



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.
 - For hard copies of posters, contact support@commute.org
 - 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
 - Facebook (<https://www.facebook.com/commute.org/>)
 - Twitter (<https://twitter.com/SMCountyCommute>)
 - Instagram
 - YouTube
 - Linked In

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.