

Walktober Coordinators: Emails Schedule & Template 2026

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
28 September One week to go – register if you haven't – min of 3 per team. Can change team name by contacting me the coordinator until first leaderboard is published.	29	30	1	2 Final deadline for teams to sign up.
5 October Week 1 Announce Walktober beginning, Team Target for Week 1. Walking on the commute. Competition: Pedestrian Pursuits Quiz.	6	7	8	9 Competition reminder, have you completed the Quiz? Fun walking activities for the weekend/trails in your area.
12 Week 2 Don't forget to log your steps. Team Target for Week 2. Competition: Bingo	13 Week 1 Leaderboard is live. Internal leaderboard updates and comp winners.	14	15	16 Half-way through the challenge – let's keep going! Fun walking activities for the weekend/trails in your area.
19 Week 3 Don't forget to log your steps. Team Target for Week 3. Competition: Spooky Snaps – Halloween Themed Photo Competition	20 Week 2 Leaderboard is live. Internal leaderboard updates and comp winners.	21	22	23 Only one more week to go! Fun walking activities for the weekend/trails in your area.

26 Week 4 BANK HOLIDAY	27 Don't forget to log your steps. Team Target for Week 4. Competition: Walk of Art Team Target for Week 4	28 Week 3 Leaderboard is live. Internal leaderboard updates and comp winners.	29	30 Walktober ends Saturday.
2 November LAST STEP LOGGING OPPORTUNITY 2PM today.	3	4	5 Congratulate any national leaderboard and internal leaderboard prize winners	6

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

Prior To Challenge

Monday 28th September

Subject: Walktober Begins Next Week!

Walktober kicks off next Monday, and we're almost ready to get moving. If you haven't joined or created a team yet, there is still time, but please note the deadline to sign up is this **Friday, 2nd October**.

Teams consist of **3-6 people**, and all steps are logged using the **Active Travel Logger** platform. If you have any questions, here's the [Walktober FAQs](#), [Active Travel Logger Video Tutorials](#) and Participant Guide.

Throughout the Challenge there will be **[Organisation]** competitions for participating **[staff/students]**, and I will send regular updates and reminders, so please keep an eye on your emails.

Have a great week, and best of luck to everyone taking part.

Let's get stepping!

Friday 2nd October

Subject: Walktober Begins Monday!

If you plan to take part but have not yet joined or created a team, today is the final day to sign up. The deadline is **5pm this evening**.

Teams are made up of 3-6 people, and steps are logged on the Active Travel Logger. Participants should remember that the weekly step-logging deadline is every Monday at 2pm for leaderboard inclusion. If you have any questions, here's the [Walktober FAQs](#), [Active Travel Logger Video Tutorials](#) and **attached** Participant Guide.

Don't forget while you're walking that there will be some great competitions just for **[Organisation]** **[staff/students]** taking place! I'll be sending you regular updates, so make sure to check your emails throughout the Challenge.

Have a great weekend.

Good luck everyone!

Week 1

Monday 5th October

Subject: Walktober Starts Today – Plus This Week's Competition Details

Good morning everyone,

Day one of Walktober is here, so lace up your walking shoes and start getting those steps!

Over the coming weeks we will have a range of [\[Organisation\]](#) competitions for participating [\[staff/students\]](#), and I will share regular updates throughout the Challenge.

You can also take part in the nationwide Walktober competitions. This week we have the **Pedestrian Pursuit Quiz** - check out the Walktober competition page for further details.

If you have any questions, here's the [Walktober FAQs](#) and [Active Travel Logger Video Tutorials](#).

Good luck everyone!

Friday 9th October

Subject: Walktober Week 1 – Keep Stepping!

Good morning everyone,

Week 1 is flying by! Let's make the most of the days ahead and keep building those steps. Small choices can add up quickly: walk to the shops, take the stairs, walk the kids to school, or even hop off the bus early!

If you would like to enter this week's Pedestrian Pursuit Quiz, you have until **Monday at 2pm** to submit your entry.

If you run into any issues with your Active Travel Logger account, please feel free to get in touch, or check out the [Walktober FAQs](#) and [Active Travel Logger Video Tutorials](#).

Keep steppin'!

Week 2

Monday 12th October

Subject: Walktober Reminder – Don't Forget to Log Your Steps

Dear Walktober steppers,

Can you believe it's Week 2 already? Well done everyone! Don't forget to log your steps **before 2pm** today to place on this week's leaderboards.

This week, participants are invited to participate in **Walktober Idol**. For full details, see the competitions page on the Walktober website.

[Well done to 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 our quiz will also be announced tomorrow – stay tuned!

Keep stepping, and best of luck this week!

Tuesday 13th October

Subject: The Walktober Leaderboard is Now Live!

Hi everyone,

The first Leaderboard of the Walktober Step Challenge has been published, and the results are great – well done everyone! To see where you placed on the national Overall Leaderboard please visit the Active Travel Logger.

