW GIRL TREK WORKS
take a walk. join a movement!

1. sign up.
Go to GirlTrek.org and click JOIN or text TUBMAN to 22828 to lace up with thousands of Black women who are committed to Saturday morning "walk-and-talks" as a new tradition for total healing in our neighborhoods! Be sure to complete your account profile to give street credit to your city, church, sorority, workplace or other group.

2. hustle hard.
Lace up and start walking! Can you walk 2 miles in 30 minutes?! Use your Public Profile on our website to log progress using your favorite tracking device! You've got this! All you need is a can-do spirit, a great pair of sneakers and a "superhero blue" shirt so we can easily spot you on the street!

3. #organize
Organize a walk with your friends! As soon as you post your first walk on GirlTrek's National Map, you are officially an organizer! Go to GirlTrek.org, under Walk, select Host a Walk! Complete the event details then share the RSVP link with your friends! Voila!

4. #takeover
Build a local following! Success is you walking and inspiring at least 1 other woman to join our movement! For support and ideas, join us on the GirlTrek Organizers Facebook page. You will get info for "new organizer" as we hit "The Road to Selma!"

5. #girltrek
Show us your glow! Post your health journey on social media using #GirlTrek! Inspire every woman you love to sign up at GirlTrek.org. Tell them that they are worth 30 minutes a day! Together, we will rally 1 million Black women to walk!

#1millionby2020 #RoadtoSelma #superherosaturday
SUPERHERO ROLES!

Trekker

MEET CARMEN!

Carmen is one of 100,000 Black women who are committed to lacing up her sneakers and walking five days per week! She does this as a declaration of self-care, to inspire girls in her life and to reclaim the streets of her neighborhood! Solo Trekkers are the heart and soul of GirlTrek!

What Does it Look Like?

- Commit to self-care, joy and total healing!
- Walk at least 5 days per week for 30 minutes
- Work up to walking a mile in less than 15 minutes.
- Wear "superhero blue" so that everyone sees your service!!!!
- Share your progress, selfies and testimony using #GirlTrek
- Smile and talk to neighbors - you are our #1 ambassador!
Superhero Roles!

Organizer

Meet Gloria!

Gloria a street soldier! She and hundreds of everyday women are the power behind GirlTrek's health movement. Organizers, like Gloria, inspire the women in their lives to get off of the couch, compete in fun walking challenges and meet for regular accountability walks.

Gloria's primary role is to:

What Does it Look Like?

• Organize regular walks with friends, neighbors or family.
• Plan to show up at local walks and races wearing GirlTrek gear!
• Publicize those walks and events at GirlTrek.org so that women who need a support community can join!
• Share victory photos and health testimonies by using #GirlTrek on social media to keep others inspired!
Superhero Roles!

Instructor

Meet Nicole!

Nicole is a member of GirlTrek’s Teaching Corps, 150 women who are trained and certified as a public health professionals. Nicole is an environmental educator and outdoor trip leader. In addition to hike leaders, GirlTrek trains instructors of nutrition, fitness, mental health and yoga.

What Does it Look Like?

- Complete professional certification and maintain all credentials necessary to teach GirlTrek courses,
- Lead 3+ free summer health programs to members of her communities each year.
- Publicize those opportunities on GirlTrek.org.
SUPERHERO ROLES!

Advisor

MEET FAYE!

Faye is one of 100 women who serve on GirlTrek's National Advisory Council. She was appointed to this position by her peers after years of service. As a National Advisor, Faye advises GirlTrek's growth strategy and advocacy agenda.

What Does it Look Like?

- Stand as a role model of self-care.
- Speak on behalf of GirlTrek at formal events and with local and national media.
- Support local organizers with random acts of kindness #LoveAmbush and general encouragement.
- Advocate for local change to make Black communities healthier.
- Advise the national staff, board of directors and represent the interests of her city in national policymaking.
Start by walking... 

SELF-CARE & SERVICE

...then give back by organizing a public walk for your friends at GirlTrek.org
ORGANIZING
YOUR WALK

THE BASICS:

Go to GirlTrek.org and "JOIN" the movement! Using the tracking devise of your choice start tracking your own daily walks on your profile page to earn street credit!

1
Under "Walk", select "Host a Walk"
Be sure to think of a fun event name! Please note that this will be a public walk and women in your community may join in!

2
Use the Social Media share to invite your friends and family. They will need to JOIN the GirlTrek Movement to RSVP for your walk.

3
“Walk daily to get closer to claiming the victory in the 2018 walking challenge - completing 100 walks from Harriet’s Handbook. Encourage your friends and family to complete the challenge, too!”

