



## Sample Memo to President or CEO from ETC

Use this memo to solicit support from your company's President/CEO for your Wheel Options campaign.

Date: <Date>  
To: <President/CEO's name>  
From: <Your name>  
Re: Wheel Options Fall Promotion

Coming shortly <Company name> has a great opportunity to not only partner with the Washington State Ridesharing Organization but also make a community contribution to the environment and eliminate congestion by participating in the upcoming Wheel Options campaign. This campaign encourages our employee commuters to try an alternative to driving alone. I would like your support in promoting this campaign to our employees, **October 18-31**. In addition to promoting Wheel Options, I'll be promoting the countywide prizes being given away for participants that just participate once during the whole month of October.

When employees try an alternative commute just two times during the two week promotion, they are entered to win great prizes, including a trip to Italy and a Rick Steves Best of Rome 7 Day Tour! Hundreds of employers across the state successfully used this promotion last fall to encourage alternatives to drive-alone commuting and to reduce traffic congestion.

Because <Company Name> is continually striving to meet the requirements of Washington State's Commute Trip Reduction Efficiency Act, our participation in this campaign will positively affect our commute program. The promotion requires minimal staff time. All the materials, as well as a statewide prize drawing, are provided at no cost to <Company name>.

In order to make the promotion as successful as possible, I would like to leverage the state and local prizes with company prizes. Please consider my request for a budget of <requested budget here> to purchase incentives for our participants. This will guarantee that a number of our employees will be rewarded for their participation, regardless of the results of the statewide prize drawing. In addition, I have drafted and attached a letter to all employees from you, encouraging their participation. I would appreciate your signature on the letter and am happy to edit it upon your review.

Your support for the Wheel Options promotion is important to its success and the success of our Commute Trip Reduction Program. If you would like additional information about the promotion or our commuter program, please contact me at <phone number> or <e-mail address>.

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

