



COMMUTER CLUB
A PROGRAM OF THE CUMBERLAND CID

**Riders Wanted Challenge:
Market your own vanpool**

We would like ideas from you on how you would like to market your vanpool!

Vanpool Number: _____

Email Address: _____ **Phone Number:** _____

Primary Driver Name: _____ **Current Number of Riders:** _____

Market your vanpool with our help! We challenge you to come up with new and creative ways to market your van. You ride the van, enjoy the van, and best understand the value of your van. As such, we appreciate that you might just have the best idea for marketing your van to increase your ridership. Your vanpool is free to approach this in any way that you choose.

As an example, one vanpool made a new route magnet out of an old magnet by replacing letters and changing it to reflect their route. This was done at a minimal cost and provided this vanpool with a marketing tool that they felt would best increase their ridership – an accurate route magnet to display on the exterior of the van for co-workers to see.

If you think magnets, banners, or colorful and attention-grabbing decals or signage would help, let us know. Whether you have a far-out creative plan or a more traditional plan, we would like to support your ideas. Think fun, efficient, accessible, and beneficial...and send us your idea. Together we can make it happen!

Directions:

And, remember, we are always available to assist you when necessary, whether hosting meet-and-greet sessions to encourage people to come and meet the vanpoolers, sending e-mail blasts, or providing you with official Commuter Club flyers to distribute amongst your co-workers and in break rooms.

Please email, fax, or mail this form to:

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What do you think would be an appropriate amount to spend on this project?

- \$10-\$24 \$25-\$49 \$50-\$74 \$75-\$99

Description of marketing idea:
