**WALKTOBER 2025 SAMPLE EMAILS AND SCHEDULE
FOR COORDINATORS**

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| --- | --- | --- | --- | --- |
| Monday | Tuesday | Wednesday | Thursday | Friday |
| **29 Sept** | **30** | **1 Oct** | **2** | **3** |
| Still time to sign up – Walktober starts Wednesday |  | *Week 1 begins.* Announce Walktober beginning, and Team Target for Week 1. |  | Final deadline for teams to sign up.Coordinator’s access changes.Announce Winners of Early Bird Prize Draws |
| **6 MmmmMaOctober** | **7** | **8** | **9** | **10** |
| *Week 2 begins.* Don’t forget to log your steps.Competition: Pedestrian Pursuits Quiz.Team Target for this week. | Week 1 leaderboard is published.Week 1 Team Target and Top 50, 100 etc winners announced |  |  | Competition reminder, have you completed the Quiz?Fun walking activities for the weekend/trails in your area.Podcast Idea? |
| **13** | **14** | **15** | **16** | **17** |
| *Week 3 begins.* Don’t forget to log your steps.Competition:Walk of Art.Team Target for this week. | Week 2 leaderboard is published.Week 2 Team Target and Top 50, 100 etc winners announced |  |  | Almost half-way through the challenge – let’s keep going!Fun walking activities for the weekend/trails in your area.Podcast Idea? |
| **20***Week 4 begins.* Don’t forget to log your steps.Competition: Spooktacular Shots.Team Target for this week. | **21**Week 3 leaderboard is publishedWeek 1 Team Target and Top 50, 100 etc. winners announced | **22** | **23** | **24**Bank Holiday comms – extended deadline Tuesday 28thHave nice weekend |
| **27**Bank Holiday Monday | **28**Week 5 begins. Don’t forget to log your steps.Almost at the finish line.Deadline for photos. | **29**Week 4 Leaderboard is published | **30** | **31****Last day of Walktober** |
| **3 Nov**LAST STEP LOGGIN OPPORTUNITY 2PM today | **4** | **5** | **6****FINAL LEADERBOARD & WINNERS ANNOUNCED** | **7** |
| **3** | **4** | **5** | **6** | **7** |

**\*PROOFREAD ALL EMAILS BEFORE FORWARDING\***

**Week 1 of Walktober**

**Monday 29th September – Walktober Begins Wednesday!**

Good morning,

Walktober kicks off on Wednesday. If you haven’t signed up to a team yet, there is still plenty of time.

Don’t forget while you’re out walking this month there will be some great opportunities to win prizes for [Organisation] [staff/students] through [internal competition details – linked to organisation internal leaderboard].

There are also loads of national competitions from weekly team target prize draws to creative walking challenges and spooky Halloween photo competitions - check out [stepchallenge.ie](http://www.stepchallenge.ie) for updates.

If anyone wants to change their team name, switch teams or delete an existing team please let me know and I can make the changes for you, prior to Monday the 6th of October.

I’ll be sending you regular updates so make sure to check your emails throughout the challenge.

Have a great weekend.

Good luck everyone!

(Signature)



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**Week 1**

**Wednesday 1st October - Announce Beginning & Competition Details**

Good morning walkers,

Day one of the Walktober Step Challenge has arrived, so get your walking shoes on and those steps in!

If you haven’t signed up or joined a Team, it’s not too late. There are still teams looking for members or you can start your own team. Reach out to me if you need any help.

[Optional] There will be some great competitions just for [Organisation] [staff/students] taking place over the next few weeks and I’ll be sending you regular updates so make sure to check your emails throughout the challenge.

Good luck everyone!

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**Week 1**

**Friday 3rd October – End of First Week**

Good morning,

We’re almost finished the first week of Walktober! Let’s really make the most of the next few days to build up those steps.

If you haven’t created or joined a team yet, the final deadline to sign up (before the first leaderboard’s publication) is **5pm today**. Remember: Teams should be a minimum of three people.

