**Need more time to chill in your day? Join a vanpool, relax and save!**

**March Communication Toolkit**

**Pick and choose from the following communication tools to spread the word about Intercity Transit’s latest vanpool promotion.**

**Draft Email:**

TO: **(Agency)** Employees

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

RE: Relax and save money with an Intercity Transit vanpool

We’ve all heard it before…change is hard. So, it’s understandable that switching from driving your car to work every day to vanpooling may be difficult.

Intercity Transit knows that saving money, saving time, having some down time and helping to save the environment are all important to you. But, despite this, you may still not be ready to commit. Would it help to hear what real vanpool riders have to say about their commutes?

Take it from Theresa. She’s able to disconnect and have some chill time during her commute. Dave describes his commutes as cozy and comforting and Jesse has saved 90,000 miles of vehicle wear on tear on his personal vehicle by vanpooling. Their stories and others are available on [Intercity Transit’s website](https://www.intercitytransit.com/vanpool).

If hearing from people who enjoy their commute doesn’t convince you to give change a try, perhaps getting your first month free will? Intercity Transit is so convinced you’ll love vanpooling that they’ll let you start with just three people. Plus, if you start a new vanpool you’ll also get a $100 Amazon gift card. Or, if you join an existing vanpool, you’ll get a $50 gift card.

With all of these great reasons to vanpool, why wouldn’t you give it a try? Call Intercity Transit toll free at 1-866-330-7033. They’ll help you get started!

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

According to Webster’s New World Dictionary, to change is to cause to become different; alter; transform; convert. The process of changing—becoming different—can be intimidating and even scary. So, it’s understandable that switching from driving your car to work every day to vanpooling may be difficult.

Despite the anxiety that it may produce, change can be very positive. Making the switch from driving alone to vanpooling, for example, can save you money, time and wear and tear on your car. It can also cut congestion and reduce pollution. All of these are positive reasons to change.

Still, you may not be ready to commit. Would it help to hear what real vanpool riders have to say about their commutes? Take it from Theresa. She’s able to disconnect and have some chill time during her commute. Dave describes his commutes as cozy and comforting and Jesse has saved 90,000 miles of vehicle wear on tear on his personal vehicle by vanpooling. Their stories and others are available on [Intercity Transit’s website](https://www.intercitytransit.com/vanpool).

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**DRAFT FACEBOOK POSTS/TWEETS:**

1. Remember relaxing during your commute? No? Theresa does. You can too. Find out how at intercitytransit.com/vanpool.
2. Has parking got you down? Would having a dedicated parking spot help? Tammi got one. Find out how at intercitytransit.com/vanpool.