



Toolkit E-mail Content

Use all or some of the email messages suggested below. Remember to customize the yellow highlighted text to update the links and to fit to your worksite.

Pre-Promotion – week of Sept. 26

SUBJECT: October is the time to **LOVE YOUR COMMUTE** with the Wheel Options promotion!

Wheel Options begins October 1! Leave the car at home or pick up carpool buddies during October and *Love Your Commute!* Complete and [track at least six days of Wheel Options](#) modes—that’s vanpooling, riding your bike, walking, carpooling, riding the bus, [tele-commuting](#), compressing your work schedule or a combination of all these modes—and you will automatically be entered into a drawing for a chance to WIN some great statewide prizes, including a \$1,500 [grand prize \(Tango Reward Card\)](#), \$500 second prize ([Tango Reward Card](#)) and a host of \$50 retail gift cards. Local prizes include (4) \$50 and (8) \$25 gift cards!

<Add any workplace prizes you will offer>

So *Love Your Commute* and track Wheel Options modes on [MyCommute.org](#) starting Oct. 1st! Grand and second Tango Reward Links allow winners to choose between more than eight-dozen top retail brands and non-profits—spending all the winnings on one brand, giving to charity or splitting it up amongst multiple—so winners will get to choose the prize (or prizes) they love!

Questions? Contact me, your Employee Transportation Coordinator, at [<phone number> or <e-mail address>](#) for assistance in planning your trip. All employees are encouraged to participate!

Show the love! Starting in October, post a photo of you and the commute you love to the [Wheel Options Facebook page](#) for your chance to WIN a \$25 weekly prize!



[MyCommute.org](#) | [CommuteFinderNW.com](#) | [EngieInsight.com](#)



Promotion Begins - Week of October 1

SUBJECT: Fall in LOVE with your commute during Wheel Options!

Wheel Options *Love Your Commute* promotion has officially begun! Fall is in the air... and it is time to fall in love with your commute and find the perfect pairing of Wheel Options commute modes! Try, mix-and-match, complete, and track on [MyCommute.org](#) at least six days of Wheel Options modes and you will be automatically entered in a drawing for the chance to WIN some great prizes—modes include vanpool, carpool, bus, riding your bike, walking, [working from home](#) or compressing your work week (e.g., four, 10-hour shifts in a week).

Statewide prizes include a \$1,500 & \$500 prize – and over a dozen various \$50 retail gift cards. Local prizes include (4) \$50 and (8) \$25 gift cards! [<Insert your workplace challenges/rewards/prizes>](#) Top winners will get to choose a prize they love – grand and second [Tango Reward Links](#) allow winners to choose between more than eight-dozen top retail brands and non-profits—spending all the winnings on one brand, giving to charity or splitting it up!

Contact me, your Employee Transportation Coordinator, at [<phone number> or <e-mail address>](#) for assistance in finding a commute match made just for you [or about our telework, compressed work and other carbon-free commuting options](#). All employees are encouraged to participate!

Washington commuters will also have the chance to WIN weekly prizes by posting snapshots of themselves on how they are loving their commute via their preferred, new or combined Wheel Options mode to the [Wheel Options Facebook page](#).



[MyCommute.org](#) | [CommuteFinderNW.com](#) | [EngieInsight.com](#)





Week of OCT 8

SUBJECT: Love Your Commute and get a breath of fresh air!

Romance is in the air when you fall in love with your commute! Look into carpooling and share the love of sharing the ride. Check out CommuteFinderNW.com to find potential perfect matches – and while you’re at it, be sure to track your commutes on MyCommute.org so you can be on your way to qualifying to WIN some great Wheel Options prizes, statewide includes a \$1,500 and \$500 [Tango Rewards](#) and over a dozen various \$50 gift card prizes. Local prizes include (4) \$50 and (8) \$25 gift cards! **<Insert your workplace challenges/prizes>**

Want to rideshare with four or more people? Vanpooling may be just your type. Not sure what a vanpool is, how to start or how to join one? **Check out this [informational vanpool video](#).**

Want to share even more? Post a photo of your beloved Wheel Options commute to the [Wheel Options Facebook page](#) for your chance to WIN a \$25 weekly gift code. Sharing is caring, right?