Well done to [Team ABC] who placed inside the [Top 10/20/100] and are representing [organisation name] very well! 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. Don't forget to download our internal leaderboard too.

Keep up the great work, everyone!

Friday 16th October

Subject: Almost Two Weeks of Walktober Completed – Let's Keep Going!

Hi everyone,

Woo-hoo we're almost at the end of Week 2! There are still a couple of days left, so make the most of the weekend and keep walking!

Don't forget to get involved in this week's competition, Walktober Bingo, and submit your entry **before 2pm on Monday 19th October**.

Have a super weekend.

Week 3

Monday 19th October

Subject: We're Halfway Through Walktober!

Hi everyone,

It's hard to believe we're already in Week 3 and halfway through Walktober. It has been a brilliant effort from everyone at [Organisation] so far!

Don't forget to log your steps for last week **by 2pm today**. The deadline to take part in the Walktober Idol competition is also 2pm today.

This week's Walktober competition is **Rhyme Your Route – the Walktober Poetry Competition**.

If you have any questions, you can find support in the [Walktober FAQs](#) and [Active Travel Logger Video Tutorials](#).

Good luck with the second half of Walktober!

Tuesday 20th October

Subject: New Walktober Leaderboard Update & Photo Time!

Good morning,

The Leaderboard for the first two weeks will be published today at lunchtime. Well, done everyone!

We're looking forward to seeing where the [Organisation] teams are placing on the Overall Leaderboard.

Don't forget to take part in this week's **Walktober Poetry Competition** for a chance to win a prize.

Good luck and let's keep up the momentum of the past few weeks!

Friday 23rd October

Subject: We're Nearly the End of Walktober Week 3 – One More Week to Go!

Hi everyone,

It's hard to believe we're already approaching the end of Week 3 – only one more week to go!

Give yourself a pat on the back and keep going. Every step you take counts towards your team's weekly average. And don't forget – **Monday the 26th is a Bank Holiday**, so your last opportunity to log your steps will be Tuesday the 27th

Nearly there!

If you have any questions, you can find support in the [Walktober FAQs](#) and [Active Travel Logger Video Tutorials](#).

Have a great long weekend.

Week 4

Tuesday 27th October

Subject: Last And Final Week of Walktober!

Hi everyone,

We've reached the final week of Walktober. Well done to everyone for your efforts so far, you've done outstanding work. With just one week left, let's give it one last push!

Don't forget to log your steps and submit your Halloween themed photo entries **before 2pm today**.

This week's competition is **Spooky Snaps – a Halloween-Themed Photo Competition**, so let your creative side run free!

Good luck everyone.

Wednesday 28th October

Subject: Week 3 Walktober Leaderboard is Here!

Good morning,

The Week 3 Walktober Leaderboard was published today. To find out where your team has placed, visit the [Active Travel Logger](#).

Regardless of your position on the leaderboard, congratulations on the effort you've made to be active, improve your wellbeing, and lower your commuting emissions.

If you have any questions, you can find support in the [Walktober FAQs](#) and [Active Travel Logger Video Tutorials](#).

Well done everyone.

Friday 30th October

Subject: We Are Almost at the Walktober Finish Line!

Hi everyone,

We're nearly there – just two days left for one final push! The last day of the Walktober challenge is this **Saturday 31st October**. All steps up to midnight on Saturday will be included in the Final Leaderboard, as long as they are logged on the Active Travel Logger by **2pm on Monday 2nd November**.

Well done everyone – we're thrilled with how much engagement there's been in [\[Organisation\]](#) for Walktober 2026! Have a great weekend.

After the Challenge

Monday 2nd November

Subject: Final Deadline to Log Your Steps For Walktober!

Good morning,

Well done everyone – you did it!

Wow those four weeks flew by. Whatever you do, don't forget to log your final steps by **2pm today**.

And if you are entering the **Spooky Snaps – a Halloween-Themed Photo Competition**, make sure to get your entries in by the deadline.

The **Final Leaderboard and prizes** should be announced on Thursday 5th November.

Don't forget: if you have opinions, recommendations, or insights into how Walktober worked, the NTA would love to hear from you. Take the **Participant Evaluation Survey** by following the link in their emails. You will be entered into a prize draw for some VIP goodie bags if you complete the survey before **Friday 9th November**.

Give yourself a well-deserved pat on the back everyone!

Thursday 5th November

Subject: Walktober Final Leaderboard & Winners!

Hi everyone,

The Final Leaderboard for Walktober has been published, and our own internal leaderboard can be downloaded too.

Congratulations to everyone who participated in the Challenge! Just because Walktober 2026 is over, that doesn't mean that your new walking routines have to come to an end too. Consider maintaining your new active, sustainable commute – and if you have any suggestions on how we can improve our facilities at [\[Organisation\]](#), please let me know. Remember: every step counts!

Don't forget to take the NTA's **Participant Evaluation Survey** by following the link in their emails. You will be entered into a prize draw for some VIP goodie bags if you complete the survey before **Friday**.

Well done everyone – you really did yourself proud.