



Volunteer Guide: Marketing & Promotions

Why Your Promotion Matters

As a Walk 'n' Talk For Life volunteer, you have the power to amplify our impact. By helping to promote our monthly walks, you are spreading hope, breaking stigma, and letting people know that support and connection are available in their community.

Every post, conversation, and flyer helps people feel seen, supported, and welcome to join.

How You Can Help Promote Your Local Walk

1 Share on Social Media

1. Post on Facebook, Instagram, LinkedIn, TikTok, and local community pages.
2. Create stories or reels showcasing your walk location, community vibe, or a personal reason you walk.
3. Tag @walkntalkforlife and use hashtags like #WalknTalkForLife #MentalHealthMatters #YouAreNotAlone.
4. Share Walk 'n' Talk For Life's main page posts and upcoming event graphics.

Template Caption Ideas:

"Come walk with us this [day/date] for connection, conversation, and community. #WalknTalkForLife"

"Let's walk, talk, and support each other. Join our local Walk 'n' Talk For Life this month. Everyone is welcome."



2 Use Marketing Materials

- ☒ You will have access to:
- ☒ Canva Pro account (ask for access)
- ☒ Social media tiles
- ☒ Event banners and posters
- ☒ Printable flyers for noticeboards
- ☒ Email invitation templates

We encourage you to create your own promotional materials using your Canva account. We can give you access to Canva Pro.

If you need materials resized or localised, contact your event coordinator or email us at info@walkntalkforlife.org.au.

3 Leverage Local Networks

- Share flyers on community boards (libraries, cafes, gyms, schools, community centres).
- Ask local businesses if you can leave flyers at their counters.
- Reach out to local councils, mental health organisations, or sports clubs who may share in newsletters or social channels.

4 Word of Mouth Matters

- Personally invite colleagues, neighbours, friends, and family.
- Share why Walk 'n' Talk For Life matters to you.



- Encourage participants to bring a friend next time.
- Let people know everyone is welcome, it's free, and there's no pressure to talk if they prefer just to walk.

5 Attend Local Events

- Have a presence at local markets, wellness events, or community fairs to promote your Walk 'n' Talk.
- Wear your Walk 'n' Talk t-shirt and hand out flyers.
- Consider a small “pop-up” walk at these events to demonstrate what it's about.

6 Media and Community News

Submit a short event announcement to local newspapers, community newsletters, and radio stations.

Share upcoming walk dates with local Facebook community groups.

Tips for Successful Promotion

- ☒ Be consistent – post regularly leading up to the event.
- ☒ Share real stories and photos (with permission) to show the warmth of your community.
- ☒ Emphasise it's free, inclusive, and open to all ages and abilities.
- ☒ Highlight mental health support and connection in your messaging.
- ☒ Share your personal “why” for authenticity.



Remember

Your enthusiasm and personal endorsement are powerful tools in drawing people to your local walk and fostering a strong community.

Together, we can create safe, welcoming spaces that save lives through connection and conversation.

Thank you for helping to grow Walk 'n' Talk For Life in your community. Your efforts matter.

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For more information, [visit our website.](https://www.walkntalkforlife.org.au)