



## Team Captain Schedule

### PRE-Challenge

- Recruit team members – April 1 – 30<sup>th</sup> (although people can join after May 1st)
  - April 4<sup>th</sup> - Send out email blast #1
  - April 11<sup>th</sup> – Send out email blast #1.
  - April 25<sup>th</sup> – Send out email blast #2.
  - Host a fun registration event with food! (Optional)
- \* You will get an email when each person registers. They'll get an automatic welcome email from commuteSMART, but please feel free to acknowledge as well!
- \*Every Monday you will get an email with the sample blast for that week as an attachment.
- Give a “Hey You” shout out to other companies re: joining the Commuter Challenge. For each company that registers and participates, you'll receive a \$50 Portsmouth Ala Carte gift card!

### GAME ON!

- Give out “first logged trip” bag ‘o swag. You will receive an email when each person logs his or her first trip.
- Week 1 – May 1 – 5<sup>th</sup> Send email blast #3
- Week 2 – May 8 – 12<sup>th</sup> Send email blast #4
- Week 3 – May 15 – 19<sup>th</sup> Send email blast #5 and distribute new swag that commuteSMART will deliver to you on the 15th
- Week 4 – May 22 – 26<sup>th</sup> Send email blast #6, hold raffle (commuteSMART will deliver prizes and names to you on the 22<sup>nd</sup>). Get RSVP's for the after party.
- Week 5 – May 30-31 – Send email blast #7

### GAME OVER!

- June 1st – Send out thank you email blast #8
- June 8<sup>th</sup> – Celebrate at the Challenge After Party, 3S Artspace, Portsmouth!!
- June 12<sup>th</sup> – Distribute coffee gift cards
- June 12- 30<sup>th</sup> – Anne will be contacting you for post-Challenge feedback

*Thank you! Thank you! Thank you! Thank you! Thank you! Thank you! Thank you! Thank you!*