



What should you do next?

Plan Your Campaign as Soon as Possible

- Review this toolkit.
- Set up or update your employer network on the [Wheel Options administrative site](#).
- Select the activities and messages you will use and tailor them to fit your company.
- Encourage employees to “like” Wheel Options on Facebook, and follow Wheel Options on Twitter, as there will be additional prizes and information over these social networks.
- Ask management for their support and a modest budget to help support your campaign. If your employer can’t provide prizes, just recognizing the efforts of those who participate or those who qualify for the Grand Prize can be gratifying for employees. Remember that not all prizes need to be elaborate – a company mug or sweatshirt are also great prizes to give away...or even lunch or coffee with an executive (or the ETC!).

Notify Your Employees

- Display Wheel Options posters on message boards, in break rooms and in other common areas. Do you have a digital display at your work? If so, ask if you can get information up.
- Include some or all of the sample messages in company communications. Be sure to tailor all messages to fit **your** worksite(s).
- Use some of the suggestions found in the “Additional Ideas” section of this toolkit to generate extra interest in your campaign.

Have Your Employees Enter to Win

- Online: Employees must sign up and log eligible commutes at www.WheelOptions.org. The online entry will be available beginning **Oct. 1, 2016**. The more often they log their trips, the more chances they have to win weekly prizes.
- Paper: Having employees enter their own information online is the fastest and easiest way, however, we understand if there are employees without set worksites or computers. In these cases you will need to provide them paper entry forms to fill out which you will collect and enter online. You will enter their trip data using the proxy entry tool on www.WheelOptions.org. We recommend collecting and entering the paper calendars every week, as you can only retroactively enter commutes going back 28 days. **All data must be entered in by November 7**, so we suggest setting a turn-in-date of Nov. 2 (or earlier) for the paper forms so you will have time to enter in your employees’ commute data.

Follow up with Employees

- Thank employees for sharing and saving rides and for participating.
- Communicate your internal results. Let everyone know how many people participated, who won your worksite prizes (if applicable) and how much pollution was prevented during the campaign.
- *Optional:* Hold your own worksite prize drawing(s). This can be as easy as a drawing for a handful of employer gifts (t-shirts, cups, giveaways) or more elaborate such as a gift basket or tickets to a sporting event or concert.

Announce the Results of the Statewide Prize Drawing

- Winners will be posted at www.WheelOptions.org.
- Winners may also be posted on the [Wheel Options Facebook](#) page.



Additional Ideas on how to Promote Wheel Options

Use and amend all or some of the below suggested promotional ideas to maximize your company's participation in Wheel Options.

Campaign Kickoff

- Get everyone's attention on the **first day** of the campaign.
- Using plain white paper, cover the main entrances of your worksite early on the morning of the first day of the Wheel Options campaign to create a high contrast backdrop for Wheel Options posters. Post pictures of Wheel Options participants (past or present) on the white wall.
- Greet employees as they enter the building for work with coffee and muffins.
- Hand out Wheel Options and commuting materials.

"Carpool Day" Promotion

- Designate a day during Wheel Options as "Carpool Day" for your company.
- Remind your employees the week before and encourage them to sign up at www.RideshareOnline.com to find a partner.
- Offer special incentives and prizes for anyone who carools on "Carpool Day."
- Have a US National Park-themed special breakfast or lunch ready for your carpoolers.
- Hold a contest for the most creative carpool (maybe a "carpool karaoke" video contest?).

Scavenger Hunt

- Get everyone involved in the campaign.
- Purchase small prizes (try a National Parks theme, if possible).
- Each day of the Wheel Options campaign, hide one of the prizes somewhere at your worksite.
- Give away National Parks-themed gifts to employees who find the prizes, such as a map of or guide to the National Parks, small hiking items, mittens, a disposable camera, etc.

Easy, Low-cost and Free Promotions

- Raffle a breakfast or lunch with the CEO (or another well-liked upper management person) to participants.
- Have casual Fridays in the month of October be National Parks-themed.
- Hold a cookbook recipe contest. Ask employees to submit their favorite recipes from across the country. Compile the recipes into a cookbook and provide copies of the book as prizes.
- Ask the company cafeteria to offer a National Parks-themed lunch and host a commute information table at the same time.