



Great Ideas for Promoting Wheel Options

Campaign Kick-off

- Get everyone's attention during the campaign.
- Using plain white or bright yellow paper and place it behind the poster as a bold border to the Wheel Options poster. Display in several areas and in high traffic areas for employees to see.
- To create excitement about the trip to Hawaii, greet employees as they enter the building for work on the first day of the statewide Wheel Options campaign with coffee and muffins.
- Hand out information about your CTR program and commuting options.

Visible Applause

- Let everyone know that employees who use a commute alternative to get to work are appreciated.
- Pick a day to sneak around your worksite tying balloons to bicycles, carpoolers' cars, and the work stations of employees who walk and ride the bus to work.
- Reveal the mystery of the balloons with an email sent to all employees from the company executive, thanking employees for making the choice to participate during the Wheel Options campaign.

Create Your Own Hawaiian Beach

- Get everyone excited about winning the trip to Hawaii
- Purchase or borrow a boogie board and other items that make you think about having fun on the beach – a lounge chair, beach umbrella, tropical beverage container, Hawaiian shirt, etc.
- Make a display with your props in a little pile of sand contained in a kiddie wading pool and put up the Wheel Options poster nearby

Scavenger Hunt for Tropical Fish

- Get everyone involved in the campaign
- Purchase small tropical fish toys (available inexpensively online)
- Each day of the Wheel Options campaign, hide one of the fish somewhere at your worksite
- Give away small tropical-themed gifts to employees who find the fish – flip flops, sunscreen, a pineapple, sunglasses, a tropical houseplant, a beach towel, etc.

