**No-Cost November**

**October ETC Communication Toolkit**

**Pick and choose from the following communication tools to spread the word about No-Cost November to your agency employees.**

**Draft Email:**

TO: **(Agency)** Employees

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

RE: No-Cost November – Try Vanpooling for free!

Do you want to save money and reduce stress this holiday season? Take advantage of No-Cost November! Join an existing vanpool during November and Intercity Transit will cover your costs for November and December. If there are no vanpools going to **name of agency** at a time that works with your schedule,they’ll help you start one—again, at no cost to you!

Vanpooling with Intercity Transit has so many rewards—you can get a $100 gift card for starting a new vanpool, or get a $50 gift card for joining an existing vanpool. They’ll even buy you a cup of coffee for simply trying a vanpool. If those rewards weren’t enough consider that vanpool riders can save up to $400 a month on a 50 mile commute, have less wear and tear on their vehicles and experience less-stressful commutes.

Share your commute with three or more people and Intercity Transit will provide the van, gas and vehicle maintenance. They’ll also help find other riders and provide an emergency ride home up to six times a year if needed.

Give vanpooling a try during No-Cost November. Intercity Transit is so convinced that you’ll love the time, money and stress savings so much that you’ll keep vanpooling. Your employer may reimburse for vanpooling the rest of the year—check with your Employee Transportation Coordinator to see. Vanpool—your new savings account.

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**

**Relax and save for the holidays with No-Cost November**

Keep more money in your wallet and reduce stress this holiday season by trying vanpooling for free during No-Cost November.

75 percent of Intercity Transit vanpool riders report less stress, which is good any time of year. They also save significantly on gas and vehicle wear and tear, which translates to more money to spend on other things.

Share your commute with three or more people and Intercity Transit will provide the van, gas and vehicle maintenance at no cost to you during November and December. They’ll also help find other riders and provide an emergency ride home if needed.

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 FACEBOOK POSTS:**

1. Reduce stress and keep more money in your wallet this holiday season with No-Cost November. Join an existing vanpool or start a new one during the month of November and Intercity Transit will cover your commute costs. Free money before the holidays—what could be better? Learn more at IntercityTransit.com/vanpool.
2. Interested in vanpooling but haven’t tried it yet? Intercity Transit is so convinced you’ll love the time, money and stress savings of vanpooling, that they’ll let you try it for free. Just sign up during November and December and enjoy two months of commuting to work at no cost to you. Learn more at [IntercityTransit.com/vanpool](http://www.intercitytransit.com/vanpool).

**Draft Tweets:**

1. Reduce stress and save for the holidays. New vanpool riders commute free during No-Cost November. Details @ [intercitytransit.com/vanpool](http://www.intercitytransit.com/vanpool).
2. Join a vanpool during No-Cost November and Intercity Transit will cover your costs for two months! Details @ [intercitytransit.com/vanpool](http://www.intercitytransit.com/vanpool).