



IDEAS TO HELP SPREAD THE WORD

Tell Your Employees

- Send an email to your employees.
- Let them know about the company team and rally them to participate.
- Keep motivating them throughout the challenge!
- Feature the Way2Go CLT challenge blurb on your intranet or internal newsletter.
- Add the challenge to your organization's shared or community calendar.

Let Your Clients Know

- Place a Way2Go CLT challenge web banner on your website.
- Feature the Way2Go CLT challenge blurb on your website or in your external newsletter.
- Send an email to your email distribution lists.
- Affirm your support for the Way2Go CLT challenge and encourage others to do the same!

Utilize Our Materials

- Utilize the messaging content and materials found in the Way2Go CLT Challenge Resource Kit at mywaytogoctl.org/resources.
- Post Way2Go CLT Challenge posters and flyers in prominent areas for both employees and clients to see.
- For hard copies of posters and flyers, contact brannyn.calegar@sustaincharlotte.org.
- For "cut and paste", customizable social media posts and electronic versions of challenge materials visit mywaytogoctl.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 organization will be participating in.
- Use this as an opportunity to garner some positive goodwill by showcasing your organization'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.