



FACEBOOK/INSTAGRAM

Promoted Posts

Post #1

At [company name] we're shifting gears! We've joined @sustaincharlotte's #Way2GoCLT sustainable transportation challenge to promote biking, walking, carpooling and riding transit. We're ready to roll! Are you?

Post #2

Together, let's drive one million fewer miles in 2017! @sustaincharlotte's #Way2GoCLT sustainable transportation challenge begins on March 1st and is Charlotte's largest yet! We've joined the challenge to show our commitment to a sustainable Charlotte. Will YOU take the challenge?

Post #3

For commuting, errands and EVERY transportation need, sustainable mobility has become a global trend because it's a better lifestyle choice. And now, it's coming to Charlotte with #Way2GoCLT. We've joined the challenge to drive one million fewer miles in 2017. Have you?

Post #4

[company name] has joined the MOVEMENT. We're one of the many local Charlotte area organizations who have taken on the #Way2GoCLT sustainable transportation challenge. Together, we aim to drive one million fewer miles in 2017! We're biking, walking, carpooling and riding transit to contribute to a more sustainable Charlotte!

Post #5

Increased motivation & productivity. Big savings. Improved health. Cleaner air. These are just some of the benefits of sustainable transportation! Join us in the #Way2GoCLT challenge and be part of the solution!

TWITTER

Promoted Tweets

Post #1

We're shifting gears! We've joined @Sustain_CLT's #Way2GoCLT sustainable transportation challenge and we're ready to roll! Are you?

Post #2

Together, let's drive one million fewer miles in 2017! We're in on @Sustain_CLT's #Way2GoCLT sustainable transportation challenge. Are you?

Post #3

We've joined the #Way2GoCLT challenge! We're biking, walking, carpooling and riding transit to contribute to a more sustainable #CLT!

Post #4

Increased motivation & productivity. Big savings. Improved health. Cleaner air. A more sustainable #clt. We in on the #Way2GoCLT challenge!

INTERNAL NEWSLETTER/EMAIL

Let's change the way we move around the city! Whether commuting to work, running errands, going to school — going anywhere, anytime! — you can save money, avoid traffic, burn calories, AND reduce carbon pollution. Do it by joining the **[INSERT COMPANY NAME]** in Sustain Charlotte's exciting new [Way2Go CLT](#) initiative, where you track every trip you take walking, biking, car/vanpooling and using public transit.

It's how the world rolls, and now Charlotte will, as well. Let's drive 1 million fewer miles in 2017! It's all free, online, super easy, convenient, FUN, and you'll have a chance to win monthly prizes.

Join our team now on your computer or mobile device at **[INSERT DIRECT TEAM LINK]** and begin logging your trips on March 1! More information about the challenge is available at [myway2goclt.org](#). Have questions or want to form a department team within **[INSERT COMPANY NAME]**? Contact brany.n.calegar@sustaincharlotte.org.

Do it for your health. Do it for your wallet. Do it for Charlotte. Do it for the shameless bragging rights!

EXTERNAL NEWSLETTER/EMAIL

This year, business, government and community leaders are challenging residents of the Charlotte region to drive less and explore better ways to get around. Sustain Charlotte's new [Way2Go CLT](#) challenge aims to reduce vehicle emissions and traffic congestion by challenging residents of the Charlotte region to drive 1 million fewer miles in 2017!

Challenge participants will be invited to try options like bike commuting, walking, carpooling, vanpooling and public transportation. They track their sustainable trips for chances to win monthly prizes.

There are two options for participation—as an individual or as a team made up of employees, family or friends.

Do it for your health... Do it for your wallet... Do it for Charlotte... Do it for the shameless bragging rights!

Take the Way2Go CLT challenge and see firsthand what an empowering experience it is to not only make a positive choice, but to make your impact count... See how many miles, pounds of emissions, gallons of gas and dollars we can save when we work together!

Register at way2goclt.org!

If your company, neighborhood, or other organization wants to form a team, contact branyn.calegar@sustaincharlotte.org for details. It is all free, online, super easy, convenient and FUN. Don't be left out. Be part of the solution!