

Email Copy for Team Captains

This year the trip logging platform will send automated emails to those with an account. We have provided two introductory emails below to send to your co-workers. Once the challenge starts, they will receive weekly automated emails to encourage participation.

Monday, April 25

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. telecommuting, riding your bike, walking, taking the bus, or carpooling). You may have already been prompted to complete your online profile, but if you haven't, simply make an account [online](#). You must fill out your organization's name and address in your profile to join your team! Then, log your smart commutes throughout the month of May to help our team go for glory.

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 for more information and commuting tips.

Your wallet and the planet will thank you!

Sincerely,

XXXX

Captain, Team XXXXX

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

Monday, May 2

EMAIL BLAST #2: "Let the games begin!"

The B2B Challenge kicked off yesterday, May 1! Thanks to those who completed their online profile, or created a new account to participate on our team for the first time. For those that haven't signed up, you can still [make an account](#) at any point this month and participate with us. Make sure to fill out your organization's name and address in your profile to join your team!

Your pocketbook and the planet thank you for commuting smart.

Log your trips [here](#). As the Challenge progresses, you will see how our team stands against others in the Seacoast by navigating to the web or mobile app menu and selecting More > Special Event.

Getting to work has never been so much fun!

Sincerely,

XXXX

Captain, Team XXXXX

P.S. Do you have anything to share on social media about your smart commute? Use #CommuteToWin, our company name and tag CommuteSMART Seacoast. Their handles are @commutesmartseacoast (Facebook), @commuteSMART2(Twitter) and @commutesmart(Instagram). We could win a prize for most social media buzz!