4

GREAT TIPS:

- **The two most important things** are a fun name and regular walking schedule - rain or shine!
- **Keep members updated!** Use text messages, the events RSVP chat box, etc to remind friends about your walk!
- Make it Fun
- Walks don't have to be dry! Organize a meet-up at a community 5K, plan an active vacation, or walk to do community service like a litter pickup or to feed the homeless.
- **#SuperheroSaturdays:** Most teams walk on Saturday mornings!
SAFETY CHECKLIST:

- **Scout:** Check out the full route before you walk with others to audit any hazards (dogs, uneven terrain, missing street lights, etc.)

- **Review Trek Code:** Review and uphold the codes of GirlTrek

- **Liability Waiver:** Only women who have registered or signed your form can walk with you.

- **Gear and Supplies:** Everyone should have supportive sneakers and be wearing layers appropriate for the weather.

- **Street Rules:** Walk on sidewalks and paths. When sidewalks are missing, walk on the shoulder toward car and bike traffic. Never jaywalk. Wait for entire team to cross intersections.

- **Emergency Tools:** Bring a charged cell phone, extra water and a little bit of food or candy – in case someone needs it. If you have allergies/asthma bring your EpiPen/inhaler and encourage others to do the same.

- **Emergency Protocol:** Call 911. Do NOT hesitate!
We welcome sisters with a quick talk that include 3 S’s -

1. **STORY**: What is GirlTrek? Why I walk?

2. **SUMMARY** What is the route? Distance? Pace? Terrain? Time expected?

3. **SAFETY**: See checklist and protocol on next page...
THE TREK CODE

1. **7-MINUTE RULE**
   - The 7-Minute Rule: Early is on time. We always get to the trek location 7 minutes early to meet our teams.

2. **LOOP & SCOOP**
   - Loop and Scoop! We never leave a sister behind. We always double back to make sure everyone finishes.

3. **SINGLE-FILE & SMILE**
   - Single-File and Smile: We share the sidewalk with our neighbors by collapsing to a single file line to pass them. As we go by, we spread joy with a friendly “hello!”
**THE TREK CODE**

4. **GirlTrek Pace!** We NEVER mosey! We hustle hard! We trek a 15-minute mile—That’s 4 miles per hour! Time yourself. Can you walk 4 miles in one hour?

5. **Celebrate Every Victory!** We always wait for and cheer on the last woman. Each trek ends with a victory bridge and joy jump photo!

6. **Tell Our Story!**

Tell the #GirlTrek Story!
To model what it means to be a healthy Black woman, we use social media to tell our stories and share our photos using #GirlTrek.
THE DON'Ts

- **DON'T solicit, charge fees or sale bootleg products.**  
  GirlTrek is free! The sale of our gear underwrites the costs of our movement!

- **DON'T cancel.**  
  Trust and reliability matter! A little rain ain’t never hurt nobody!

- **DON’T judge.**  
  We are a kind and loving movement. We welcome everyone! Please make people feel safe – all women and girls are welcome, always.

- **DON’T give up!**  
  Leading a team will be hard at first, but we promise determination pays off!
10. **Be a Soldier:** Show up and show out every time! Be faithful to your own journey! Even if you are alone - let the world know that you are there! Share your testimony and pictures on social media using #GirlTrek. It may take a few weeks, even months, but we promise - others will be wowed by your dedication!

9. **Consistency is Key:** Same time, same place until you establish a core group. Simple and it works.

8. **Exciting, Team Challenge:** The easiest, super-fun way to get your friends walking is to create urgency! Tell them - "I am trying to earn Harriet-status by getting 5 of my closest friends to finish GirlTrek's Annual Walking Challenge with me! When we succeed, we each earn a pair of golden shoelaces, other goodies and street cred along the way! Can I count on you?" Download the challenge at GirlTrek.org.

7. **Be the Coolest Girl In Town:** Find out all of the cool events in town - concerts, festivals, protests - and ask your friends to rep GirlTrek!

6. **Consider a Co-Conspirator:** Have you ever thought about asking a friend to help you lead the team?
5. **Fun Themes, Special Experiences or Holidays:** Think of your walks as a social event! Make meetups fun by creating themes – like Halloween Costume Trek or Black History Tour Trek or Bring a Sister Trek or Mother-Daughter Trek.

4. **#BlackGirlJoy Paparazzi:** Show your friends what they are missing! Make it a habit to snap a picture when you are feeling great or see something beautiful like a sunset or skyline! Show off your #GirlTrekGlow! Tag all the goodness with #GirlTrek.

