

Checklist on How to Help

There are many ways you can get involved. Here are a few suggestions.

- Encourage co-workers, friends and families to fill out commitment cards.
- Weave the campaign logo and messages into your public and employer outreach.
- Work with event organizers to weave the campaign messages into events.
- Convey messages via your own events and outreach.
- Encourage event and outreach participants to sign commitment cards.
- Distribute Drive Less/Save More materials at events.
- Send direct mail to organization's lists, co-workers, constituents, friends and families.
- Send campaign e-news to organization's lists, co-workers, constituents, friends and families.
- Link the Drive Less/Save More Campaign web site to your organization's web site.
- Initiate blog dialogue.
- Include campaign information in organization's newsletters.
- Evaluate events or outreach projects in which the Drive Less/Save More campaign messages were featured. There are event and outreach evaluation forms located in this partner kit. Go to www.DriveLessSaveMore.com/partnerkit to complete the evaluation forms online. Track the following information:
 - a. Number of commitment cards signed
 - b. Number of employers engaged concerning the campaign
 - c. Number of materials distributed
 - d. Number of people at events where Drive Less/Save More materials are distributed
 - e. Number of events you participate in during the campaign
 - f. Number of contacts made at events
 - g. Number of visits made to web sites featuring Drive Less/Save More