

Coordinator Guide

The poster features a vibrant design with a blue top section, a green middle section, and a green bottom section. The title 'The Marchathon' is written in a large, yellow, brush-stroke font, with 'The' in a smaller font above 'Marchathon'. Below the title, 'Step Challenge' is written in a blue, sans-serif font. The central image shows a collage of various colorful sneakers (brown, purple, blue, pink, green) and legs in motion, suggesting a group of people participating in a race or challenge. The background of the sneakers is a light blue and white pattern. The overall theme is active travel and community challenge.

The Marchathon

Step Challenge

TEAMS OF 3-6
Leaderboard
and Weekly
Competition Prizes

2nd-27th
MARCH 2020

Sign Up Now
ActiveTravelLogger.ie

www.marchathon.ie

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Marchathon Step Challenge – Coordinator Guide

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1 Introduction

What is Marchathon?

Marchathon is the annual Smarter Travel Workplace and Campus Walking Challenge that runs during March each year. It is open to all staff and students of partners in the Smarter Travel Workplace and Campus Programmes.

How does Marchathon 2020 work?

The aim of the challenge is to encourage and support staff and students to walk more, particularly on their commute, and to support and facilitate long term physical activity. Participants are asked to form a team, register online, and use an activity tracker/download a step counting app, and get walking from Monday 2nd March to Friday 27th March 2020.

How to take part

1. Form a team of 3-6 people.
2. Sign up online www.activetravellogger.ie
3. Download a fitness app, buy a step counter, or use another step tracking device to monitor your steps.
4. Participants should log steps online at www.activetravellogger.ie

Note: During the challenge we use an honesty based system, but spot checks on the accuracy of step entries will be done throughout. Teams who receive an email or phone call to verify their steps are asked to please respond as soon as possible so that delays to the publication of the leader board are avoided.

How to win

Teams will be awarded for their improvement throughout the challenge. There will also be lots of opportunities to win prizes throughout the challenge, including photo competitions, Limerick competitions and weekly prize draw. (Further details on page 6).

Stay in touch

- Facebook: [@stcampus](https://www.facebook.com/stcampus) or [@stworkplaces](https://www.facebook.com/stworkplaces)
- Twitter: [@STCampus](https://twitter.com/STCampus) or [@STWorkplaces](https://twitter.com/STWorkplaces)
- Instagram: [@smartertravelcampus](https://www.instagram.com/smartertravelcampus)
- Email: stepchallenge@nationaltransport.ie

2 Your Marchathon Checklist

2.1 Before the Challenge – Promote!

Timing	Activity
Now	Register your campus/workplace
Jan/Feb	Get buy in and support from management, the Student Union President or other relevant people in your workplace/campus.
Jan/Feb	Can you recruit any other staff or students in your workplace/campus to help to promote the challenge? E.g. Students Union, walking group, sports office, health unit/faculty, regular walkers who could help to spread the word. Do you have a smarter travel working group? If so, they might be able to help or offer a small budget to fund morning coffee/afternoon tea/special prizes for staff and students in your workplace/campus.
Jan/Feb	Attend a 20 minute briefing webinar
Feb	Review if you want to buy step counters. Contact stepchallenge@nationaltransport.ie for more information
3 – 14 Feb	Receive promotional posters and post them in key locations to raise awareness and to encourage staff and students to sign up. You could also consider: <ul style="list-style-type: none"> • sharing ads on Facebook, Twitter and Instagram • a sign up desk in canteen or a central location
14 –21 Feb	Organise an event to launch Marchathon
14 - 21 Feb	Continue to promote the challenge <ul style="list-style-type: none"> • Email Marchathon information to staff/students • Continue to promote the event on social media, noticeboards and other relevant locations • Add details to your intranet or staff/student portal • Speak to staff at department meetings where possible, students at start of class
Feb	Help staff and students to find team members , get a step counting device (app or device) and to sign up online www.activetravellogger.ie

2.2 During the Challenge – Motivate!

Timing	Activity
26 Feb—2 March	<ul style="list-style-type: none"> • Encourage last minute sign ups to register • Help staff or students find a team • Remind staff and students to sign up using social media and other promotional channels available such as an intranet.
2nd March	Launch the first day of the Marchathon For example, organise a breakfast gathering on site or a mid-morning/lunchtime walk so teams can meet.

