

# Travel \$ave Green

## Promo Ideas

### Each week in April reward your participants!

#### **Week 1 – Go the EXTRA mile!**

Use your Safeway gift card and purchase Extra Gum (green) for all your participants at your worksite. Write a thank you note for going the “extra” mile to use a commute alternative in April. Tape or glue the gum to your thank you note and hand deliver it to your participants. Or give them special recognition in a staff meeting, so others who didn’t use a commute alternative are envious of the recognition. Make it a BIG deal to get others talking! Reward new participants all month with the Extra Gum.

#### **Week 2 – Recognize your participants!**

Post a certificate of recognition for each participant on a bulletin board or on the outside of their cubicle for other employees to see. Reward your participants with a small piece of candy and a hand written note saying “thank you.” Send out an email message telling employees “it’s not too late” to get in on the action! Encourage them to use a commute alternative just once in April. Don’t forget to tell your first time participants if they participate 5 times they’ll go into a drawing for a \$100 Visa Cash Card.

#### **Week 3 – “Hold a Drawing”**

Keep your employees on their toes! Encourage participants to fill out their commute calendar by the end of this week then hold a special drawing for participants on Friday. Use your Safeway card to purchase smaller gifts or exchange it for smaller denominations of Safeway gas cards. Spread the rewards out all month and keep your participants in anticipation.

#### **Week 4 – Reward participants with a Pizza party!**

Invite all your participants to the lunch room for pizza on a specific day. Make sure you tell them in advance so all employees can make a choice to participate and join in the fun! Ask your executive or top management who participated, to get up and thank all the employees who participated. Having support from your executive and top management will help endorse your CTR program to employees.

### Other great ideas!

**Reward participants** with a jeans day, casual dress day or movie and popcorn in the lunch room. These are inexpensive incentives that also help you get support from management.

**Reward employees with a candy bar!** Make it fun by incorporating the name of the candy bar into your messaging. Thanks to my 3 Muskateers for carpooling (give to a 3 person carpool). You hit a home run with Baby Ruth (good for any commute alternative! You’re a starburst for Travelling Green in April! 100 Grand Thank You for Travelling Green!

**Create a “Travel Green” Bulletin Board!** On green paper, trace the shape of a car, bus, bike or person. Write the participants name on the cut out and post it on a bulletin board. Put a title at the top of your bulletin “Thank you for Travelling Green this Spring!”

