

## Weekly Cheerleading Guide



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### Wednesday, April 7th

#### EMAIL BLAST #1: “Join the Commute Smart B2B Challenge May 1st – 31st!”

Did you know our company is competing in the upcoming [Commute Smart B2B \(Business to Business\) Challenge](#)? It’s a fun contest to use sustainable transportation during the month of May.

All you have to do is commute to work using any mode **other than driving alone** (e.g. working from home, riding your bike or moped, walking, taking the bus, or carpooling). You register online and then log your trips throughout the month. You don’t have to commute smart every day...whatever works for your schedule.

You can get cool swag plus you’ll save money from savings on gas, tolls, and vehicle maintenance.

Not sure about sustainable commuting options? Visit [www.commuteSMARTseacoast.org](http://www.commuteSMARTseacoast.org) for more information and commuting tips.

Click [here](#) to join our team and be part of the smartest, greenest workforce. Or if you have competed before simply login [here](#).

Your wallet and your planet will thank you!

Sincerely,

XXXX

Captain, Team XXXXX

P.S. Getting to work has never been so much fun!

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### Wednesday, April 14th

Resend Email blast #1 with a P.S. “If you’ve already signed up, thanks so much!”

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**Wednesday, April 21st**

**EMAIL BLAST #2: “Don’t miss out – only 1 week left”**

Don’t miss out!

There’s only one and a half weeks before the Commute Smart B2B Challenge! It kicks off May 1st<sup>th</sup> and runs through May 31<sup>st</sup>.

Click this [link](#) to join our team and be part of the smartest, greenest workforce by teleworking, bicycling, walking, bicycling, taking the bus, or carpooling! Or if you have competed before simply login [here](#).

Getting to work has never been so much fun!

P.S. If you’ve already joined our team, thanks so much!



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**Monday, May 3rd**

**EMAIL BLAST #3: “Let the games begin!”**

The B2B Challenge has begun! Thanks so much for joining our team.

Your pocketbook and your planet thank you for commuting smart.

You log your trips [here](#). As the Challenge progresses, you will see how our team stands in real time ranking. When you click on our team name, you’ll see your individual ranking.

Getting to work has never been so much fun!

P.S. Do you have anything to share on social media about your smart commute? Use #CommuteToWin and our company name. We could win a prize for most social media buzz! Highlights of the social media posts are found below the Challenge leaderboard.

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Tuesday, May 11th No poster

**Email blast #4: “Having fun commuting smart!”**

It’s Week Two of the Commuter B2B Challenge and we’ve got **X#** people on our team! We are telecommuting, bicycling, walking, taking the bus, and carpooling (*you may need to edit these options*) to save money and help the planet, and get exercise. Now that’s smart!

Are you getting into the habit of logging your trips? Most folks do it as they start their work day in the morning or during lunch.

P.S. Do you have anything to share on social media about your smart commute? Use #CommuteToWin and our company name. We could win a prize for most social media buzz! Check out highlights of the social media posts below the Challenge leaderboard.

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Tuesday, May 18th Click [here](#) to download poster.

**Email blast #5: “Keep up the good work!”**

Thanks for commuting sustainably during the last two weeks! You are doing your part to help reduce carbon emissions and put money in your pocket. Very smart!

Are you keeping up with logging your trips? **If you don’t log, it didn’t happen!**

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Tuesday, May 25th No poster

**Email Blast #6: “Have you logged...only 6 days left in the Commuter Challenge!”**

Only six more days to the finish line! Thanks for all your effort for our team!

Don’t forget to log your trips [here](#).

P.S. You’re invited to a virtual celebration party! Details will be sent via team captains soon.

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**Monday, June 7th**

**Email blast #7: “Thanks for commuting smart!”**

Thanks to everyone on **Team \_\_\_\_\_** for your great effort in the Commuter Challenge. We **placed \_\_\_\_\_** in the most sustainable trips category. **List any awards here.**

Just because the Challenge is over, doesn't mean you should stop commuting sustainably.

Again, thanks so much for commuting smart!