



# How to Amp your Employees and Increase Participation

We know that Team Captains have a lot on their plate so we want to make this as easy as possible to be successful and still have fun! There are a variety of ways to promote your company's participation in the Business Commute Challenge (BCC) before, during, and after the event week and we are here to help!

We have provided an assortment of tools including a promo guide (below), pre-made emails, articles, paycheck inserts, and more available on the website under the [Team Captain tab/Marketing Tools](#). If you have any question or need ideas, please call the BCC Team at 541-682-6206.

## Beginning in April, (Registration opens March 31)

- 1) Promote your company's participation in the BCC on the intranet, through employee emails, or team meetings. Make sure to let them know who the Team Captain is and how to contact for questions.
- 2) Distribute information to employees: Place posters and calendar of events on all floors, break-rooms, work out spaces, bike racks, and in elevators; encourage managers to promote within their department; put information in their paychecks; place an article in the company newsletter
- 3) Let employees know they can get free bus passes from their Team Captain (If you need more, contact BCC team).
- 4) Encourage management to support and participate in the event: Have owner or manager send out email to employees about the company's participation; provide funding for incentives or an event; challenge a competitor, departments within the company, or other businesses in your building just for fun.
- 5) For public relations, send out press releases about your company's participation, post on company Facebook page and website, especially if challenging another company!

## Week of Event

- 1) Host an event the week before or during the BCC to encourage participation and to reward those that have already signed-up. This could be a bagel breakfast, ice-cream social, bike tune-up, etc.
- 2) Send out reminder emails about the events during the week of the BCC and to remind them to participate and to log their trips. We encourage reporting through the week, as we tend to get a bog down on Friday when everyone is reporting, making the website have issues. The BCC team will also send out general emails to all participants since many do not have company emails, but they are not specific to your team.
- 3) Recognize people who are participating through email and at meetings.

## After:

- 1) Encourage participants to attend the Business Commute Challenge Wrap-up party for the awards ceremony and to pick-up any prizes they may have won.
- 2) Post the team and BCC results in all break-rooms, through email, and in company newsletter to see what they achieved.