



Commuter Challenge 2024

Marketing Toolkit



Thank you for sharing the Annual Commuter Challenge.

Please find enclosed a flyer, graphics, and sample messages for newsletters, emails, and social media. Asset downloads are available at:
<https://tinyurl.com/CommuterChallenge2024>

Contact us at support@commute.org for questions or translation requests.

Sample Social Media posts

Artwork downloads are available at:
<https://tinyurl.com/CommuterChallenge2024>



Instagram, X @smcountycommute

🚀 Level up your commute game to earn a chance to win a \$250 gift card! 🙌 Pledge to not drive alone in the 2024 Commuter Challenge! #mycommute Pledge Now at <https://tinyurl.com/CCpledge24>

🌟 One Small Pledge. Five Big Prizes. 🚀 Level Up Your Commute Game. 🎁 Win a \$250 eGift Card. #mycommute. Pledge Now at <https://tinyurl.com/CCpledge24>

🌟 Unleash the power of your commute! 🙌 Take the pledge, join the @smcountycommute 2024 Commuter Challenge, and stand a chance to be one of the "Lucky 5" winners of a \$250 e-gift card.

Share your journeys using #mycommute for extra prizes! 🚗🌍

Pledge at <https://tinyurl.com/CCpledge24>

🎁 Your commute just got more exciting! #mycommute

🙌 Pledge to use a sustainable commute with the 2024 Commuter Challenge and automatically enter to WIN one of five \$250 e-gift cards @smcountycommute

Pledge now at <https://tinyurl.com/CCpledge24>

Facebook, LinkedIn @commute.org

🚲 Level up your commute game with the @Commute.org 2024 Commuter Challenge!

🙌 Take the pledge to use sustainable modes like biking, walking, carpooling, or public transit, and automatically enter to WIN one of five \$250 e-gift cards! 🎁 #mycommute

Pledge now at <https://tinyurl.com/CCpledge24>

🌟 Be one of the "Lucky 5" to win big!

Join @Commute.org in the 2024 Commuter Challenge by taking the pledge for a sustainable commute.

Share your journey using #mycommute for bonus prizes and log your trips on my.commute.org to win weekly goodies! 🚗🌍

Pledge now at <https://tinyurl.com/CCpledge24>

Sample news article



Join the Commute.org 2024 Commuter Challenge and Win BIG Prizes!

Evaluate your commuter experience with the 2024 Commuter Challenge!

Level up your commute game, and be one of the "Lucky 5" to win a **\$250 e-gift card!**

Join Commute.org in the 2024 Commuter Challenge and seize the opportunity to win big!

How to Play:

1. Take the pledge to use a sustainable commute mode (such as biking, walking, carpooling, or public transit)
2. Get automatically entered to WIN one of five **\$250 e-gift cards!**

Bonus prizes: Share your commute journeys with Commute.org @smcountycommute on Instagram using #mycommute for additional ways to win.

And there's more: Log your commute trips on the STAR platform at my.commute.org and earn chances each week to win fantastic prizes such as Sony Wireless Earbuds, Amazon Fire Tablet, \$50 Clipper Cards, and more.

Visit Commute.org to pledge today!

Sample email



Subject: Level Up Your Commute Experience with the 2024 Commuter Challenge!

Dear Team,

We are excited to invite you to participate in Commute.org's 2024 Commuter Challenge, an engaging initiative aimed at enhancing your daily commute while giving you the chance to win fantastic prizes!

Here's how to play and become one of the "Lucky 5" to score a **\$250 e-gift card**:

- 1. Take the Pledge:** Commit to using a sustainable commute mode, whether it's biking, walking, carpooling, or utilizing public transit (*just not driving alone in your car*).
- 2. Automatic Entry:** By taking the pledge, you'll be automatically entered into the drawing for a chance to win one of five \$250 e-gift cards!
- 3. Bonus Prizes:** Share your commute adventures with Commute.org on social media. Tag @smccountycommute on Instagram and use #mycommute for additional opportunities to win exciting prizes.

But that's not all – Commute.org added more incentives for you:

Log Your Commute Trips: Use the STAR platform at my.commute.org to log your commute journeys. Earn weekly chances to win incredible prizes, including Sony Wireless Earbuds, Amazon Fire Tablet, \$50 Clipper Cards, and a \$50 REI gift card.

Ready to take on the challenge? Pledge today by visiting Commute.org and set yourself on the path to a better commute experience!

Let's make commuting more sustainable, enjoyable, and rewarding together.

Best regards,

[Your Company Name]



READY TO LEVEL UP YOUR COMMUTE AND WIN BIG?

Take the Pledge Today

YOU COULD BE ONE OF THE "LUCKY 5" TO
WIN A \$250

E-GIFT CARD



Pledge to use a sustainable mode of transportation for your commute, such as bicycling, walking, carpooling, or using public transit to qualify for the prize drawing. The 2024 Commuter Challenge welcomes participants aged 18 and older who commute to, from, or through San Mateo County.

Para obtener información en español, cambie el idioma en la esquina superior derecha del sitio web.
如需中文訊息，請在網站右上角變更語言。

Get Started Now!

Take the pledge by scanning the QR code or visit
www.commute.org/commuter-challenge-2024.
Questions? Email us at support@commute.org

Commute.org



HAZ EL
COMPROMISO
DEL VIAJERO
DIARIO HOY

¿Listo para mejorar tus viajes al trabajo y ganar premios?

ABRIL 1
-
MAYO 31

SÉ UNO DE LOS "5 AFORTUNADOS" EN
GANAR UNA TARJETA DIGITAL DE

\$250



Comprométete a utilizar un medio de transporte sostenible para llegar al trabajo, como ir en bicicleta, caminar, compartir el coche o utilizar el transporte público para participar en el sorteo de premios.

El 2024 Commuter Challenge es para participantes mayores de 18 años que viajan a, desde o a través del Condado de San Mateo.

Para obtener información en español, cambia el idioma en la esquina superior derecha del sitio web.

¡Comienza Ahora!

Visita www.commute.org/commuter-challenge-2024
o escanea el código QR para participar.

¿Preguntas? Envíanos un email a support@commute.org

Commute.org

参与**2024**
年通勤挑战



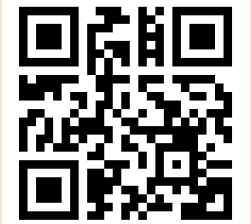
环保通勤、赢取大奖，你准备好了吗？

马上许下承诺

你会是“五名幸运之星”之一吗？

来赢取价值**\$250**的

电子礼品卡吧



4月1日至
5月31日

承诺使用环保可持续的通勤方式，如骑自行车、步行、拼车或搭乘公共交通，即可获得抽奖资格。2024年通勤挑战欢迎往返于或途经圣马刁(San Mateo)县的年满18岁人士参加。

如需中文信息，请在网站右上角更改语言。

立即行动吧！

请登录commute.org/commuter-challenge-2024或扫描二维码，许下你的承诺。
如有疑问，欢迎通过电子邮件向我们咨询：support@commute.org

Commute.org