

MARCHATHON

Coordinator Guide



What is Marchathon?

Marchathon is one of two annual Step Challenges that are part of the TFI Smarter Travel Programme, running throughout the month of October.

Open to all staff and students from our partner organisations, Marchathon encourages participants to integrate more walking into their daily routines, particularly during commutes with the goal of promoting long-term physical activity and environmental awareness.

Whether working remotely or on-site, participants are invited to use walking as a way to take meaningful breaks, connect with colleagues, and boost overall wellbeing.

This Coordinator guide provides all the resources you need to promote the campaign within your organisation or campus.

Marchathon Key Dates

Registration: Open now

Webinars: Tuesday 3rd- Friday 20th February

Challenge Starts: Monday 2nd March

Challenge Ends: Sunday 29th March

Final Deadline to Submit Steps:

2pm on Monday 30th March

Results Announced: Thursday 2nd April

Weekly Step Submission Deadline: Mondays by 2pm

How do staff and students take part?

Participants and coordinators are encouraged to refer to the **Marchathon Participant Guide** for full details on how to sign up and take part in the challenge.

We recommend that coordinators share the Participant Guide with all participants at the start of their promotional campaign.

Please note: Marchathon operates on an honesty-based system, with occasional spot checks to verify the accuracy of step entries. If a team receives an email requesting step verification, they are asked to respond promptly to avoid delays in publishing the Leaderboard. Coordinators are encouraged to highlight this process to participants throughout the challenge.

What is the Active Travel Logger?

The Active Travel Logger website is the platform used to run our Step Challenges. **All participants must have a registered and verified account in order to take part.**

Coordinators can use the Active Travel Logger to:

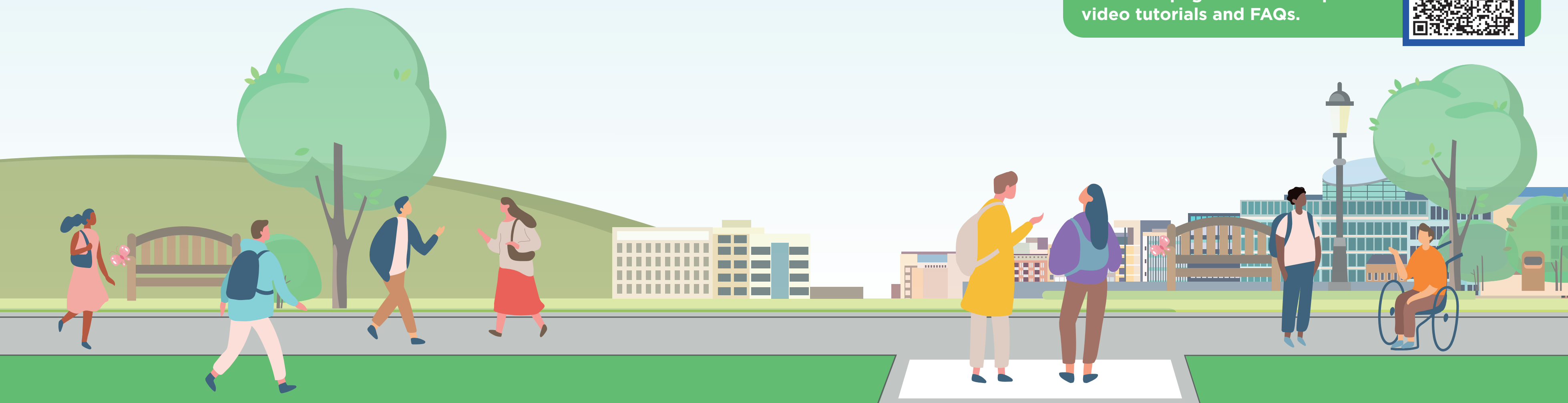
- View organisation teams
- Edit team names
- Delete teams
- Invite team members
- Communicate with Marchathon participants

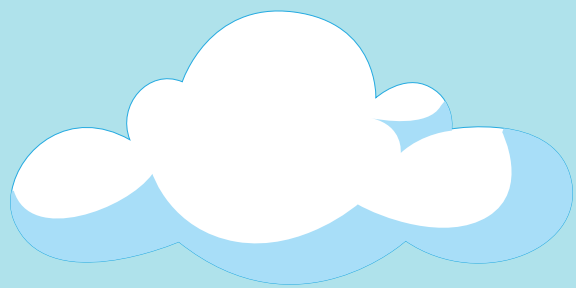
What resources are available?

