



2021

JACK FROST CHALLENGE

**COMMUNITY
COORDINATOR
RESOURCE GUIDE**

FEBRUARY 7-13

BY GREEN ACTION CENTRE



CITY, TOWN, OR COMMUNITY

This is your step-by-step guide to coordinating sustainable winter fun!

What is the Jack Frost Challenge?

During the first week of February, Manitobans celebrate moving in winter by participating in the annual Jack Frost Challenge event. The objective is to form teams of 1-5 people and complete a combined total of 130 kilometres of outdoor activities. This may include walking, running, cycling, ice skating, snow-shoeing, cross-country skiing, and more!

The event encourages Manitobans to get outdoors in winter, whether it be for leisure or active transportation. This helps to combine personal and environmental health, making active transportation an approachable option, all year round.

This year Jack Frost Challenge is turning ten, and we hope it will be bigger than ever!

We are in the process of creating an adapted plan for the 2021 Jack Frost Challenge and related events in light of covid-19 restrictions and continuous evolution, with some changes from previous years. We will be contact in regards to updates with more detailed information on changes and about the types of events that will be possible this year.

How to Participate in Jack Frost Challenge?

Now more than ever people want and need to get outside, this is an opportunity to get people active while staying safe. It is even still possible to create teams by focusing on participants already existing "bubbles" or make a friendly competition between your team to see who reaches the most km's individually. There is still a great deal of potential with the 2021 event and we hope you will be able to participate in promoting this event in your local community!

Co-workers, families, and friends can take part in the winter fun by registering their team name at www.greenactioncentre.ca for FREE. To participate, registered individuals simply get outside and move in winter throughout the week of February. After they have completed outdoor activities, they can log their kilometres online and contribute towards their team totals.

Numerous prizes are available for individual participants and teams; such as, the best team name, most kilometres traveled, and frostiest face.

Jack Frost Challenge History

The event began in 2012 as a co-event with Actif Epica, a grueling 130-kilometre winter bike race across the prairies, starting in St. Malo and finishing at The Forks. This partnership forged a close connection with the French Manitoban community and determined the 130-kilometre goal that is still used as a benchmark for the challenge today.

The first year saw 223 participants complete 10,372 total kilometres. Over the years, Jack Frost Challenge has had 2,795 participants and logged 101,984 total kilometres of outdoor winter activity.

About Green Action Centre

Green Action Centre is an environmental non-profit organization based in Winnipeg, serving all of Manitoba. Our mission is to see all Manitobans living green and living well, which we approach through a focus on sustainable transportation and waste reduction. Our program areas include; Workplace Commuter Options, Active and Safe Routes to School, Commuter Challenge & Jack Frost Challenge, Composting, Living Green Living Well, and Environmental Speakers Bureau.

Why We Need Community Coordinators

As a result of our location and limited capacity, many of the events we run are heavily concentrated in Winnipeg.

We want to change that, but we need help from enthusiastic environmentalists and community organizers from across the province to make that happen.

We need the help of Community Coordinators to promote the challenge, coordinate local prize donations, and organize events within their communities. Green Action Centre will supply all necessary materials, resources, and support to help make Jack Frost Challenge a success in each community.

Is your community IN?!



Becoming a Community Coordinator

Step 1: Learn About Jack Frost Challenge

Review our event history, past content, and FAQ's to get a sense of what Jack Frost Challenge is all about.

Step 2: Make the Commitment

If you think your community can benefit from Jack Frost Challenge, make the commitment to coordinate the event locally.

Step 3: Connect with Green Action Centre

Reach out to the team at Green Action Centre for support throughout the entire coordination process. The planning process will be dependent on your capacity, your community, and your goals. This may include planning the businesses you hope to engage with, the best channels to promote the challenge, and what event(s) you'd like to offer. We are here to help you achieve your goals and are happy to assist where we can in the planning process.

Step 5: Engage Local Businesses

A key step in making the Jack Frost Challenge feel localized is to secure relationships with local businesses. To engage these businesses, utilize the Prize Donation Request Letter Template to outline what the challenge is, why they are being approached, and how the prizes will be awarded exclusively to members within the community. As a result, the members of your community will be eligible to win additional prizes!

We also want to acknowledge our understanding that many businesses have been severely impacted by the pandemic, so even if places can't do prizes, maybe it is even a coupon or discount that could incentivize people to buy more items and support the local community.

