



IDEAS TO HELP SPREAD THE WORD

Tell Your Residents

- Send an email to your residents.
- Let them know about the neighborhood team and rally them to participate.
- Keep motivating them throughout the challenge!
- Feature the Way2Go CLT challenge blurb and web banner on website or newsletter.
- Add the challenge to your organization's shared or community calendar and Nextdoor.com.

Utilize Our Materials

- Utilize the messaging content and materials found in the Way2Go CLT Challenge Resource Kit at mywaytogoclt.org/resources.
- Post Way2Go CLT Challenge posters and flyers in prominent areas for your residents to see.
- For hard copies of posters and flyers, contact brany.n.calegar@sustaincharlotte.org.
- For "cut and paste", customizable social media posts and electronic versions of challenge materials visit mywaytogoclt.org/resources.

Promote the Way2Go CLT Challenge Via Social Media

- Spread the word about the challenge in posts by using #Way2GoCLT.
 - **Facebook** (<https://www.facebook.com/sustaincharlotte/>)
 - **Twitter** (https://twitter.com/Sustain_CLT)
 - **Instagram** (<https://instagram.com/sustaincharlotte>)
 - **Blogs or other accounts.**

Community Engagement

- Bring Way2Go CLT challenge materials to any community events that your neighborhood will be participating in.
- Use this as an opportunity to garner some positive goodwill by showcasing your neighborhood's commitment to helping people find more sustainable ways to get around.
- Invite Sustain Charlotte to give a short presentation at your next meeting. Email meg.fencil@sustaincharlotte.org if interested.