The following resources are available to support coordinators and make promotion as easy as possible:

- 1. Promotional Marchathon Graphics:** Use these across emails, intranets, presentations, newsletters, social media, and more.
- 2. Participant Guide:** A simple, step-by-step guide for participants, ensuring an easy sign-up process and clear instructions to follow.
- 3. Sample Emails:** Ready-to-use (or editable) email templates to support your Marchathon promotions and communications
- 4. Active Travel Logger Video Tutorials:** Easy-to-follow tutorials designed for both participants and coordinators.
- 5. Marchathon Editable Graphics:** Customisable graphics to announce updates, celebrate achievements, and engage participants throughout the challenge.
- 6. Marchathon Internal Leaderboard Template:** Share and celebrate your organisation's Top 5 teams during the challenge.
- 7. Marchathon Information Webinar:** An opportunity to learn more about the campaign and resources available. Invites to attend will be issued by the TFI Smarter Travel Team.

Scan the QR code for additional information. The Step Challenge resources page includes helpful video tutorials and FAQs.





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Promoting Marchathon – Getting Started!

Successful promotion of Marchathon within your organisation is key to encouraging colleagues and classmates to actively engage and participate.

- **Secure Buy-in from Senior Management**

Highlight the organisational benefits of Marchathon and gain management support. This is a key step to ensuring success.

- **Start Promotion Early**

As soon as your organisation is registered, share the available promotional graphics across your intranet, social media, emails, and newsletters with the message: “Coming soon! Get ready to step up and compete against teams nationwide.”

- **Form a Marchathon Promotional Team**

Having a team helps spread the workload, increases promotion and participation, and enhances the overall experience.

- **Attend the Marchathon Information Webinar**

Learn best practices, hear success stories from previous challenges, and access direct support from the TFI Smarter Travel Team for your campaign.

- **Get Familiar with the Active Travel Logger**

Explore the Organisation Dashboard and FAQs to ensure you’re comfortable navigating the platform.

- **Use Your Coordinator Resources**

Access the available Marchathon resources provided and plan a promotional strategy. Consider using social media, intranet updates, newsletters, canteen posters, and notice boards.

- **Plan Internal Competitions and Events**

Add extra motivation by creating organisation-wide competitions or events that keep the momentum going throughout the challenge.

As the Challenge Begins

- Encourage last-minute sign-ups.
- Help staff and students find a team to join.
- Continue to promote Marchathon across your social media, intranet, newsletters, and other channels.
- Launch the first day of Marchathon with an event. This could be an online kickoff session, a virtual group walk, or an informal tea/coffee morning.

During the Challenge

- Keep participants motivated with activities, events, and regular communications.
- Share tips on how to add more walking into commutes and daily routines.
- Organise virtual group walks.

- Host health awareness webinars.
- Launch a “My Story” competition where participants share their walking experiences.
- Promote local Slí na Sláinte walking routes.
- Encourage regular screen breaks.
- Promote walking meetings where possible.
- Run fun internal competitions, such as Staff vs. Students or Department vs. Department.
- Set weekly organisation-wide walking targets.
- Celebrate progress and achievements at every milestone.
- Remind participants to log their steps before the deadline.
- Display both your internal Leaderboard as well as the National Leaderboard within your organisation.

For a full list of exciting competitions running throughout Marchathon, and for more information, visit: stepchallenge.ie.

Useful links

Join the challenge: ActiveTravelLogger.ie.
Email: stepchallenge@nationaltransport.ie.