If anyone wants to change their team name or delete a team or be removed from a team please let me know ASAP.

Have a lovely weekend.

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**Week 2 of Walktober**

**Monday 6th October – Week Two Begins**

Good morning,

Week one was short but steptastic nonetheless!

Don’t forget to log your steps **before 2pm** today to feature on this week’s leaderboard.

You can build up your steps by walking and leaving the car behind. Benefits include: getting fit, feeling good, reducing pollution, avoiding congestion and, most importantly, saving the planet!

This week’s competition is the **Pedestrian Pursuit Quiz**. Put your grey matter to the test via: [ LINK ]. You have until next Monday 13th October at 2pm to complete, good luck you brainy walkers.

If you have any issues with your Active Travel Logger account, please get in touch.

Enjoy.

(Signature)



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**Week 2**

**Tuesday 7th October – The Leaderboard is now Live!**

Well done everyone!

The first Leaderboard of the Walktober Step Challenge has been published. To see where you placed on the national leaderboard please visit the Active Travel Logger.

A great effort from our own [Team ABC], who placed in the [Top 10/20/100] and are representing [organisation name] very well. Keep up the great work.

[Optional] On the [Organisation name] leaderboard, it’s all very tight at the top with [Team ABC] taking the lead with [Team DEF] not too far behind.

Feel free to get in touch and share your tips for getting more steps into your day.

Keep up the good work!
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**Week 3**

**Friday 10th October – Almost two weeks completed – let’s keep going!**

Good morning,

Woo-hoo, we’re almost at the end of the second week already! There are still a couple of days to go to contribute to that Leaderboard, so make the most of the weekend and build up those steps. Keep going everyone – you are doing great!

Congratulations to those teams who completed the Pedestrian Pursuits Quiz – depending on your answers, you’re in a position to win some great prizes.

Have a super weekend.

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**Week 3 of Walktober**

**Monday 13th October – Log Your Steps and Walk of Art Competition.**

Good morning,

Can you believe it’s Week 3 already? Time is flying - well done for everything you’ve achieved thus far.

Don’t forget to log your steps before 2pm today, to place on this week’s leaderboard.

The national competition this week is the inaugural **Walk of Art!**

Participants are invited to use their walk as a **creative outlet**. Track your route using your favourite walking app (there are several mobile-friendly free versions online), and **create a word, shape or symbol** as you walk. It can be anything you like – just make sure it is recognisable. See a (very) impressive example below:



Sketch your way to a Walktober goodie bag, by submitting it via the competition entry form by **2pm on Monday 20th October.**

[Optional] Well done to our own [Team ABC] from [Dept. A] on winning last week’s internal competition for [competition name]. This week’s internal competition is [competition name and details].

The Leaderboard will be published tomorrow afternoon on the Active Travel Logger so keep an eye on your emails.

The winners of the Pedestrian Pursuits Quiz will also be announced tomorrow, so stay tuned!

See you all soon.

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**Week 3**

**Tuesday 14th October – Leaderboard and Competition Results**

Good morning Walktoberites,

The Leaderboard for the first two weeks will be published at lunchtime today along with last week’s Quiz winners - so keep an eye on your emails, and check out [stepchallenge.ie](https://www.nationaltransport.ie/tfi-smarter-travel/walking/competitions/).

Super effort everyone. We cannot wait to see where [Organisation’s] teams are placing on the national leaderboard…

Let’s keep up the great effort that has made over the past few weeks and best of luck with the Walk of Art competition.

Keep up the great work!

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**Week 3**

**Friday 17th October – Let’s Smash It!**

Hi walkers,

You are doing fantastic! Can’t believe we are almost at the end of Week 3. Keep up the good work and don’t forget to share any tips or funny stories on walking for our colleagues to enjoy.

We’re moving into the final phase: only one and a half weeks after this. Ask yourself – are you walking as much as you could be? If yes, give yourself a pat on the back and keep going. Every step you take counts towards your team’s weekly average!

