



IDEAS TO HELP SPREAD THE WORD

Tell Your Employees

- Send an email to your employees. Let them know about the company team and rally them to participate and motivate them throughout the Challenge
- Feature the Clear the Air Challenge blurb on your intranet or internal newsletter.
- Add the Challenge to your organization's shared or community calendar.

Let Your Clients Know

- Place a Clear the Air Challenge web banner on your website. Various sizes are available in the Challenge Start-up Toolkit.
- Feature the Clear the Air Challenge blurb on your website or in your external newsletter.
- Send an email to your email distribution lists. Affirm your support for the Clear the Air Challenge and encourage others to do the same!

Utilize Our Materials

- Post Clear the Air Challenge posters and rack cards in prominent areas for both employees and clients to see.
 - For hard copies of posters and rack cards, contact tracker@pennapowers.com.
 - Electronic versions of Challenge materials are in the Challenge Start-up Toolkit.

Utilize Our Materials

- Promote the Clear the Air Challenge via social media. Reference us in posts by using #ClearTheAirChallenge.
 - **Facebook** (www.facebook.com/cleartheairchallenge)
 - **Twitter** (<https://twitter.com/cleartheairutah>)
 - **YouTube** (<https://www.youtube.com/user/ClearTheAirUtah>)
 - **Linked In** (<https://www.linkedin.com/>)
 - **Blogs or other accounts.**
 - Utilize the materials found in the Challenge Start-up Toolkit.

Community Engagement

- Bring Clear the Air Challenge materials to any community events that your organization will be participating in.
 - Use this as an opportunity to garner some positive goodwill by showcasing your organization's commitment to clean air!