



# COMMUTER CHALLENGE 2023 MARKETING TOOLKIT



THANK YOU FOR SHARING THE ANNUAL COMMUTER CHALLENGE.

PLEASE FIND ENCLOSED A FLYER, GRAPHICS, AND SAMPLE MESSAGES FOR NEWSLETTERS, BLOGS, AND SOCIAL MEDIA. ASSET DOWNLOADS ARE AVAILABLE AT: [HTTPS://TINYURL.COM/COMMUTERCHALLENGE2023](https://tinyurl.com/commuterchallenge2023)

CONTACT US AT [SUPPORT@COMMUTE.ORG](mailto:support@commute.org) FOR QUESTIONS OR REQUESTS.

# JOIN THE COMMUTE.ORG 2023 COMMUTER CHALLENGE AND WIN AWESOME PRIZES!



UNLEASH YOUR INNER COMMUTE  
SUPERHERO AND SHOW OFF YOUR  
SUPERPOWERS BY EMBRACING NEW  
TRANSPORTATION MODES OTHER  
THAN DRIVING ALONE IN YOUR CAR  
THIS SPRING

CARPPOOL - VANPOOL - TELEWORK -  
BICYCLE - WALK - SHUTTLE - BUS -  
TRAIN

## START WINNING NOW

- GO TO [MY.COMMUTE.ORG](https://my.commute.org) OR  
SCAN THE QR CODE BELOW
- USE THE TRIP PLANNER TO  
DISCOVER YOUR COMMUTE  
OPTIONS
- LOG YOUR SUSTAINABLE TRIPS  
TO BE AUTOMATICALLY ADDED  
TO THE PRIZE DRAWINGS

### WEEKLY PRIZES

\$25 E-GIFT CARDS  
\$30 FASTRAK FLEX TOLL TAG  
\$50 CLIPPER CARDS  
AMAZON FIRE TABLET  
TOUCHSCREEN GLOVES  
WONDERBOOM SPEAKER

### GRAND PRIZES

AMAZON KINDLE SCRIBE  
\$200 ZAPPOS E-GIFT CARD  
\$300 CLIPPER CARD  
BOSE EARBUDS  
AMTRAK & HOTELS.COM  
PACKAGE



Funded by:



# Sample Social Media posts

ASSET DOWNLOADS ARE AVAILABLE AT:  
[HTTPS://TINYURL.COM/COMMUTERCHALLENGE2023](https://tinyurl.com/commuterchallenge2023)

## Twitter

Your mission, should you choose to accept it...

Join the @SMCountyCommute 2023 Commute Challenge: April 1 - May 31! Take commute modes other than driving alone.

Remember, not all heroes wear capes! They also walk, carpool, bike, telework, and ride transit!

JOIN NOW:

<https://commute.org/commuter-challenge-2023/>



## Facebook, LinkedIn

@Commute.org needs YOU to help them fight!

Join the 2023 Commuter Challenge from April 1 - May 31.

Public enemy # 1... Traffic! Too many civilians are driving alone! Your mission, should you choose to accept...

Take sustainable modes of transportation and qualify for weekly and grand prizes!

Remember, not all heroes wear capes! They also walk, carpool, bike, telework, ride transit, and the ferry!

Join Now!

<https://commute.org/commuter-challenge-2023/>



## Instagram

**smcountycommute** needs YOU to help them fight!

Join the 2023 Commuter Challenge from April 1 - May 31.

Public enemy # 1... Traffic! Too many civilians are driving alone! Your mission, should you choose to accept...

Take sustainable modes of transportation and qualify for weekly and grand prizes!

Remember, not all heroes wear capes! They also walk, carpool, bike, telework, and ride transit!

Join Now!

<https://commute.org/commuter-challenge-2023/>

# Sample article



## Join the Commute.org 2023 Commuter Challenge and Win Awesome Prizes!

**Your help is needed** for an epic battle against traffic! Thanks for joining us in the fight. Every time you complete a sustainable commute, we consider that a successful mission.

Unleash your inner commute superhero and show off your superpowers by embracing new transportation modes other than driving alone in your car this spring!

Join the 2023 Commuter Challenge from **April 1 - May 31**. You can qualify to win prizes weekly & grand prizes by using sustainable commute options like carpool, vanpool, telework, bicycle, walk, shuttle, or public transit on your way to or from work in San Mateo County.

**Weekly Prizes:** \$25 e-gift cards, \$30 FasTrak Flex toll tag, \$50 Clipper Cards, Amazon Fire Tablet & more

**Grand Prizes:** Amazon Kindle Scribe, \$300 Clipper Card, Amtrak & Hotels.com vacation package & more

Follow these steps to start winning prizes:

1. Go to STAR at [my.commute.org](https://my.commute.org) or scan the QR code
2. Use the trip planner to discover your commute options
3. Log your sustainable trips to be automatically added to the prize drawings



Your help can lead to a major victory against the traffic beast. The enemy is advancing and there is no time for hesitation. Join now at [my.commute.org](https://my.commute.org).