**New Year’s Resolution – Join a Vanpool**

**December WhCommunication Toolkit**

**Pick and choose from the following communication tools to spread the word about the benefits of vanpooling during the fall and winter**

**Draft Email:**

TO: **(Agency)** Employees

FR: **(CTR/ETC name/title)**

RE: 3 is enough to start a vanpool in January

Start the New Year with less stress and more savings. During January, it takes just three people to start a new vanpool!

Vanpool riders report less stressful commutes and significant savings in gas and vehicle wear and tear. Start a vanpool with two other people and Intercity Transit will provide the van, gas and vehicle maintenance. You pay a low monthly fee; they’ll help find other riders and even offer free emergency rides home.

**Benefits of vanpooling include:**

* **Less stress**—75 percent of vanpool riders report having less stress than when driving alone.
* **More money**—Vanpoolers save about $400 a month on gas and vehicle upkeep on a 50 mile commute.
* **More time**—Vanpools can use HOV lanes where available and cut down on commute times. Plus, Intercity Transit vanpools remove over 1,200 vehicles a day from congested roads, which keeps traffic moving for everyone.

**Other great incentives for trying and joining a vanpool:**

* **Join a vanpool.** Get a $50 gift card.
* **Start a vanpool.** Receive a $100 gift card or your first month’s fare free.
* **Recruit other riders.** Earn a $50 gift card.
* (Agency Name) offers an **incentive of XXX** for employees who vanpool. (Fill in incentive and include this if your agency offers employee vanpool incentives.

There’s also a **$500 cash** drawing for all recruiters and new riders.

Learn more by calling at 360-786-8800 or 866-330-7033, by emailing vans@intercitytransit.com or by visiting [intercitytransit.com/vanpool](http://www.intercitytransit.com/vanpool).

**DRAFT ARTICLE (SEND TO YOUR INTERNAL NEWSLETTER COORDINATOR):**

**Start the New Year with less stress and more savings**

Vanpool riders report less stressful commutes and significant savings in gas and vehicle wear and tear. Start a vanpool with just two other people this January and Intercity Transit will provide the van, gas and vehicle maintenance. They’ll also help find other riders and offer free emergency rides home. You pay a low monthly fee (see Intercity Transit’s [online cost estimator](https://www.intercitytransit.com/vanpool/cost-estimator)).

If that wasn’t enough, take advantage of the other incentives Intercity Transit offers for joining or starting a vanpool.

* **Join a vanpool.** Get a $50 gift card.
* **Start a vanpool.** Receive a $100 gift card or your first month’s fare free.
* **Recruit other riders.** Earn a $50 gift card.
* (Agency Name) offers an **incentive of XXX** for employees who vanpool. (Fill in incentive and include this if your agency offers employees vanpool incentives.

There’s also a $**500 cash** drawing for all recruiters and new riders.

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**DRAFT FACEBOOK POSTS:**

1. Resolve to stress less and save more this year by vanpooling. Start a vanpool this January with just two other people and let Intercity Transit provide the van, gas and vehicle maintenance. They’ll also help find other riders so you can save even more. Get details at [IntercityTransit.com/vanpool](http://www.intercitytransit.com/vanpool).
2. Interested in vanpooling but haven’t tried it yet? Start a vanpool this January with just two other people and Intercity Transit will give you $100. They’ll also help recruit new riders to increase your savings. Learn more at [IntercityTransit.com/vanpool](http://www.intercitytransit.com/vanpool).

**Draft Tweets:**

1. Stress less & save more in 2018! Start a vanpool in January with just 2 other people and let Intercity Transit provide the van, gas and vehicle maintenance. They’ll help find other riders so you can save even more. Details at [IntercityTransit.com/vanpool](http://www.intercitytransit.com/vanpool).
2. 3 is enough! Start a vanpool with just two other people and Intercity Transit will give you $100. They’ll also help recruit new riders to increase your savings. Learn more at [IntercityTransit.com/vanpool](https://www.intercitytransit.com/vanpool).