Contact me, your Employee Transportation Coordinator, at **<phone number> or <e-mail address>** for assistance in planning your trip. All employees are encouraged to participate!



[MyCommute.org](#) | CommuteFinderNW.com | EngieInsight.com



Week of October 15

SUBJECT: All you need is Love—and a Great Commute!

There’s no commute you can do that can’t be done. No commute you can sing about that can’t be sung. Find a commute you can love and learn how to play the game. It’s easy. All you need is...to fall in love with your commute!

Try combining Wheel Options modes such as riding your bike and transit. Most buses and STA Vanpool vans are already equipped with bike racks to get you where you need to go! Not sure on how to load a bicycle onto a bus? **<Watch this video or visit this page [STA Why Biking to Work is Awesome!](#) for a quick tutorial on how it’s done!>**

Bicycling’s not your thing? Why not try walking to a bus stop or taking transit closer to your destination and walking the rest of the way?

We’re half-way into Wheel Options so remember to track at least six days of Wheel Options modes on MyCommute.org to be in the running for a chance to WIN great prizes. **<Insert your workplace challenges/rewards/prizes>**

Want help finding the best route to walk or bike? Contact me, your Employee Transportation Coordinator, at **<phone number> or <e-mail address>**. All employees are encouraged to participate!

Check out Wheel Options on Facebook—Post a photo of your Wheel Options commute to the [Wheel Options Facebook page](#) for your chance to WIN a \$25 weekly prize. Sharing is caring, right?



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Week of OCT 22

SUBJECT: One week left to Love Your Commute—Try a New Mode Today!

Now is the time to try transit! Now is also the perfect time to post a photo of you showing and telling us why you *Love Your Commute!* Post the pix and your favorite Wheel Options mode on the [Wheel Options Facebook page](#) for the chance to WIN a weekly \$25 prize. **<Insert your workplace challenges/prizes>**

The deadline for tracking your trips on [MyCommute.org](#) is Thursday, Nov. 8, 2018.

Contact me, your Employee Transportation Coordinator, at **<phone number>** or **<e-mail address>** for assistance in planning your trip and/or instructions on how to log your trips. All employees are encouraged to participate!



[MyCommute.org](#) | [CommuteFinderNW.com](#) | [EngieInsight.com](#)



Week of October 29

SUBJECT: Wheel Options is ending but you can still LOVE YOUR COMMUTE—Track six days by Nov. 8 to WIN!

While Wheel Options is coming to an end we hope you Love Your Commute. Please track all your Wheel Options trips by Thursday, Nov. 8 on [MyCommute.org](#) - If you track at least six (6) days of Wheel Options commutes—walk, ride your bike, vanpool, carpool, ride the bus, telework or compress your work week – or any combination of them—you will be automatically entered to WIN great prizes, statewide includes a \$1,500 prize, \$500 prize and more than a dozen \$50 retail gift cards. Local prizes include (4) \$50 and (8) \$25 gift cards!

Contact me, your Employee Transportation Coordinator, at **<phone number>** or **<e-mail address>** for assistance in planning your trip. All employees are encouraged to participate!



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Week of November 5

SUBJECT: Wheel Options thanks you for your efforts to Love Your Commute and keep Washington greener!

Thank you so much for saving, sharing, tracking and loving your commute in October. Wheel Options and MyCommute.org appreciates you participating by taking cars off the road.

More than ### of your fellow commuters participated in Wheel Options, preventing ###<insert Metrics> and saving ###<insert Metrics>

Wheel Options is brought to you by the [Washington State Ridesharing Organization \(WSRO\)](#) a statewide organization made up of transit, employer and jurisdictional volunteers. This organization is dedicated to encouraging non-drive-alone trips to help reduce pollution and traffic congestion.

And just because Wheel Options is over, doesn't mean you can't continue to *Love Your Commute*. Keep taking Wheel Options modes and you will feel the love by saving or sharing on commute trips while you are rewarding yourself by saving fuel, saving money, maintenance and wear and tear on your personal vehicle as well as helping build a community of transit, rideshare and active transportation lovers.

Contact me, your Employee Transportation Coordinator, at **<phone number>** or **<e-mail address>** for commute assistance!



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