

GLT's Good To Go Ambassadors

The Good To Go™ Commuter Challenge is a free, friendly, week-long competition between workplaces, organizations, groups and individuals to avoid driving alone for a week. Workplaces with the highest level of participation in their category can earn recognition. Individuals earn bragging rights by racking up the most miles and will be eligible to win a grand prize.

The focus for 2012 is to double 2011 participation through grassroots efforts, including Good To Go Ambassadors.

The Ambassadors work to increase awareness and boost registration and participation at their workplaces or in their organizations for the 2012 challenge May 12-18.

As a Good To Go Ambassador you would:

- Create a user account and register (join) the 2012 Good To Go Commuter Challenge (if you've participated before, you already have a user account). Get started at www.gltgoodtogo.com
- Publicize the challenge at your workplace/organization through appropriate means, including email, social networking and by posting marketing materials in key locations.
- Identify and enlist current green commuters as "cheerleaders" to help promote participation.
- Hold at least one registration meeting where interested employees/members can learn more about the challenge and receive help (if needed) creating an account and joining the 2012 Commuter Challenge.
- Work with your human resources department or wellness organization to create incentives for participation. For instance, they may provide all participants with a free pedometer or give carpoolers access to the best parking for the week.
- Consider contacting a like-minded workplace/organization to develop a friendly competition during the challenge week.
- Aim for 10% employee/member participation (participation defined as at least one, logged sustainable commute).

WGLT's Good To Go will provide marketing materials, on-site support for any registration meetings and a free Good To Go water bottle, Carl's ice cream cone and free B-NPTS bus ride to anyone who registers. Anyone who logs at least one commute is eligible to win a random drawing for a \$200 VISA gift card!

Contact: Mike McCurdy, goodtogo@wght.org

Illinois State University
Campus Box 8910
Normal, IL 61709.8910

phone: 309.438.2255
fax: 309.438.7870
e-mail: wght@ilstu.edu
website: wght.org