3 rd — 27 th March	<p>Organise events to keep participants motivated.</p> <p>In previous years campuses and workplaces have organised:</p> <ul style="list-style-type: none"> • Group walks • Health awareness days • Health checks • Fancy dress and walk • Three legged race • Treasure hunts • Charity walk • Map out a local route, e.g. a 15 minute or 3,000 step walk that could be done at lunchtime • Challenge another department to beat your steps • Have a staff versus students walkathon • Set weekly targets and celebrate teams who reach these targets
3 rd — 27 th March	<ul style="list-style-type: none"> • Remind participants to log their steps and promote the spot prize competitions using social media and other promotional channels available to you. • Promote the weekly Leaderboards and spot prize winners.

2.3 After the Challenge – Celebrate!

Timing	Activity
27 th March	Send an email to remind participants it's the last day of the challenge and to log their steps by 2pm Monday 30 th March
2 nd Apr	Send an email congratulating all who took part, announcing overall winners from your workplace/campus.
27 th Mar- 3 rd Apr	Complete online evaluation to enter the Coordinators Prize Draw describing your pre, during and post event activities
6-10 Apr	<ul style="list-style-type: none"> • Organise an internal prize giving event to celebrate all the steps achieved by staff and students and the prizes won • Distribute prizes to winning teams
1-12 Apr	You might like to review the challenge with all who worked with you to promote it, and give feedback to colleagues and management who supported the initiative. There is a template provided in this guide (Appendix 5: Evaluating the Challenge) which you might like to use to guide your review.

3 Promotional Resources

3.1 Print and digital

Print and digital resources are available to download from www.marchathon.ie, these include:

- A3 poster
- Facebook banner image
- Twitter banner image
- Promotional images to share on social media
- Team guide

Hard copies of the promotional poster will also be sent out to campuses and workplaces who request them during registration.

3.2 Resources for promotional events

We also provide the following to assist you in holding a promotional or launch event:

- Walking banner stand
- Goodies for the first 10 launch events

If you organise a promotional event, please contact us at stepchallenge@nationaltransport.ie.



4 Prize categories and prizes

There are lots of prizes to be won throughout the challenge, including activity trackers, portable speakers, power bank, vouchers and Smarter Travel Goody Bags!

Top Prizes

- Top 3 Teams Average Steps (categories - desk based and non-desk based)
- Top Small Workplace, Top Large Workplace, Top Campus
- Best Coordinator

Before the challenge

There will be a pre challenge lunch walk photo competition where you can win a spot prize.

During the Challenge

There will be plenty of spot prize competitions throughout the challenge, including:

- Team Photo Competitions
- Weekly Virtual Challenges
- Limerick competition

After the Challenge

- Top 10 Team Captain (nominated by Team Members)
- Evaluation Survey Prize Draw
- Top Large Workplace based on participation rates
- Top Small Workplace based on participation rates
- Top Campus based on participation rates
- Top team per province
- In My Shoes Story
- Draw top 4-10, 11-20, 21-30, 31-40 and 41-50 on final leaderboard

Coordinator Prizes

To acknowledge the efforts made during the challenge, the top 5 Challenge Coordinators will win a €75 Shopping Voucher! Coordinators will be judged based on their post-event evaluation and the following elements will be considered: The number of participants, activity undertaken to promote the challenge, events organised to motivate participants during the challenge and if a prize giving event was organised.

5 Marchathon queries

Challenge coordinator queries

If you have any queries in relation to the Marchathon please contact:

stepchallenge@nationaltransport.ie

Participant queries

Most queries will be answered in the **FAQs** on www.marchathon.ie

If participants have any other queries in relation to the challenge that are not dealt with in the FAQs, staff and students can email the [Smarter Travel Team](#).

6 Key dates

- Coordinators briefing webinars: 28th January to 11th February 2020
- Registration opens: Monday 27th January 2020
- Marchathon starts: Monday 2nd March 2020
- End of Marchathon: Friday 27th March 2020
- Final day to submit steps: 2pm Monday March 30th 2020
- Results announced by: 3rd April 2020

Appendix 1: Marchathon 2020 - Promotional text

This text can be used to email all staff and students and to provide information on student and staff pages of your website –and anywhere else that might be relevant for your workplace or campus!

Subject line: *Marchathon Step Challenge 2020 — Get Moving to Win Prizes!*

Email text:

Marchathon Step Challenge: Monday 2nd March - Friday 27th March 2020

Win some great prizes, including activity trackers, portable speakers, power bank, vouchers, and Smarter Travel goodie packs!

You can talk the talk, but can you walk the walk? This March we're challenging you to find some team mates, lace up your walking shoes and March your way to some great prizes!

Do you want to get fitter or just have some good old fashioned fun with your colleagues or fellow students? Then this challenge is for you!

