**Key Dates 2019**

**PRE-Challenge**

□ **Register your team** by filling out the form (including # employees) and return to Anne.

□ **Recruit team members: Now - April 30th** (OK for folks to join after May 1st though)

□ **April 2nd** - Send out email blast #1 and hang poster #1

□ **Host a** **fun registration event** with food! (Optional)

□ **April 9th** – Send out email blast #2.

□ **April 23rd** – Send out email blast #3 and hang poster #2

□ Encourage other companies to join the Challenge. For each company that participates, you’ll receive a Portsmouth a la Carte gift card. Team members are eligible as well.

□ Every Monday you will get an email with the sample blast for that week, updates, and instructions.

**GAME ON!**

□ **Month of May**: Give out swag when commuters log their first trip.

□ **May 1st** **Challenge Kick-off party** sponsored by the Portsmouth Brewery, 5:30 – 7pm. Free food, cash bar.

□ **Week 1 – May 1st** Send email blast #4, hang poster #3

□ **Week 2 – May 7th** Send email blast #5,

□ **Week 3 – May 14th** Send email blast #6, hang poster #4, hold a raffle (You will receive raffle items May 10th or 13th)

□ **Week 4 – May 21nd** Send email blast #7, Get RSVPs for the Challenge After-Party.

□ **Week 5 – May 31st** Send email blast #8, Last call for RSVPs to After-Party.

**GAME OVER!**

□ **June 11th** Celebrate at the After-Party, 3S ArtSpace, Portsmouth, 5:30 – 7pm.

□ **June 12th** Begin distributing coffee gift cards

□ **June 17- 28th** Anne will contact you for post-Challenge feedback