**Key Dates 2020**

**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 also)

 □ **April 7** - Send out email blast #1 and hang poster #1

□ **Host a** **fun registration event** with food! (Probably not in person this year.)

□ **April 14** – Send out email blast #2.

□ **April 21** – 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.

□ April 30th **Challenge Kick-off party** sponsored by the Portsmouth Brewery, 5:30 – 7pm. Free food, cash bar. (This may be cancelled.)

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

□ **May 5** Send email blast #5, no poster

□ **Week 2 – May 12** Send email blast #6,

□ **Week 3 – May 19** Send email blast #7, hang poster #4, hold a raffle (You will receive raffle items the previous week)

□ **Week 4 – May 26** Send email blast #8, Get RSVPs for the Challenge After-Party.

**GAME OVER!**

□ **June 17** Celebrate at the After-Party, 3S ArtSpace, Portsmouth, 5:00 – 6:30 pm. Hopefully this won’t be cancelled.

□ **June 18** Begin distributing coffee gift cards