How to take part

1. *Get into a team of 3 – 6 people*
2. *Sign up online at www.activetravellogger.ie*
 - a) *Team captain: choose a team name and set your team up on the Active Travel Logger*
 - b) *Team members: sign up online at Active Travel Logger, find your team's name and join.*
3. *Get a Step Counter — download an app, use a pedometer, or use your activity tracker.*
4. *From 2nd March to 27st March get walking where possible, aiming to increase your steps throughout the challenge*
5. *Have fun and get competitive!*

You might like to include the contact details of the coordinators here

PS. If you have any questions email stepchallenge@nationaltransport.ie

Appendix 2: 'Did you know?' Walking Poster

Editable template can be downloaded from https://www.smartertravelworkplaces.ie/wp-content/uploads/FINAL_X_Minute_Walk_Poster_Jan18.docx (copy and paste this link in your browser)

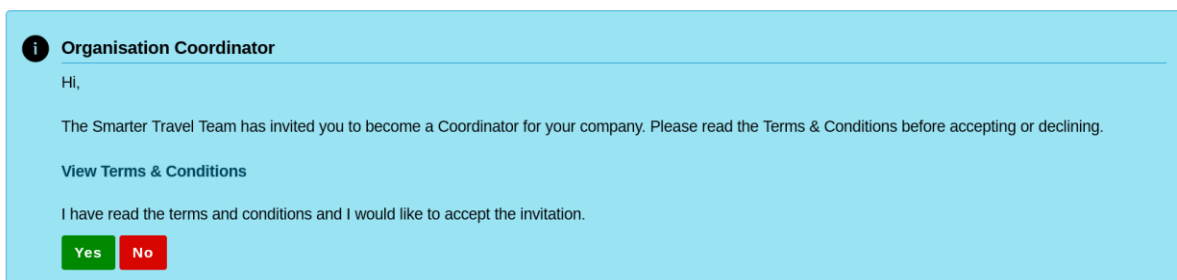


Appendix 3: Active Travel Logger – organisational dashboard

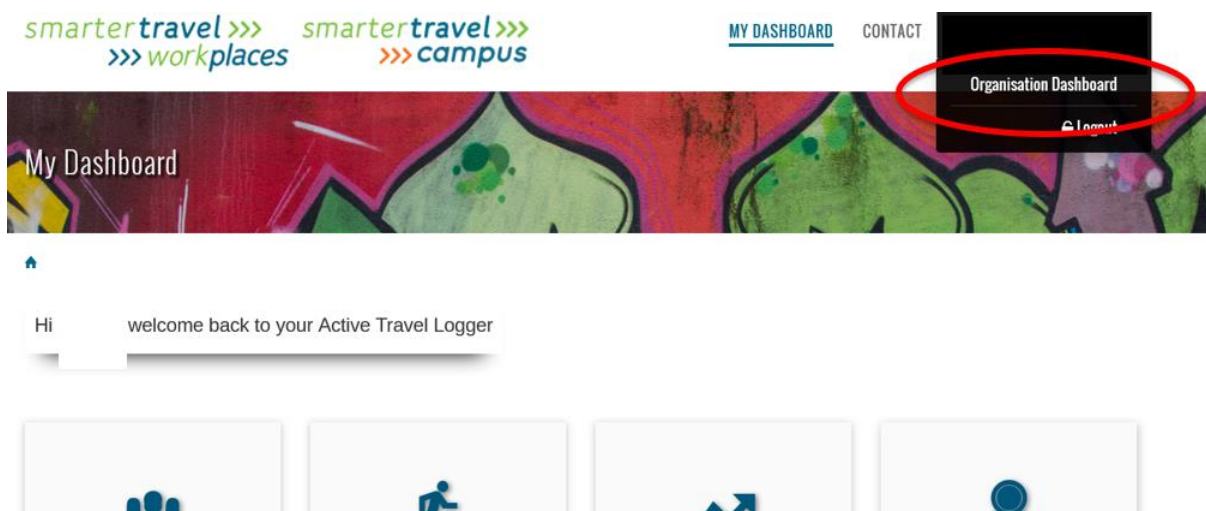
Set up the organisational dashboard

There is an organisational dashboard for all the coordinators which allows you to manage the challenge. To gain access, you have to follow the following steps:

- Set up your account on activetravellogger.ie
- Let us know you've done so at stepchallenge@nationaltransport.ie
- Let us know what email domains are permitted for your workplace or campus. Should your group should be limited to people with particular email addresses? E.g. @nationaltransport.ie and @smartertravelworkplaces.ie can access the NTA group. We can lock access to more than one email domain. Don't limit access if all of your employees/students don't have access to a work email address on a regular basis. You can include contractors email domains also.
- Send us your company/campus logo (if we don't have it already)
- We will assign you Coordinator privileges
- On your next log in, you'll see below message




If you click yes, you can access the organisation dashboard.



