



**wheel  
options**  
your trip, your way.

## Great Ideas for Promoting Wheel Options

### Snack Patrol

- Pick a day to go around the office and surprise Wheel Options participants with a snack. If you work for a large company, pick different days to surprise different departments or buildings.
- Ask committee members to help with the patrol.
- Individually wrapped snacks work best. This way you can leave behind a snack for a known smart commuter not at their desk or workstation.
- Decorate your cart or carrying box with Wheel Options logos and information.
- Put stickers on the snacks with the Wheel Options logo. Remind them to submit to fill out their online calendar on MyCommute.org by November 8, 2009!

### Coffee and Muffins

- Greet employees as they enter the building for work with coffee and muffins.
- Hand out Wheel Options and commuting materials.

### Coloring Contest

- Invite daughters and sons of employees to enter a coloring contest.
- Provide the artists with a theme, such as "What would you do in Italy?" and contest rules such as age groups, paper size and due date.
- Ask your committee or managers to judge the winners. Post artwork in the cafeteria.
- Provide a prize to the winner in each age group.

### Treasure Chest

- Fill up a treasure chest with prizes. A large company can take a picture of the filled treasure chest and add a description of the prizes in an e-mail or newsletter article.
- Write a riddle that needs to be solved.
- Participants earn one clue that will help them solve the riddle for each day they use a commute option other than driving alone.
- All employees with a correct answer get to select a prize from the treasure chest.

### Trivia Contest

- Get your Wheel Options message read!
- Find some fun factoids about commuting or Rome. Create a couple of trivia questions.
- Hold the contest by e-mail. Tag the trivia contest to the end of your regular Wheel Options e-mail message. Remember to get their attention with "trivia contest" in the Subject Line.
- All participants with correct answers go into a prize drawing.
- Announce the answers and the winners in a future e-mail.

