

Key Tasks for Team Captains 2022

PRE-Challenge

- **Create an account on the new CommuteSmart NH platform** – Play around with the [mobile or web app](#)¹, get acclimated, and begin logging trips. They won't count towards the challenge until May, but you can begin earning in-app incentives right away!
- **Participate in the Kick-Off** – Exact date TBD, will be held in mid-April.
- **Monday, April 25 - Recruit team members** - Send out email blast #1 from the "Sample Email Blasts."
- **Encourage other companies to join the Challenge** - Use email or social media to encourage other companies across the Seacoast to join in on the fun, and compete in the B2B Challenge.

GAME ON!

- **Monday, May 2** – Send out email blast #2 from the "Sample Email Blasts." Following this email, those with an account now receive automated emails from within the app.
- **Get Social** – Encourage your colleagues to share their participation on social media. Public posts with the #CommuteToWin and our company name. We can win a prize for most social media buzz!

GAME OVER!

- **Look out for an email announcing the winners!** - We will follow up with an email announcing the winners of the B2B Challenge shortly after it ends! A great job to you and your team!

¹ <https://commutesmartnh.agilemile.com/seacoast>