

# BIKE TO SCHOOL DAY FAIRIES

## Program Guide



### Background

#### A BIKE FAIRY CAMPAIGN

encourages students to bike or roll to school through building excitement, offering incentives and using the element of surprise.

The bike fairy visits schools during the school day while students are in class to leave a small surprise on bikes, scooters, and skateboards parked on campus. This is a great way to say **"THANKS FOR RIDING!"** during National Bike Month in May or on Bike to School Day.

**MAY IS A GREAT TIME** to encourage biking safety and biking as a mode of transportation as students will leave for summer vacation shortly after.

**THE BIKE FAIRY IS A GREAT ENCOURAGEMENT TOOL** for kids and families to try something new, especially when the weather is warmer, the ground is drier, and the daylight lasts a little longer. Our hope is that after that first ride, students will want to roll to school more and more.



### Fliers

If existing Bike to School Day/Month materials are already being developed, include information about Bike Fairies as a small blurb on part of these materials.

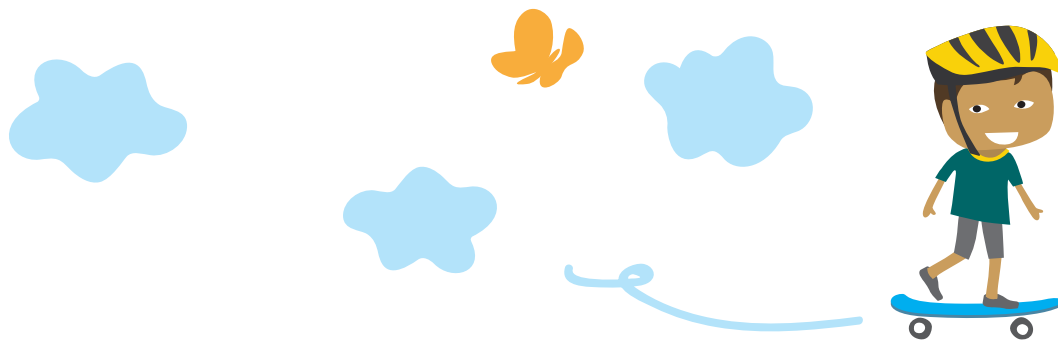
Connect with the people coordinating these events at your school, PTA, and/or city early on to include bike fairy information in these materials.

### Incentives

**FAIRY PACKS** could include pencils, safety-tip book marks, how-to-lock-your-bike information cards, a SchoolPool sticker, and/or other small incentive items.

- ★ Pencils could be branded with SchoolPool or Bike Fairies. Consult with your City SchoolPool liaison, if applicable.
- ★ Consider using paper baggies enclosed with a sticker or string to keep the fairy pack items together and tie them or hang them on the bikes and scooters.
- ★ Reach out to parent groups or local businesses for additional incentive ideas or resources.

**CONSIDER BIKE LIGHTS OR BIKE BELLS** for safety promotion if theft is not a high risk.



## Implementation

### IDENTIFY ONE PARENT

**VOLUNTEER** (you or someone else) who will lead the bike fairy campaign from start to finish.

**FIND OTHER PARENT OR SCHOOL CHAMPIONS** at least four to six weeks in advance of the event(s) that can work as a core team for running the bike fairy campaign; include at least one school staff member.

**MEET WITH THE PRINCIPAL, STAFF, AND PTA** to share your idea, get input and gain support. Coordinate with others implementing other Bike to School activities throughout the month.

**CHOOSE YOUR TIMELINE:** Will the fairy visit randomly throughout Bike Month, once on Bike to School Day, randomly or every day throughout a Bike to School week?

**COORDINATE WITH SCHOOL STAFF** and the PTA to reserve the date(s) on the school and/or PTA calendar.

**ORDER AND OBTAIN FAIRY PACKET MATERIALS.** Consider working with your school, PTA, city's Public Works department, and/or local organizations for donations.

### GET THE WORD OUT:

- ★ Connect with school staff to let them know of the upcoming bike fairies and invite them to participate in biking to school or distributing fairy packets.
- ★ Coordinate with the school and PTA to include a blurb in school "backpack mail," social media, school or PTA newsletters, and websites. Consider translating the communications to common languages spoken at your school to promote inclusivity.
- ★ Get students' attention through posting hallway posters and making announcements at assemblies, lunches, or over the intercom.

**SET UP A SCHEDULE** and coordinate with other bike fairy packet distributors on when to distribute the packets before the end of the day and how to count the number of participating students for evaluation purposes.