



# Journey of Action Walkathon

## Journey of Action-Walkathon Overview 行動之旅-走拉松

Event Date: Sunday, March 8, 2020 活動日期:2020 年 3 月 8 日(星期日)

- ✓ Take place on Sunday of the 1<sup>st</sup> week of March every year 以後每年 3 月份的第一個星期日
- ✓ Starting from the area where the sun rises first (Guam), others follow as the sun rise in their countries/areas. 從太陽最早升起的(關島),然後其它國家
- ✓ A rain-or-shine event 不管晴雨

Venue: Road, street, park, beach, or anywhere that fits for each area

地點:馬路、街道、公園、海灘或各地區適合的場所

Participants: District host the events with clubs including specialty clubs.參加者:區主辦、分會包括特殊分會一起參與

- ✓ Members 獅友
- ✓ Families and friends 家人及朋友
- ✓ Non-members (community members) are also welcomed. 歡迎非獅友(社區)

Action: 行動

- ✓ Walk at least 1 mile or 1.5 km anywhere they decide. 至少走 1~1.5 公里
- ✓ Promote Lions Clubs and the GAT (SNS, media, etc.) 推展獅子會和 GAT(透過媒體)
- ✓ Raise fund and donate to Campaign 100. 募款捐給行動 100
- ✓ Share success stories with photos and videos 用照片及影帶分享成功故事
- ✓ Report on MyLion 在 MyLion 上報告

Registration: 報名

- ✓ Lions should be registered. 獅友應該報名
- ✓ The number of participating non-members should be counted. 非獅友也應該計入人數
- ✓ Give a contact information card to non-members so that they can contact for membership if they are interested.分發資料卡給非獅友，以便他們有興趣加入獅子會時可以聯絡

Marketing and PR: 行銷及公關

- ✓ Walk with banner with GAT logo 走拉松時展示有 GAT logo 的旗幟
- ✓ Designed T-shirts and cap 設計的 T 恤和帽子
- ✓ LCI marketing team will design them and local vendors (Non-licensees are also allowed.) will make a production. 國際總會設計，可交由當地廠商製作
- ✓ Share information through the GAT Facebook 透過 GAT 臉書分享資訊



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## Merchandise: 商品

- ✓ T-shirts (sky blue and letters in yellow) T 恤(天藍色 T 恤、印黃色字)
- ✓ Hats 帽子
- ✓ Sweat cloth 擦汗巾
- ✓ Wrist band 護腕
- ✓ Others 其它

## Fundraising: Donate to Campaign 100 募款:捐款給行動 100

- ✓ Sell merchandise 銷售商品
- ✓ Registration/participation fees 報名/參加費用
- ✓ Seek for sponsorship from local corporations (company logo could be printed in Journey of Action wears) 尋求尚地廠商贊助(廠商標誌可印在商品上)

## Recognition: 表揚

- ✓ Recognize during the Singapore International Convention 在新加坡國際年會上表揚
- ✓ Present Leadership medals 頒發領導獎章
- ✓ Presidential award 總會長獎章
- ✓ Others (best innovative banner, best video awards, etc.) 其它(最佳創新獎、最佳影片獎...等)

## Others 其它

- Guam will be the 1<sup>st</sup> country to start 關島將是最早開始走的國家
- Korea, MD300 Taiwan, China, Japan, Thailand and Malaysia have been confirmed. 韓、台、中、日、泰和馬來西亞已確認
- Possibility of making a day event (AM walkathon, PM another service project, etc.) 盡可能規劃全天活動(上午走拉松、下午其它活動)
- Make a timeline for the event 做一份時間表