3. **Reduce the Intimidation Factor:** Showing up is what matters! Explain clearly that every woman walks at her own pace and can complete as many loops or miles as they want.

2. **Reminders, Reminders, Reminders:** You’d be surprised how many people are inspired by you and have every intention to join you on Saturday mornings – but they forget. Post, email and/or text message friends 2-3 times before the event. If you are fancy, send them an outlook calendar invite, event bright invite or make a FB event.

1. **Jaw-Dropping Places:** Have you ever walked through a nature preserve, a global marketplace or across an iconic bridge at sunrise? Take your team on the road to inspire new members to come along! #BlackGirlAdventure
**BUILD YOUR ROSTER**

<table>
<thead>
<tr>
<th>Team Member's Name</th>
<th>Phone Number</th>
<th>Registered?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*ALL MEMBERS MUST TAKE THE PLEDGE AT GIRLTREK.ORG*

Protect yourself! Make sure that every walker has joined the GirlTrek Movement because it is also a liability waiver that protects you and our organization should anything happen.
Build Your Roster

<table>
<thead>
<tr>
<th>Team Member's Name</th>
<th>Phone Number</th>
<th>Registered?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*All Members Must Take the Pledge at GirlTrek.org*

Protect yourself! Make sure that every walker has signed up to join the GirlTrek Movement because it is also a liability waiver that protects you and our organization should anything happen.
# Build Your Roster*

*ALL MEMBERS MUST TAKE THE PLEDGE AT GIRL TREK.ORG*

Protect yourself! Make sure that every walker has signed up to join the GirlTrek Movement because it is also a liability waiver that protects you and our organization should anything happen.

<table>
<thead>
<tr>
<th>Team Member's Name</th>
<th>Phone Number</th>
<th>Registered?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

*5K FINISH*

---
What are your brilliant ideas for spreading the word and keeping your team inspired?

#GirlTrek
Who can you ask for help? What local partners would love to collaborate?
#1Millionwalkingby2020

**WALK**

TEXT TUBMAN TO 22828

[For #BlackGirlHealing]

**GirlTrek**

Take a walk. Join a movement!

[www.girltrek.org]
NEED HELP?
WE'VE GOT YOU!

Sign Up? Members should join the movement at GirlTrek.org.

Emergency? Immediately call 911 and report all emergencies to Carla Harris at Carla@GirlTrek.org within 24 hours.

Email? We are here to answer your questions at info@girltrek.org.

Phone? Have a quick question during the week? We'd love to hear from you at 855-GRL-TREK.

Testimony? Have a great story? Tell us about it. Email jewel@girltrek.org.

Website? Need some help with the website? Email Carla at Carla@girltrek.org.

T-Shirts? You can purchase all GirlTrek gear at GirlTrek.org. Click "Support", select "Shop".

Recruitment Tools? For cool videos and sample flyers check out "Basic Tools for Organizing" on our website.

Music? We've created an awesome CLASSIC SOUL playlist just for you! at tinyurl.com/GirlTrekPlaylist.

Instagram? Follow us @GirlTrek and share your very best #JoyJumps and #VictoryBridges using #GirlTrek.

Twitter? Connect with us @GirlTrek and others in your area to spread the #GirlTrek mission.

Facebook? Get inspiration by joining your city's FB group or reading posts at our main page at GirlTrek: Healthy Black Women and Girls!

Reporters? Immediately contact Jewel@girltrek.org to get your talking points prep!
SUPPORT FOR THE MOVEMENT!

GirlTrek has rallied support from The White House to the streets! National partners like the National Parks Service and Sierra Club support GirlTrek's amazing calendar of beautiful hikes while community partners like the NAACP, AME Church and COGIC have pledged to help us reach our goal of one million served! We all cheered when the First Lady gave us a shout out! Co-founders Vanessa Garrison and Morgan Dixon were named "Health Heroes" by Essence Magazine. They were also named in the top 1% of social innovators in the world by from Echoing Green and The Aspen Institute.

Hey @GirlTrek: #GimmeFive heart-pumping walks in your neighborhood over the next month, and pass on the challenge! #GirlTrek
IT STARTED WITH TWO FRIENDS.
NOW WE'RE THOUSANDS!!!

Founded in 2012, GirlTrek is a groundbreaking health nonprofit that has inspired more than 150,000 women to commit to a daily habit of walking. GirlTrek’s goal is to improve the health outcomes of African-American women by increasing activity rates and creating a community-wide culture of healthy decision-making. In five years, GirlTrek aims to mobilize one million women to lead a "walking revolution for better health" in high-need communities in America.

#GirlTrek