

# October 2019 Iowa's Walking Club

## Preregister for the Oktoberfest walk

We are expecting a big crowd for the Oktoberfest walk Sept 28. At the end of your walk, healthy, you can enjoy tasty treats courtesy of the AARP and The Big Acai.

AARP will pay your \$2 of your walk fees, but **registration is required**; please call 1-877-926-8300 to register.

Guided walks will start every half hour from 12:30 to 2 PM. AARP will check off your registration so allow five-ten minutes to check in. Walks should finish by 5:00 pm. Club walkers pay \$1 for AVA credit.

**Start point:** The Big Acai (ah-say-ee) in Valley Junction at 117 5th St, West Des Moines, IA 50265.

**Start time:** Noon to 2 PM. The finish time is 5 PM.

Parking is available behind the restaurant. Be sure to thank the staff at the Big Acai for hosting the start. See their website for their menu: <https://bigacaibowl.com/>

## Letter from the president

**Walk Iowa's State Parks.** Progress continues on this ambitious program for 2020. A grant application was made to Iowa Tourism for funding for marketing materials such as brochures, special programs booklets, event books, and reusable day-of-event signs. Another application is in progress to the AVA.

**Special Event Volunteers Needed.** Special events are a great place to meet people and share your passion for volksmarching. Special events usually require about eight volunteers: 2 for setup, a shift of 2 for the start, a shift of 2 or the finish, and 2 guides (one each for the 10K and 5K). It's a great way to socialize and participate even if you no longer choose to walk. We are working on getting a volunteer sign up on the website-stat tuned for more information!

**Special Programs.** We will not submit another special program for 2021. While special programs are a good source of income for the club, we decided to put this off for another year.

**Get Moving!** This weather won't last; hope you get some more walks in before it turns on us! ~ Diana R

## Upcoming events

### September

**28 Saturday from 12-2 PM.** at Oktoberfest Walk. Meet at The Big Acai, 117 5th St, West Des Moines

### October

**2 Wednesday at 6 PM.** A 1-hour walk at Gray's Lake Park, Des Moines, north entrance

**9 Wednesday at 6 PM.** 1 hour walk at Gray's Lake Park, Des Moines, north entrance (Gray's Lake Rd).

**12 Saturday from 9 AM - Noon.** Jester Park, 11407 NW Jester Park Dr, Granger.

**16 Wednesday at 6 PM.** at Merle Hay Food Court, Des Moines.

**21 Monday at 6:30 PM.** Monthly Meeting. **NOTE NEW TIME!** Capitol Hill Lutheran Church, 511 Des Moines St, Des Moines. We will walk to Climb Iowa @ 150 E 4th St (right behind Peace Tree Brewing) for a tour of the facility and an overview of indoor climbing.

**Everyone who plans to visit that evening MUST fill out a visitor agreement.** Paper forms will be available at the Sept 28th walk. If you think you might go, please arrive at the meeting early to complete the form before we leave the church. You can also meet us there at 6:45 pm. After, we will walk back to the church to continue the regular meeting.

**23 Wednesday at 6 PM.** at Merle Hay Food Court. We will eat out after we walk.

**30 Wednesday at 6 PM.** at Merle Hay Food Court.

### November

**9 Saturday at 10 AM.** Veterans Day Walk. Meet at Greater Des Moines Botanical Garden, 909 Robert D Ray Dr, Des Moines

## Using social media to increase our reach

Social media is a method Iowa's Walking Club is using to engage with members and to gain the attention of more people and potential members. Social media is websites and applications where users can create and share content to their social networks. Facebook, Instagram, and Twitter are well known social media.

We are using social media marketing to achieve three objectives:

1. increase the number of walkers
2. increase the number of members
3. increase the rate of volunteerism

## Facebook

Iowa's Walking Club has a new Facebook page (thank you Jan Knock!). Go to Facebook and type in Iowa's Walking Club.

Be sure to click the **Like** button. Then, click **Share** and ask all your Facebook friends to **Like** it.

The more people "like," comment, post pictures, share, and view our posts, the more our posts will appear in peoples' timelines.

You can post photos and links to information you think other members would be interested in. Everybody loves photos!

## Website

The new website at [iowaswalkingclub.org](http://iowaswalkingclub.org) is already beginning to show some results. We have had 14 non-members ask for information, RSVP for an event, or subscribe to our newsletter. Two of those people have become members. We are averaging more than one new contact a week, which is great considering they are reaching out to us!

The Outreach Committee is working on creating targeted communications to welcome and encourage further interactions.

## In the rear-view mirror

**Aug 30** - Meals from the Heartland. 10 members packed 20 cases of 36 bags. Each bag serves six, so that's a total of 4,320 meals for delivery to malnourished people in Iowa, across the United States and around the world. There is interest in volunteering again in 6 months.

**Sept 4** - The Wandering Wheels Volkssport club from Ohio enjoyed the Davenport route. They said it was one of their favorites on their tour of the Mississippi River.

**Sept 7** - Downtown Breweries enjoyed a great turnout and great weather. There were 26 credit and 11 non-credit walkers.

**Sept 13-15** - Walk Six Counties in Eastern South Dakota. Our sympathies to The Prairie Wanderers: they had to cancel this event because of flooding. Some of our club members were stuck inside Mitchell when it flooded, while others were in transit. Disappointing!

**Sept 16** - Member Jo Kay Boyle shared a wonderful presentation and discussion of her hike in Nepal with Above and Beyond, a public charity with a mission to elevate the lives of those touched by cancer, to create a healthier world. Thanks to Corinne Nelson and Susan Pinneke for providing refreshments.

**GDMVA, IOWA'S WALKING CLUB**

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**ADDRESS SERVICE REQUESTED**



***Fun, Fitness, Friendship***

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