I have seen some really entertaining images already for the Walktober Walk of Art competition...

Nearly there. Have a great weekend.

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**Week 4 of Walktober**

**Monday 20th October – Getting Close Now**

Good morning walkers,

We are almost at the finish line!

Don’t forget to log your steps by 2pm today and upload your **Walk of Art** entries. Can’t wait to see your creations!

Up next, this week’s competition is a Halloween-themed photo competition called **Spooktacular Shots!**

We are inviting teams to submit **Halloween-themed photos** that show off your creativity, costumes, and team (spooky) spirit*.*

Whether you’re out strolling city streets, local parks or vast, flowing fields, we want to see your spooktacular shots – the more imaginative, the better! Submit your photos via competition entry form or tag us on social media by Tuesday 28th October:

* **Instagram @tfismartertravel**
* **X @tfismarttravel**

Don’t forget to use the **#Walktober25** and **#SpooktacularShots** in your post.

Keep up the good work.

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**Week 4**

**Tuesday 21st of October – New Leaderboard Soon**

Good morning Walktober fans,

The leaderboard for the first three weeks will be published today at lunchtime, along with last week’s Walk of Art competition winners so keep an eye on your emails and check out [stepchallenge.ie](https://www.nationaltransport.ie/tfi-smarter-travel/walking/competitions/).

Super effort everyone! We cannot wait to see where [Organisation’s] teams are placing on the national leaderboard.

Let’s keep up the great effort that has made over the past few weeks and best of luck with the **Spooktacular Shots** competition.

Speak soon.

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**Week 4**

**Friday 24th October – Almost at the Finish Line!**

Good morning,

We are all but there, with just a few days left to push those steps up a level. Week 4 ends this Sunday at 12 midnight. Due to the October bank holiday, you have until 2pm on **Tuesday the 28th** to log this week’s steps.

We have one more week(ish) of steptastic fun to come, so keep up the good work.

Make the long weekend count…

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**Week 5 of Walktober (Bank Holiday Monday)**

**Tuesday 28th October – the Final Days**

Good morning Walktoberites,

The finish line is in sight!

Wow, did the last four weeks fly by. Whatever you do, don’t forget to log your week 4 steps by **2pm today**, Tuesday 28th of October.

If you haven’t yet entered Spooktacular Shots, the Halloween-themed photo competition, the deadline is also **2pm today**.

It’s a short week – so make the last four days count to climb up on the national leaderboard. Walktober ends on **Friday 31st October**, though you have until 2pm on Monday 3rd November to log your steps.

Get stepping, logging and snapping!

More so, have fun.

(Signature)


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**Week 5**

**Friday 31st October – Final Day!**

Good morning Walktober fans,

What a fantastic effort this whole month.

Walktober officially ends today at midnight.

Get your steps logged by **2pm on Monday 3rd November**.

And give yourself a round of applause!

[Optional: Details of internal competition]

Again, well done everyone.

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**Week 6 of Walktober (Walktober Ended)**

**Monday 3rd November – Deadline for Logging**

Good morning Walktoberites,

Don’t forget to log your steps today by 2pm for the last time**.**

The Final Leaderboard for Walktober and winners of the Week 4 photo competition will be published on Thursday 6th November. [Optional: You could also check out our own internal Leaderboard today].

Well done everyone – you really did yourself proud.

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**Week 6**

**Thursday 6th November - Final Leaderboard Is Here / Competition Winners**

Good morning,

The Walktober final leaderboard has been published, and you can check out how you did on the Active Travel Logger.

The winners of the overall competition are also available to view at [stepchallenge.ie](https://www.nationaltransport.ie/tfi-smarter-travel/walking/competitions/).

Congratulations to everyone who participated in the challenge – just because it’s over doesn’t mean all your hard work must come to an end too. Walking to work is a fantastic way to stay healthy and reduce carbon emissions, with long-term benefits for your life and the life of the planet. Now that you’ve broken the mould and started a new routine, why not continue?

Remember: every journey counts.

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**END.**