You can access the different challenges, users, teams and news updates using the guide bar.



Your Organisation				
Name	Number of Users	Allowed Email Domains	Active	Actions
 National Transport Authority			Yes	<ul style="list-style-type: none"> View Challenges View Users View Teams

When you go to challenge, you can access the different challenges.

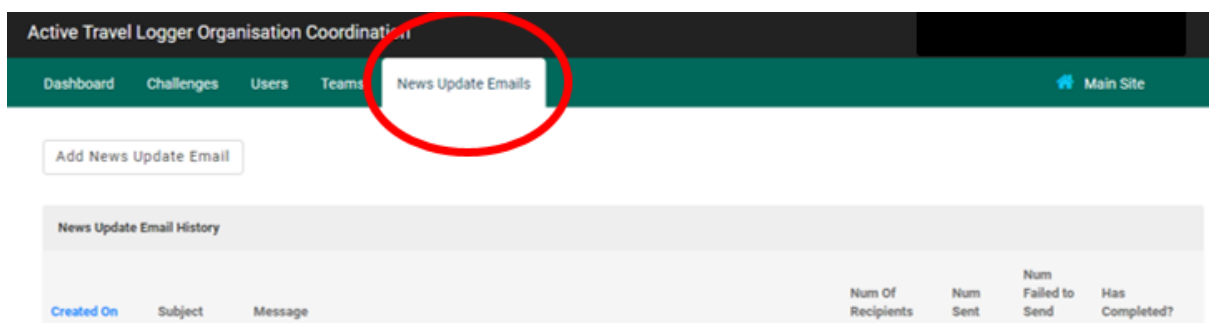
Challenges								
Showing 1 to 10 of 10 Challenges								
Name	Type	Registrations Open	No. of Participants	Active	Display From	Start Date	End Date	Actions
Step Challenge 2016	Steps	Yes	3	No	01/08/2016	12/09/2016	09/10/2016	<ul style="list-style-type: none"> List Teams Leaderboard

Choose a Challenge to view Leaderboards and Teams

You'll also be able to download certificates of participation for everyone in your group when the challenge ends.

News update emails

You can send email to the challenge participants using the News Update Emails function.



Follow these steps to set it up:

1. Choose the participants from your organisation you'd like to email
2. You can also refine by cyclist level
3. Click – Get Users'
4. Write the subject line and your email
5. Choose to send the email immediately or schedule it for a later time/date
6. Click 'Create' to send the email
7. Ask your IT Department to whitelist emails coming from @activetravellogger.ie as some might go to spam

Create a News Update Email

Send Emails to Subscribed Participants in:

All Challenges

All Cyclist Levels

Get Users

Email Subject:

Active Travel Logger

Email Message:

File Edit View Insert Format Tools Table

Dear National Transport Authority Member

Regards,

National Transport Authority

Send emails at the specified schedule

Date: 29/01/2019

Hour: 00 Minute: 00

Create Cancel

Appendix 4: FAQs

Challenge Dates

Q. When does Marchathon start and finish?

A. Marchathon begins on Monday 2nd March and finishes at midnight on Friday 27th March 2020

The last day of the Challenge is the 27th of March but team members have until 2pm on Monday 30th March to submit their steps for the final days of the challenge online.

How doe Staff and Students Take Part

Q. How does Marchathon Work?

A. To take part, you will need to:

- Form a team with colleagues or fellow students (3-6 people per team including the captain!)
- Register online at www.activetravellogger.ie
- Join the challenge
- Set up a team if you're the team captain, or join a team if you're a team member
- Get a step counter (i.e. download a free app, buy a pedometer or step counter, or other step tracking device)
- During the Challenge: ensure to log steps online at www.activetravellogger.ie

Q. When does registration for Marchathon open?

A. Staff and students can register their team online at www.activetravellogger.ie from 28th January 2020

Q. How much walking do I need to do to participate?

A. Staff and students are encouraged to increase their steps throughout the challenge, but the amount of walking you do is up to you. If you haven't been active for a while it is important that you build up your activity gradually (i.e. taking a few hundred extra steps each day). If you have any concerns about how participating might affect your health, it is advisable to speak to your GP or healthcare professional before signing up.

Q. Does the team need to walk together every day?

A. No, each team member can clock up their steps in their own time. But your team might also like to walk together to encourage all team members to keep stepping!

