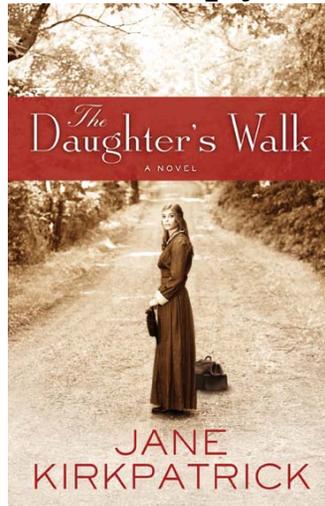


So you want to host a *Daughter's Walk* event? Let us help you!



Suggested Timeline:

Because the story centers on a relationship between Clara and her mother, Helga, a natural fit would be a weekend around **Mother's Day (May 10, 2011)**. Another idea would be to host the event the weekend before **voting day (November 8, 2011)** in conjunction with the themes of women suffrage in the book.

- 4 weeks before event: LOCATION, LOCATION, LOCATION
 - Determine what path would be best for the walk
 - Contact local officials, etc. to get clearance for the event day (if applicable)
- 4 weeks before event: Contact author for availability to call in after event (if applicable)
- 3 weeks before event: DESIGN
 - Design tickets and print them at a local copy shop
- 2 weeks before event: PROMOTE
 - Promote the event with posters, flyers, bag stuffers, bookmarks, postcards, etc. Advertise event through a local radio station, newspaper, church bulletin, etc. Make sure to post about the event online (website, social media, email blasts). Ideally, it would be best for the bulk of the advertising to hit the week before the event.
- 2 weeks before event: TICKETS and/or SIGN-UPS (optional)
 - Have a way for people to sign up in store/library/church, etc. Have a place for people to include their email address so that you can contact them to remind them about the event the week of.
 - Send an Evite out to your email list to track sign-ups electronically

- Have every person who signs up take a promotional item with details about the event.
- Have people pay the set price (if applicable) to reserve their spot and get a ticket
- Week of event: PURCHASE and PRINT
 - Send out reminder emails for the event
 - Purchase water bottles (optional) over and above the number registered for the event.
 - Print off "Walk" discussion questions and book discussion guide (optional)
 - Print maps with directions for where everyone will be walking. Include a cell phone number for an event staffer in case of emergency (optional)
 - Set up table in front that is clearly identifiable as the event "headquarters" and hand out above materials.

Suggested Action Steps:

1. Select an organization if a fundraiser or select the theme of mothers and daughters walking or just "walking with family" event or perhaps a book group event, library sponsored, etc.
2. Confer with any organization about its willingness to be a participant in "the walk" either having its name used or receiving donations and invite their assistance in promotion.
3. Select a walking path - rails for trails in some cities; a park walk; an historic walk around town and determine length - 30 minutes, return to store for book sales or discussion if book has already been read. Remember some readers will be older or disabled so make the walk handicapped accessible and consider the time accordingly.
4. Establish a date, time to start and finish, where to meet, suggest what to bring -- good walking shoes, water, will dogs be allowed? etc.
5. Some bookstores might want to provide water for purchase and have the books available for purchase of course :) or return to library for refreshments and book discussion so it's a couple of hour event.
6. Depending on author availability, consider "speaker phone" author visit at end of the walk.
7. Have a camera for shots to post on Facebook, YouTube, and websites celebrating reading, walking, and companionship! Be sure to let the publisher and author know about your event!

Ideas for Connecting with the Local Community:

- Partner with a local charity to help them raise money. Here are a few suggestions that tie in with themes in the book:
 - Habitat for Humanity – Clara and Helga walked to save their home (<http://www.habitat.org/partnerships/default.aspx>)
 - League of Women Voters – Suffrage was one of the reasons for the walk (<http://www.lwv.org//AM/Template.cfm?Section=Home>)
 - St. Jude’s Hospital – two of Clara’s younger siblings passed away from disease while they were on the walk. (<http://www.stjude.org/waystohelp>)
- Partner with a church group, family shelter, etc. to help them raise money and awareness.

Downloadable Resources:

To find a customizable poster, bag stuffer, and flyer go to:

www.WaterBrookMultnomah.com/daughterswalkkit

Also available for download:

- Author Video
- Book Trailer Video
- Event Discussion Questions
- Book Discussion Questions
- Bookmarks
- Postcards
- And more!

Remember, we can help you spread the word!

Just email us at info@waterbrookmultnomah.com and we’d be glad to plug your event into our event schedule and post about it on our Facebook and Twitter pages.