

Getting Started with Way to Go! Organizers Tool Kit



Overview

This tool chest (housed in the “Promotion” page at www.waytogovt.org) is designed for Business, School and Community Organizers. There are specific ingredients to local success and the materials, resources and case studies contained in this tool chest will help in crafting your approach to encourage participation.

The goal is to encourage everyone to try a transportation alternative to get to work and/or school at least one day during the weeklong Way to Go! Commuter Challenge. You’ll find posters, informational brochures, tips and tabling materials to design and create your local promotional effort.

Way to Go! organizers are working at a statewide level to advance a multi-layered marketing program including radio and print advertising, special outreach events leading up to the weeklong event, and soliciting corporate sponsors to help incentivize participation. These statewide efforts are designed to help increase participation.

Numerous collateral pieces and materials are available and were designed with transparency and transferability in mind. You are encouraged to modify and add yourself as organizers and promoters of Way to Go! promotional materials. Refer to the downloadable materials under the “Promotion” page which can be printed on a local printer or copier.

Getting Started

To get started in your community, neighborhood, school and workplace, follow these easy steps:

1. Review the website for helpful links, success stories and resources.
2. Sign-up yourself as a participant to become familiar at how easy it is.
3. Sign-up your community, school or business under “Business Sign-Up”
[Note: we ask for one bit of information which might not be readily known. If you don’t know the population of your community, visit <http://maps.vcgi.org/indicators/profiles.cfm> to find out the population of your community.]
4. Click on “Promotion” and review the various resources to help in local promotion of the event. Don’t hesitate to use these materials and tools which have been designed to provide:
 - a) online or hardcopy sign-up;
 - b) friendly ways to compete (refer to award categories);
 - c) incentives and raffle prizes; and
 - d) our back-end office which provides a way to track progress.

Research has found that effective social behavior change occurs with a key set of ingredients. Specific drivers for success include project champions; special events; easy online sign-up and access to information; significant incentives and prizes; and knowing that you are part of a broader initiative which has multiple benefits to health, environment and the economy.

Encouraging top performing workplaces, schools and communities is easy and fun. Success of the overall program depends on local involvement and project champions with an ability to collaborate with key stakeholders. It is the intent of Way to Go! organizers to advance a transparent and transferable framework designed to help your local efforts grow, evolve and succeed.

Organizers Tools & Resources

Please feel free to use the online materials, and remember to tailor and apply them to meet your needs or for use by individuals and organizers for outreach to schools, businesses, groups and communities. The goal is to get as much participation of townspeople for the one-week challenge. Remember, there is a space to honor those who already do it. They should sign-up and celebrate with newcomers to using transportation alternatives. Getting started will more likely help you experience good results.

Remember, your local effort can be as simple and creative as you like. You know best your abilities and capacity. Use of creative ideas, local talent and interests and participation in existing events and activities are key ingredients to success.

Below is an outline of materials (some in Word format, some in pdf format) contained on the www.waytogovt.org website. These are designed specifically to support and simplify your promotional efforts. Note that statewide organizers have solicited great prizes and incentives to encourage participation. Downloadable coupons are available upon instant sign-up online. At the end of the event, prizes are awarded in a random drawing of participants from the sign-up list.

Visit www.waytogovt.org and click on “PROMOTION” for downloadable resources

New heading: “Promotion—For Community and Workplace”

Promotion – Organizers Guide to Outreach and Promotion

Promotion – Municipal Resolution example

Promotion – Energy Committee Proclamation example

Promotion – Sample email to employees

Promotion – Media Alert template

Promotion – Press Release ready to be sent directly to your local media and others.

[Registration is Now Open for Way to Go! Commuter Challenge, May 17 - 21, 2010 \(.pdf\)](#)

Promotion – Informational Brochure about Way to Go!

[Tri-Fold Brochure \(.pdf\)](#)

Promotion – Tips and Steps: Two handy guides with easy ways to get your town, school, or workplace to participate in Way to Go!

["Getting Started in Your Community or Group" Flyer ~ 2010 \(.pdf\)](#)

[Tips & Steps for Promotion in the Workplace \(.pdf\)](#)

Promotion – Advertisements: Three different event advertisements ready for your local newspaper, business and organization newsletters, and emails. Save them as images and include in your emails!

[Newsletter Advertisement \(Black & White\) - 2009 \(.pdf\)](#)

[Newsletter Advertisement \(Color\) - 2009 \(.pdf\)](#)

[Small Black & White "Way To Go" Ad \(.pdf\)](#)

Promotion – Paystuffers: Two designs that can be included with employee paychecks

[Employer Paystuffer 1\(.pdf\)](#)

[Employer Paystuffer 2\(.pdf\)](#)

Promotion – Award Categories: Explains the different award categories

[2010 Commuter Challenge Award \(.pdf\)](#)

Promotion – 2009 Winners: Lists the Way to Go! award winners from 2009 – see who your top competition may be!

[2008 Participating Employers...and the winners are! \(.pdf\)](#)

New heading: “Tabling Materials and Graphics”

Poster – Table Top Display Sample

Poster – Why Wait headings - Save in Just One Week description

Poster – Sign Up Your Workplace or Group headings

Poster – Register and you will receive...(prize list)

Poster – Consider Becoming a Sponsor / Thanks to Our 2009 Sponsors

Poster – 8”x14” Why Commute Green with Sneakers / Tire / Signal

Poster – Three Easy Steps to Participate

Poster – In Just One Week 2009 Savings

Poster – Graphics – Stars

Poster – Way to Go! Logo (jpeg graphic)

Poster – Three-poster series: new design for 2010!

[Promotional Poster Series - 2010\(.pdf\)](#)

Table – Clipboard Sign Up Forms – Workplace Volunteers

Table – Signed Up to Participate reminder card - 10 per sheet

Table – I Pledge to Sign-Up reminder card – 10 per sheet

New heading: “Become a Sponsor and Supporter of Way to Go”

Sponsorship – How can I Sponsor or Support Way to Go?

Sponsorship – Business Radio Promotion Opportunity

Visit this link for a list of the incentives for signing up for Way to Go! All registrants receive valuable coupons just for signing up, and everyone is automatically entered into a raffle for great prizes! <http://www.waytogovt.org/incentives.php>

Remember – Individuals, businesses, communities and schools can all register online at www.waytogovt.org.