Step 6: Promote the Challenge

To promote Jack Frost Challenge within your community, utilize the Promotional Assets and Materials provided by Green Action Centre. Check our materials page for customizable posters, social media graphics, photos, email templates, social media posts, and more!

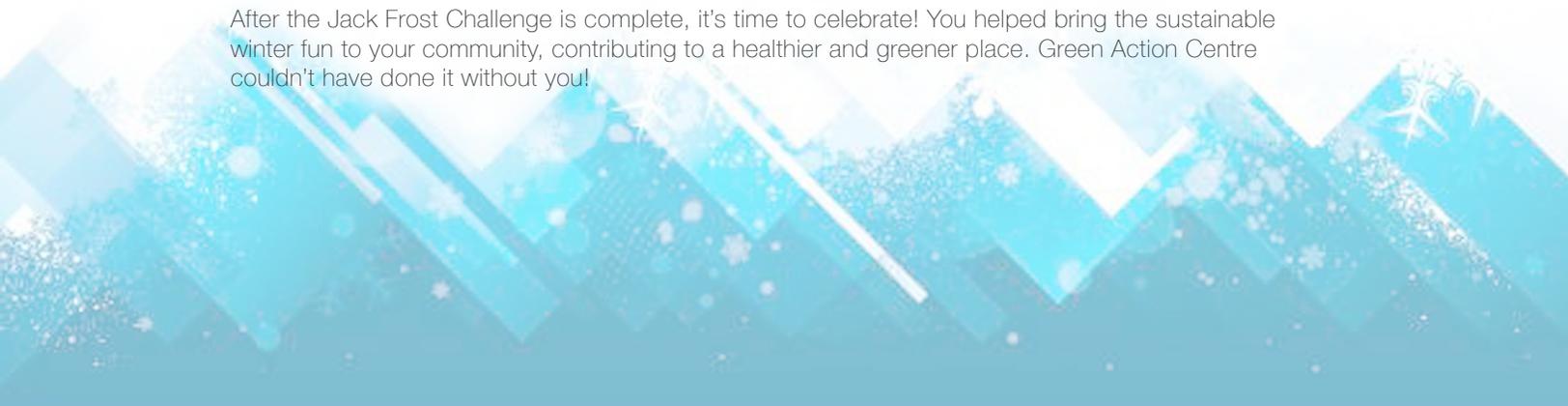
On a local level, Community Coordinators will have the greatest impact through word-of-mouth, hanging/distributing posters, and promoting it through popular community channels.

Step 7: Execute “Events”

Given the current situation surrounding covid-19, actual events are likely going to be out of the question. We are adapting our “events” so that people are not all congregating at the same location together, more of a rotation throughout the day or week. Of course these will continue to change throughout the coming months depending on the evolving restrictions. We are working on creating some “travel” passports that will be adapted for Winnipeg specifically, and more broadly which you will be able to utilize. More to come on this exciting idea if you get involved!

Step 8: Celebrate Successes

After the Jack Frost Challenge is complete, it's time to celebrate! You helped bring the sustainable winter fun to your community, contributing to a healthier and greener place. Green Action Centre couldn't have done it without you!



Other ideas that could Increase your Communities Success!

Challenge another Community

The Jack Frost Challenge has a fun competitive edge between individuals and teams. So why not cities, towns, and communities?

If you are coordinating the challenge in your community, challenge another one!

The winner can be determined by most teams, most kilometres, most participants, highest percentage, or any other creative winter wagers.

Take Photos and Videos

During the Challenge, take photos and videos that will help Green Action Centre promote Jack Frost Challenge and winter active living. It is always helpful to have more content from across the province!

Especially this year, document everything! We won't be able to mingle in person but we can have friendly competitions and reconnect via photos, videos and other means of virtual communications!

Engage Local Media Outlets

To engage the local media, utilize our media advisory template and tips to secure additional coverage.

Contact Local Politicians/Influencers to Participate

To encourage local politicians and influencers, utilize our invitation template and tips to secure additional participation and promotion.

Work with Community Partners on Additional Green Initiatives

Green Action Centre is here to help you make lasting environmental changes within your community. Check out our online resources and engage with our programs to advance additional initiatives.

Please feel free to contact the Jack Frost Challenge coordinator via email at challenge@greenactioncentre.ca and via phone at 204-925-3777 if you have any further questions or comments!

Presented by:



THANK YOU TO
OUR SPONSORS!

manoverboard

