NWANA Organizer Resources

Nordic Walking Association of North America (NWANA) · From the NWANA Events page · Generated as a PDF from nwaofna.org on November 22, 2026

Community Events

NWANA Community Events

Community Events are NWANA's national event format: local organizations hold Discovery walks, sports days, clinics and community gatherings for their own audiences, on the federation's methodology and inside the NWANA system. The federation supplies the sport component, training for organizers and the national calendar; hosts bring their place and their people. Events sit alongside NWANA competitions and challenges, and turn local audiences into participants, groups and programs.

The model

How Community Events work

An organization that wants Nordic Walking in front of its own audience becomes the host. NWANA and the host agree the format: a Discovery walk to a place worth seeing, a sports day, a themed community gathering, a clinic. NWANA prepares the host's organizers, supplies the walking program and the sport component, including the six-minute walk experiment that lets every participant compare walking with poles and walking in the usual way. The host gathers its audience through its own channels.

Hosts include park and recreation agencies, schools and universities, community and activity networks, clubs, health and active aging organizations, municipalities and community nonprofits. Events run inside the host's own program calendar and connect onward: participants find local NW Groups, Academy courses, challenges and competitions through the same federation system.

A South Florida Discovery Series is in preparation as a first example of the format, together with local co-organizers.

Programs for organizations

Connect your organization

What counts

What counts as an NWANA Event?

NWANA Events may include:

- forums and conferences
- fundraising events
- galas and donor events
- awards and recognition events
- clinics and workshops
- NWANA Academy sessions
- instructor and coach education events
- partner and sponsor gatherings
- community programs
- health and wellness events
- local leader meetings

• event director and organizer meetings
• public outreach programs
• special events connected to NWANA development

Some events may be in person. Others may be virtual, hybrid, local, regional, national, educational, fundraising-focused, or connected to a larger NWANA program.

Why events matter

Nordic Walking development needs more than websites, registrations, and results. It needs people meeting each other. It needs organizations understanding the mission. It needs sponsors seeing the opportunity. It needs leaders learning how to build programs. It needs communities seeing Nordic Walking as something real, organized, and worth joining. NWANA Events help turn interest into action. They can create new partnerships, raise funds, train leaders, recognize achievement, launch local programs, support instructors, and bring Nordic Walking into more communities.

Who events serve

For participants and supporters

NWANA Events give participants, families, supporters, donors, volunteers, and community members a way to connect with NWANA beyond a challenge or competition. At an NWANA Event, people may:

• learn about Nordic Walking
• meet instructors, coaches, leaders, and organizers
• support NWANA funds
• discover local groups and programs
• attend clinics or workshops
• celebrate achievements
• invite friends, family, or colleagues
• become part of the larger NWANA movement

For organizations

For partners

NWANA Events can help partners introduce Nordic Walking to their communities, organizations, employees, students, clients, members, or local audiences. Partner-supported events may include:

• community demonstrations
• school or university sessions
• senior and active aging programs
• wellness events
• workplace activity events
• local group launches
• public agency programs
• clinics, workshops, or education sessions

Events give partners a practical way to move from conversation to real activity.

For sponsors

NWANA Events give sponsors a visible way to support the growth of Nordic Walking while connecting with people, communities, and programs. Sponsor-supported events may help fund:

• instructor development
• community programs
• clinics and workshops
• awards and recognition
• fundraising events
• education sessions
• local group development
• health and wellness programs
• future competition pathways

Sponsors can help make NWANA Events more visible, more professional, and more accessible.

Hosts

For organizers and hosts

NWANA may work with organizations, venues, race directors, municipalities, schools, clubs, companies, nonprofits, and community partners to host or support events that align with NWANA's mission. An NWANA Event can be small and local or larger and regional. What matters is that it helps build Nordic Walking in a structured, safe, and meaningful way. Potential hosts may include:

• parks and recreation departments
• schools and universities
• senior centers
• community organizations
• corporate wellness teams
• nonprofits
• local clubs
• race and event organizations
• health and wellness organizations
• sponsors and partners

Announcements

Current and future events

NWANA is building an event pathway that can grow over time. Current and future events may be announced through this hub, NWANA communications, partner channels, and related RunSignup or TicketSignup pages. As NWANA grows, this page may include conferences, clinics, fundraisers, award events, education sessions, community launches, partner events, and other public programs connected to Nordic Walking development.