Q. Can we compete in the challenge for less than the time of the event?

A. Yes, however, this will affect your team's chance of winning the overall challenge prizes.

Q. Is the challenge just about walking at work or on campus?

A. No – walking anywhere, anytime will count. Marchathon 2020 is about getting moving more throughout your day.

Q. Who else is participating?

A. Partners of the Smarter Travel Workplace and Campus Programme all around Ireland are signing up to compete in Marchathon 2020. A list of workplaces and campuses taking part can be viewed online at www.marchathon.ie

Team Formation

Q. Can I participate in the challenge on my own?

A. Marchathon 2020 is a team event, and 3-6 team members (including the captain) are required to participate in the challenge and win prizes. The Marchathon coordinator might be able to help you to find a team.

Q. One of the team members has dropped out – what should we do?

A. Please contact stepchallenge@nationaltransport.ie with the details of your team name and changes. If a new member is being substituted or is dropping out, please let us know as soon as possible.

Logging Steps

Q. How do we log our steps?

A. Each member of your team will record their steps online at www.activetravellogger.ie.

Q. I am going to be away from my workplace or campus on one of the days – can I still log my steps?

A. Yes, you can record your steps whether you are at work/on campus or not. But you must be a current student or staff member of the organisation your team is registered under in order to take part.

Q. Can I include time spent doing other physical activities (e.g. swimming)?

A. This is a walking challenge so only steps clocked up on your step counter (app or other device) can be included. For the purposes of this challenge it is not possible to convert other activities into steps.

Q. What happens if I don't make the online submission on time?

A. For your steps to appear on the weekly leaderboard entries must be made before 2pm each Monday. If your team does not submit your individual steps before the deadline your steps will not be included in the leaderboard. However, they will appear in the subsequent leader board (prior to the final deadline of Monday 30th March).

Q. What happens if I make a mistake submitting my steps?

A. If you enter the wrong number of steps you can change it and resubmit your steps. If you realise after the deadline that you have made a mistake with your entry please email stepchallenge@nationaltransport.ie

Prizes

Q. How are the prize winners determined?

A. The teams at the top of the desk based and non-desk based team average leaderboards at the end of the challenge will win the top challenge prizes of activity trackers and Portable speaker goodies.

There will be lots of opportunities for teams to win prizes throughout the challenge, including photo competitions, Limerick competitions and top 50 draws.

Prizes and spot prizes will be chosen randomly by the organizers. In the event of any dispute regarding the rules, conduct, results and all other matters relating to Marchathon 2020, the decision of the organiser shall be final and no correspondence or discussion shall be entered into.

For more details on prizes visit the Marchathon prizes page www.marchathon.ie

Q. What are the prizes?

A. Prizes are provided by the National Transport Authority. Details of prizes for Marchathon 2020 will be announced on the prizes page of our website, www.marchathon.ie

Prize winners may have their name, team name and campus/workplace published on the website. They may also be asked to participate in a publicity shoot. To be eligible for prizes, winners must be resident in the ROI and be a student or member of staff of a workplace or campus that is a partner of the Smarter Travel programme.

In the event of any dispute regarding the rules, conduct, results and all other matters relating to Marchathon 2020, the decision of the organiser shall be final and no correspondence or discussion shall be entered into.

Q. Can a participant or team win more than one prize?

A. Teams can win many prizes throughout the course of the challenge.

Technical Issues

Q. We are having technical difficulties with www.activetravellogger.ie – what should we do?

A. If your technical difficulty is related to your internet connection at your workplace or campus, then you will need to contact the IT Department on your campus. Alternatively contact stepchallenge@nationaltransport.ie with the details of your issue and any error messages you see.

General

Q. It is recommended that for general health we walk at a moderate intensity where possible. What does walking at a moderate intensity mean?

A. Moderate intensity is described as moving at a pace so that your heart rate is slightly elevated, you have a slight sweat on your brow and while your breath has increased you can still maintain a conversation (e.g. brisk walking would be an example of a moderate intensity activity).

Appendix 5: Evaluating the Challenge

Evaluating the challenge within your organisation is a useful way to see what worked and what could be done differently next year. It may also help to create a case to bring to management for requesting budget for an internal prize giving and prizes. Items you could include in your evaluation:

- Number of staff and/or students who participated
- Steps taken by participants within your organisation throughout the challenge
- Reasons why people told you they signed up
- Benefits people reported to you as a result of taking part
- How the challenge worked in your organisation - including how you promoted the event, any events you organised, how you used social media and your prize giving event.
- Analytics from any social media platforms used
- Issues/Recommendations that you found as a result of running the event

If you want to use an evaluation survey template, please contact the Smarter Travel team