

2009 Branch Out for Clean Air Campaign Promo Ideas

Branch Out Event

Use this event to encourage employees to “Branch Out for Cleaner Air!”

- ✓ Schedule an event during the lunch hour and offer door prizes for attendees.
- ✓ Provide information about your company’s subsidies and/or incentives for using commute alternative, and announce any contests or weekly activities planned.
- ✓ Invite your CEO to participate and be part of the fun.

Commuting Mentor Buddy

Many people are tentative about trying something new. Encourage participation by offering the services of a knowledgeable buddy. It helps the inexperienced first timer feel more confident and makes the dedicated alternative commuters feel special.

- ✓ Match a new bus rider with a seasoned bus rider or a novice bicyclist with an skilled bicyclist and so on.
- ✓ Remember to thank the buddies with a special treat and a small thank you card or note!

Offer a Free Lunch

Nothing motivates like the promise of a free lunch! Just remember to advertise your incentive well in advance!

- ✓ Buy or ask an area restaurant to donate gift cards for one or two free lunches.
- ✓ After the commute calendar closes for the month, pick your winner(s) and reward them with a free lunch.
- ✓ Option: if you have a budget, buy box lunches or a pizza for all those who participate on a particular day, or during a given week, or for the month.

Combine Errands Contest

Combining errands saves money, gas, time and most of all, our *air!*

- ✓ Encourage your coworkers to “link their trips” when they drive home from work. Getting a haircut, going to the grocery store, bank or pet store on their way home are just a few examples.
- ✓ Create a contest where the employee with the most linked trips wins a prize—a bag of M&Ms perhaps or jelly bellies, or a Starbucks \$5 gift card.

Walking or Riding Event Lunch

- ✓ Plan a lunch at a nearby restaurant and either walk or ride the bus to get there.
- ✓ Everyone pays for their lunch, but participants are entered to win a “mystery prize.” All you have to do is come up with a fun prize—perhaps one of the items listed in the above bullet!

Mystery Gift

- ✓ Gift wrap a prize in a box and place another prize (copy of real one) in an envelope and display the items in the lunchroom or other common area.
- ✓ Inform employees that if they use a commute alternative once in July, and fill out their commute calendar on MyCommute.org, they have a chance to win. Curiosity often increases participation.
- ✓ At the end of the month, draw two names and allow each winner to choose either the box or envelope. Consider getting prizes that employees can enjoy during their commute such as a certificate for books, music or coffee.