IDEAS TO HELP SPREAD THE WORD

Tell Your Employees

• Send an email to your employees. Let them know about the Challenge and rally them to participate and motivate them throughout the Challenge
• Feature the Commuter Challenge blurb on your intranet or internal newsletter.
• Add the Challenge to your organization’s shared or community calendar.

Let Your Clients Know

• Place a Commuter Challenge web banner on your website. Various sizes are available on the Challenge webpage, http://commute.org/get-rewarded/contests
• Feature the Commuter Challenge blurb on your website or in your external newsletter.
• Send an email to your email distribution lists. Affirm your support for the Commuter Challenge and encourage others to do the same!

Utilize Our Materials

• Post Commuter Challenge posters in prominent areas for both employees and clients to see.
  o For hard copies of posters, contact support@commute.org
  o Electronic versions of Challenge materials are located on the Challenge webpage, http://commute.org/get-rewarded/contests

Social Media

• Promote the Commuter Challenge via social media. Reference us in posts by using #CommuteSTAR
  o Facebook
  o Twitter
  o Instagram
  o YouTube
  o LinkedIn

Community Engagement

• Bring Commuter Challenge materials to any community events that your organization will be participating in.
• Use this as an opportunity to garner some positive goodwill by showcasing your organization’s commitment to reducing traffic congestions and improve air quality.